

CARPET HOME

Marcel Müller
(M2Rugs, Hamburg)
Timeless and sustainable:
the new nettle-based
collection
by Sebastian Herkner



HANSE HOME

48

LICENSING BUSINESS EXPANDED TO
INCLUDE THE VILLEROY & BOCH BRAND



PHOTO: HANSE HOME COLLECTION

Salone del Mobile and Fuorisalone, Milan

Milan Design Week 2024: a host of carpet brands

by Maher Jawad

Major carpet brands presented their latest collections at Milan Design Week 2024, which includes the Salone del Mobile fair and the city-wide event Fuorisalone, showing the impressive fruit of intriguing collaborations amid fascinatingly executed product presentations. Trade visitors from around the world found opportunity to engage in stimulating discussions with each other on design, the latest trends and innovations impacting the industry – in addition to memorable parties.

CARPETS AT SALONE DEL MOBILE



PHOTO: SALONE DEL MOBILE

Jaipur Rugs presented three new collections exclusively designed by Italian studios, starting with Façade, created in collaboration with the Studio AMDL Circle founded by Michele De Lucchi. Then there was the Zig Zag collection by the architecture firm DAAA Haus. The Couture collection, in turn, is the result of a recent collaboration with the Chanel garment workshop Vimar 1991.

JAIPUR RUGS





Battilossi's latest carpet collection titled "Conversations on Techniques / Ge-Technique", designed by Storigemilano, was staged in a darkened room with flickering light, a documentary film running and dreamy background music, showcasing the richness that lies in weaving techniques in a special way.

Jaipur Rugs introduced three new collections in collaboration with Italian studios, which were also shown at Salone del Mobile.



Stepevi presented the ecological carpet collection The Revival Project with an installation made of Econyl, a regenerated polyamide yarn.



Naïry Vrouyr rolled out their high-quality Taurus Rug Collection by Bob Verhelst amid the mystical setting of the Teatro Arsenale.

