

# INDIAN INSPIRATION



Working with interior designer Gauri Khan, Jaipur Rugs celebrates the beauty of rural India. **Malin Lonnberg** learns more about the new collection

**J**aipur Rugs is a company known for championing its artisans in rural India, but with the Tattvam by Gauri Khan collection the rustic roots of the brand's beautiful weavings also serve as their inspiration. Director Yogesh Chaudhary noted the unique charm of the hand-painted *aangans* (courtyards) of his country's villages, the sculpted mud walls of Gujarat, and the elegance of the *jaali* latticed screens and thought that this heritage deserved a global audience. When the themes of social impact and the empowerment of women in rural settings turned out to also chime with Indian interior designer and film producer Gauri Khan, a rug collection was born.

For Khan, who has previously launched her own lines of furniture, it was the first time designing in this medium. However, her experience as an interior designer means that she is well aware of its significance. To her, a rug is 'a canvas that is large, profound, and has the ability to set the tone of any room it inhabits'. In Tattvam, each look can be related to a particular source of inspiration. 'My designs for Jaipur Rugs are wool and silk interpretations of what the rustic Indian countryside has to offer,' comments Khan. *Megla* is an incarnation of the point where the thatched roofs of traditional homes meet clouds on the horizon, while *Talaj* channels the patterns created in dried dung used to cool and decorate walls. *Sahaj* and its sister design *Urja* come out of the aforementioned *jaali* screens, incorporating interlocking rectangles of different geometric patterns.

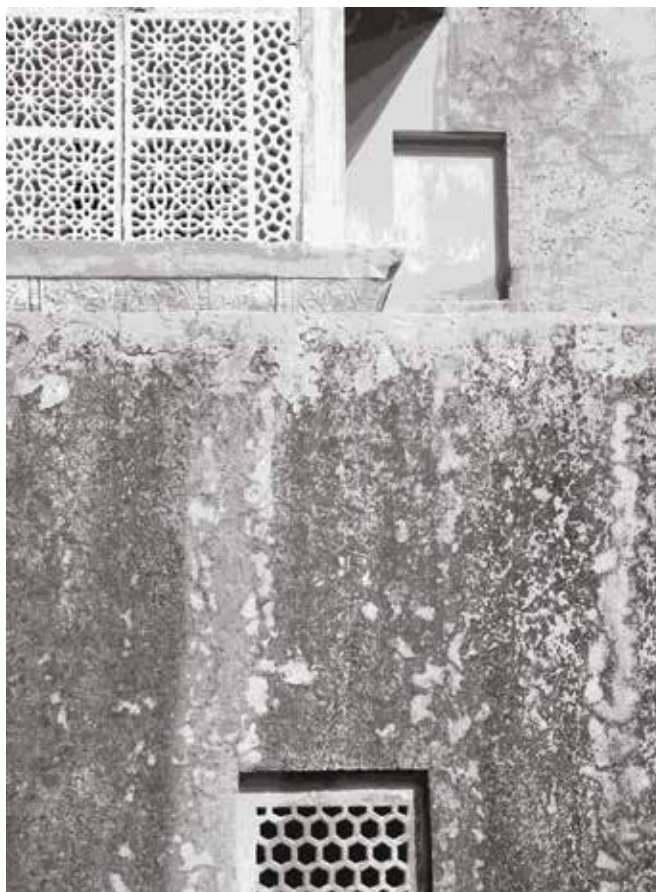
In this way, Jaipur Rugs brings the traditions and shapes of rural India to contemporary interiors across the world, sharing a visual record of a way of life. The collection debuted at Maison et Objet in Paris in January, and is yet another way for the company to connect the local and the international, as well as different strata within Indian society. As Chaudhary puts it, 'With the launch of Tattvam, we aim to communicate the fusion of simple design inspirations and modern urbanity through hand-knotted rugs.'

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

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01 *Urja* rug, Tattvam by Gauri Khan for Jaipur Rugs

02 The Tattvam by Gauri Khan collection for Jaipur Rugs is inspired by sights in rural India, such as patterns on aged walls and the ornamental *jaali* screens that keep the air flowing



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