

# ELLE

## DECORATION

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# THE TRENDS

SPRING/SUMMER 2017  
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## THE RUGS

# ARTISAN INDIAN

*A hand-knotted Indian rug is a must-have item in 2017. Choose one from Jaipur Rugs, a brand that's giving weavers back their artistic freedom*

**Jaipur Rugs, which has more than 40,000 artisan weavers** on its books, has started the Weaver Design Project. Bucking the trend for mass-market rugs produced using 'design maps' (templates that the weavers follow), the brand places more value on creativity. 'The new generation of artisans were losing touch with their ability to design, and their interest in it,' says the company's Abhishek Sharma. Each village involved in the project is given 1,200 kilograms of wool and bamboo silk yarn, and the weavers can let their imaginations run wild. The project's first collection is called 'Artisan Originals', and goes on sale this month.

Kavita Chaudhary, design director at Jaipur Rugs, visited villages and held workshops to get the ball rolling. 'I give some basic colour theory training, assist with visualising an image, and act as a sounding board for potential design themes,' she explains. Then, once the weavers have their materials, the Jaipur Rugs team doesn't interfere.

The results are remarkable: strikingly graphic and sensationally colourful. 'It's far beyond our expectations,' Chaudhary says. 'Some weavers created such original work in their very first attempt. People love the story behind them as much as the rugs themselves,' she adds. £599 per square metre ([jaipur rugs.co.com](http://jaipur rugs.co.com)).

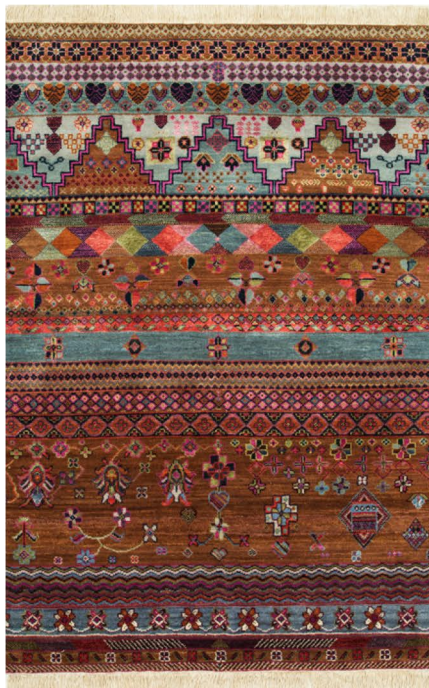


## BEHIND THE DESIGNS

*Every rug tells a story: some reference local delicacies, others are odes to a time or place*



**'Khushboo'** Two neighbours in Udaipuria, with 30 years' of weaving experience between them, created this carpet, which depicts blooming flowers and *shakarpara*, a beloved breakfast snack. The result is abstract, graphic and richly textured.



**'Khushiyaan'** In the village of Itawa, weaver Santos Devi took the patterns of paisley, the distinctive silhouettes of *matkas* (local earthenware water pots), and delicate sari embroidery and incorporated them into her rug design.



**'Sona-Bagicha'** The botanical motif of this rug was inspired by the gardens at Jaipur City's hospitals, where Sajana Ji, resident of Aaspura village, found solace while being treated. The pattern is charming and perfectly symmetrical. **ED**