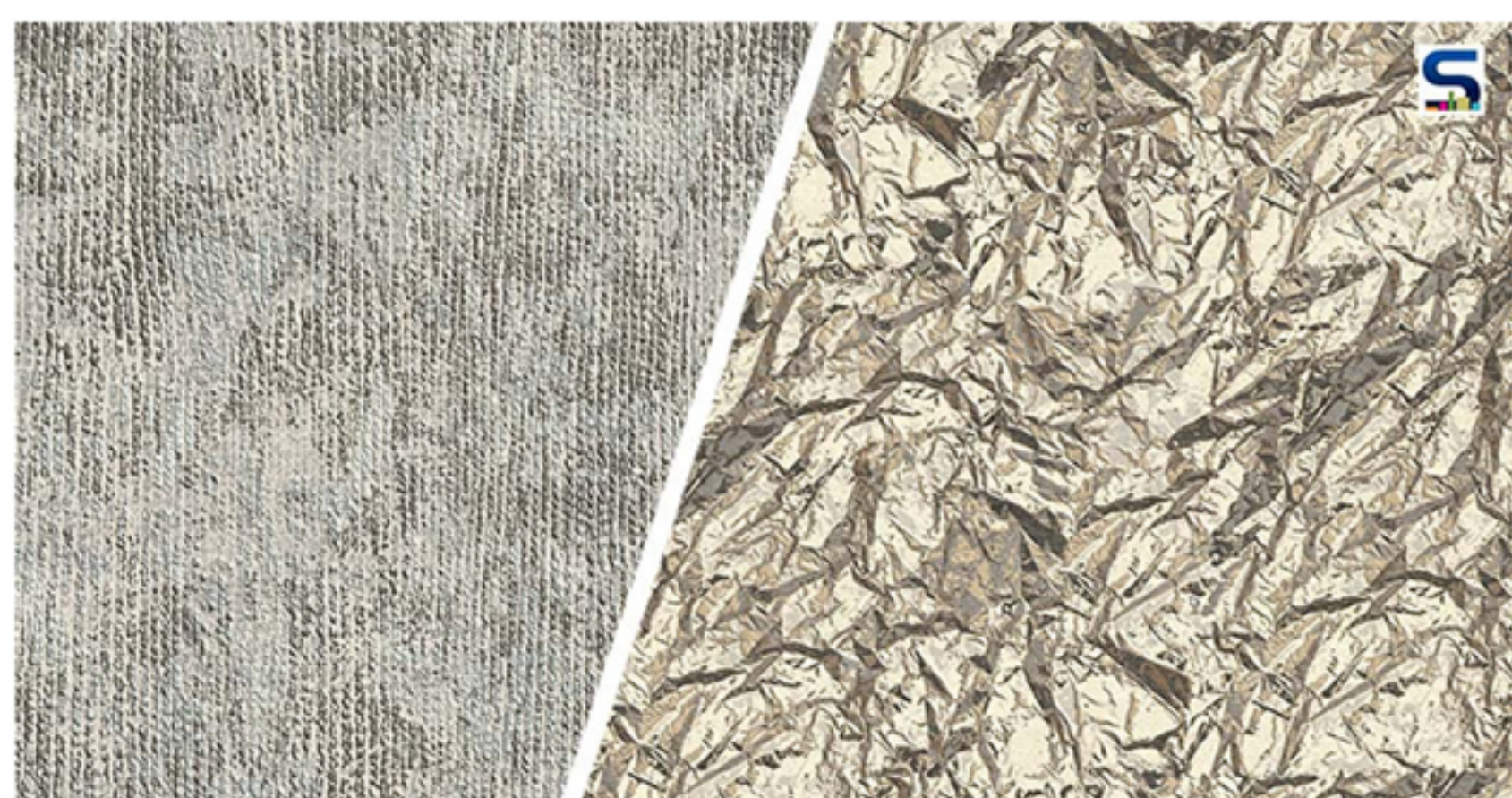


Jaipur Rugs, Walking on Artistry- Kavita Chaudhary

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"In the recent times, contemporary rugs resemble art on a canvas, with brushstrokes and squiggles, as the industry transcends from traditional to modern designs. If chosen diligently, a handmade rug can last hundreds of years, and when one associates it with a reputable name in the industry, it can easily be a collectable."



Kavi's rugs are modern interpretations of age old observations like patterns in nature or beauty in the unexpected. She drew inspiration from travel around the world, which influenced her designs as she broke away from traditional motifs and embraced the nostalgia of patterns traced by an inexperienced hand or the 'non-artist'. Thus, 'Free-verse' collection was born, which also seeks to capture nuances of a time when digital technology meet the sensation of touch and imitate the inconsistency of hand in art. One borrows from the other and new expressions, of art for art's sake, are born.



Two of the rugs, 'Kras' and 'Taittu' from Free Verse Collection are only two rug designs from Asia to win German Design Award 2017 for product excellence and their outstanding design. These rugs are woven with real silk and wool together in Persian knots totaling to over 2 million individual knots in a 7.5 sqmt size. Crumbling foil, inexpert origami and traced drawings find expression in these designs.

Weavers become designers "Artisan Originals"

of their own on an unassuming loom was something they never imagined would happen. A one-of-a-kind initiative introduced by Jaipur Rugs explores the untamed fashion from the villages of India to knot them in a collection, now known as Artisan Originals.



"Over the years, we realized that the network of 40,000 artisans that are directly associated with us are undeniably one of the most creative teams within the company. To tap the creative potential of these skilled crafts people, we began an experiment a couple of years ago and asked the weavers to pick colours and create their own designs from unused and recycled yarns" – Kavita