

Jaipur Rugs wins German Design Award second year in a row

BY OUR CORRESPONDENT

After winning the prestigious German Design Award 2016 for its rug Anthar, Jaipur Rugs has again won German Design Award 2017 and received special mention for Excellent Product Design for second time in a row. The award ceremony will take place on February 2017 in Frankfurt, Germany.

The German Design Council is an independent and internationally active institution that supports companies in efficiently communicating design expertise and also seeks to strengthen the broader general public's understanding of design.

Founded in 1978, Jaipur revolutionized the carpet industry by creating an entirely new business model — working directly with artisans and uplifting their lives and communities. Since then, we have grown to become a global, award-winning brand, sharing our unique point of view through our range of home décor products. More importantly, our passion for design and inspiring people is balanced by our drive to make life better for all those involved in making our products. This ensures that everything we do is as meaningful as it is



It is facilitating better opportunities for artisanal communities nestled in the most remote corners of the country.

beautiful — in touch with the world of trends but grounded by a deeper understanding of life and living spaces.

What makes this achievement all the more special is that this year it is two of Jaipur's rugs that have won the accolades. The two rugs — Kras and Taittu — are a part of Jaipur Rugs' Free Verse collection, designed by Kavi. Kras recreates patterns from crushed foil paper. The rugs are created through carefully studying the way light falls on each crease. Taittu is designed from the patterns of a rib knitted sweater. Each rise and fall is the result of carefully hand-knotted wool and silk.

The creations in Free Verse can be described as modern

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interpretations of age old observations. The patterns may be found in nature or in the form of beauty in unexpected places. The result is a brand new vision and "non-artists" are celebrated through these creations.

Kavita Chaudhary, design director, Jaipur Rugs said, "This is a huge accomplishment for us and calls for cel-

ebration to all our artisans and designers. These rugs are unique piece of art created through Persian knotting fine silk and wool for almost a year."

Founder and CMD of Jaipur Rugs, Mr. NandKishore Chaudhary said, "Jaipur Rugs is on an insurgent mission to bring back the lost dignity in one of the most

under-appreciated professions—Weaving. German Design Award will certainly open more avenues for rural artisans to showcase their craft at a global stage. German Design Award is a great honor for us and would certainly put rural artisans on the global map."

The award is the premium prize of the German Design Council, an internationally active institution committed to discovering, presenting and awarding unique design trends. Established in 2012, it is already one of the best-known design competitions in the world and is held in high regard in professional circles and beyond.

A panel of experts from the German Design Council

nominates only those products that set themselves apart from their competitors due to their design quality, making Jaipur Rugs' achievement even more distinct.

An internationally recognized designer, Kavi has spent much of her life traveling the world and practicing diverse art forms, including painting, sculpture and screen-printing. She draws from the rich heritage of her childhood home in rural India and the simplicity discovered in global travel. A graduate from The School of the Art Institute of Chicago (SAIC), Kavi is the recipient of numerous international design awards that celebrate her unique approach to design.