

By Prakash Bhandari

Jaipur: The world famous Jaipur Rugs, India's most ethical producer of handmade carpets, and Italian designer Matteo Cibic have come together to bring out a vibrant collection of handcrafted rugs that are inspired by Cibic's visit to Jaipur.

The city was recently designated as a UNESCO World Heritage site. Cibic has taken cues from the city's architecture, colors and the miniature paintings and played on the culture and beauty of the historic city. This pop, graphical and colorful collection depicts a phantasmagorical India! Cibic has mixed geometric and decorative patterns together in this bold, contemporary collection and used the many shades of pink, rose, orange and peach that are typical to the city. He has used bold motifs using iconic figures such as the Rajasthani moustachioed soldier, the monkeys, the triangular flag, and iconic views of Jaipur's buildings and monuments. The collection is named after Wunderkammern, known as cabinets of curiosities that came into existence in the mid-16th century in Europe. These room-like cabinets were repositories for all types of wondrous and exotic objects. Jaipur Rugs will also showcase contemporary designs by in-house designer Kavi and celebrity designer Gauri Khan at the show.

Jaipur Rugs is a family business strengthened by the purpose of protecting ancestral know-how and connecting rural craftsmanship with global consumers. By placing the human aspect at its core, the company has grown to become the largest network of artisans in India. It uses the age old art form of handmade carpets as a tool to bring prosperity into the homes of 40,000 rural artisans of which 80% are women. Founded in 1978 by Nand Kishore Chaudhary with just two looms, it now has over 7000 looms and sells in over 60 countries. Today the company creates contemporary works of art by collaborating with creative talents capable of showcasing this ancestral craft with a new vision.

Jaipur Rugs is the only Indian company to have ever won the best modern collection at the Carpet Design Award as well as the only Indian company to have won the German Design Award in 2016, 2017 and 2018.

The organization has also won an EDIDA (Elle Deco International Design Awards India, 2017) in the Flooring category with the Artisan Originals Collection, a range that showcases traditional Rajasthani culture, motifs inspired by nature, and personal stories.

The year 2019 has started with a bang with the Artisan Originals collection bagging the If Design Award and the European Product Design Award.

Creative social innovation: Artisan Originals

Jaipur Rugs also supports its high-

The colorful world of India's most ethical rug producer

A new collection by famous Italian designer Matteo Cibic for Jaipur Rugs celebrates the beauty of the Pink City and the talents of Indian artisans. It has been exhibited in Paris and Milan this year.

ly skilled artisans by giving them the chance to become designers themselves. Under the Artisan Originals initiative weavers from remote villages get to be the designers of their own rugs. It taps into the untamed fashion from the villages of India and experiments with the originality of rural craftsmen. It helps nurture their creative potential, which is unexplored at a global stage. Each rug, hand-made with more than 200,000 knots, is the story of its creator – complete with emotions, dreams, and personality. This has led to a transformation in the minds of the consumers whereby they want to engage with the weavers and know about their life story. Each rug in the collection is a masterpiece for the design inspiration it weaves. Through the Artisan Originals initiative rural men and women who either had no education or just primary education, have stunned the world with original designs competing with professional designers and mega design houses on the global stage. This initiative has also solved the rug industry's constant challenge with surplus yarn. The Artisan Originals rugs are made using hand-spun leftover yarn batches, which cannot be used afresh, thereby reducing wastage and making the color palette of these rugs as unique as their design. This is a remarkable example of sustainable production – reusing and reviving from waste.

Nearly 80% of Jaipur Rugs weavers are women who take pride in working from their own homes. From the tribal belts of Gujarat to diverse communities in five states of India, these women represent what the company calls the 'Creative Caste'. They have not had a fair share of opportunities but now have found their voices and dignity within their communities. Unlike the practices of the standard carpet industry, Jaipur Rugs women weavers have now gone on to become Bunkar Sakhi (weaver's friend) – a managerial and leadership role emerging from grassroots, that was traditionally only executed by men. It takes one woman 54 days to spin 60 kilometers of yarn, which makes up the average 9' X 12' rug.

Jaipur Rugs products are sold in 60 countries and find themselves in the window displays of retail

Jaipur Rugs Foundation

To be able to reach out to the mar-



In his collection for Jaipur Rugs, Italian designer Matteo Cibic has incorporated bold motifs using iconic figures such as the Rajasthani mustachioed soldier, the monkeys, the triangular flag, and iconic views of Jaipur's buildings and monuments.

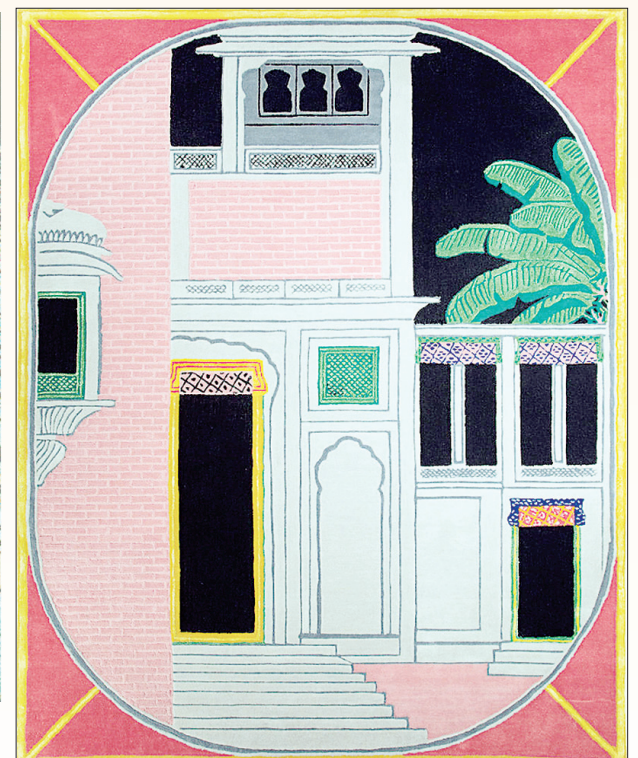


ginalized artisanal communities across the country and lay the foundation of a lasting relationship, the Jaipur Rugs Foundation (JRF) was established in 2004. Its vision is to create a society where equality, justice, and peace prevail through socio-economic development. Its key aim is to provide opportunities for all, with the insurgent mission to serve as a social innovator promoting the cause of artisans (especially women) by providing

The man who revolutionized traditional carpet industry in India, NK Chaudhary founded Jaipur Rugs in 1978 with just two looms to enable economic prosperity among destitute communities. Today, it has over 7000 looms and sells in over 60 countries.



This looks like a nice carpet, but it is much more. It is food, electricity and school fee for thousands of artisans in India. It is Durga Devi's hope to build her child's future.



The facade of a Rajasthani house? No, it is a Matteo Cibic carpet inspired by Rajasthan.