

— VOLUME ONE —

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## PROJECT ERROR

Drawing inspiration from the crossroads of nature and machine, Jaipur Rugs collection explores what happens when the precision of machines is sidelined by happy accidents

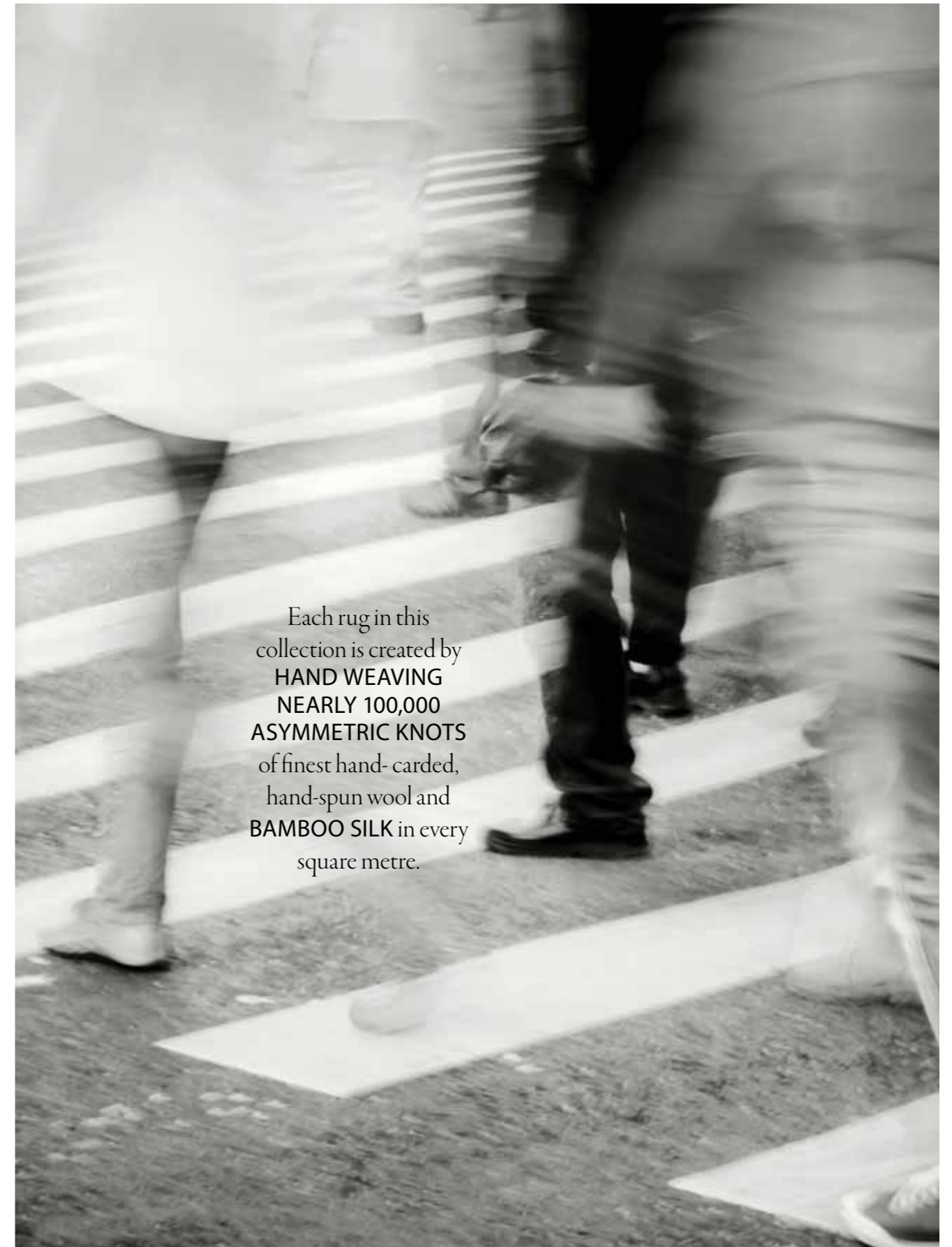
Recently launched at Domotex 2015 in Germany, 'Project Error' studies the concept of misprints - nature's interruption of mechanical duplication to create unique pieces of overlooked art. The project is the work of Jaipur Rugs Company, a Rajasthan-based company specialising in innovative approaches to traditional crafts. Drawing inspiration from the crossroads of nature and machine, works emerge as new, spontaneous design. This collection explores

what happens when the precision of machines is sidelined by happy accidents. Each rug in this collection is created by hand weaving nearly 100,000 asymmetric knots of finest hand-carded, hand-spun wool and bamboo silk in every square metre.

The company prides itself on providing sustainable livelihoods to thousands of artisans across India, preserving an ancient craft.

One of the rugs in the collection, 'Anthar', has been nominated for the German Design Award 2016 in the Product Excellence category. The award is the international prize of the German Design Council, which annually recognises unique design trends and includes the most exciting designers from around the world.

[www.jaipurrugs.com](http://www.jaipurrugs.com)



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