

cover

ISSUE 59 | SUMMER 2020

DESIGNER RUGS X OLSEN + ORMANDY

NEW
OUTLOOKS
FOR RUGS AND
DESIGN



SUMMER 2020 £5 €8 \$10
cover-magazine.com
Hali Publications Ltd.

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Jaipur Rugs

'The twelve designs are a fantastical interpretation of the history of architecture in India'

Concoction, a new collaborative collection from Jaipur Rugs and designer Shantanu Garg, launched on Instagram and Facebook at the beginning of May. The twelve designs are a fantastical interpretation of the history of architecture in India.

'Concoction celebrates a glorious chapter of India's architectural legacy—one wherein the aesthetic of historical spaces was an amalgamation of Mughal, Ottoman and traditional Indian designs,' comments Garg. 'What inspires me a lot is not just the romance between the eras, but also the idea that so much love might have evolved out of their long and eventful histories. I feel very strongly connected to their architecture and more than the detail, it's the visibility of the blend that stays with me.'

Commenting on the special circumstances surrounding the launch, Yogesh Chaudhary, Director of Jaipur Rugs, says: 'Concoction will always be a special collection for us, because it shows that the resilience of the artisanal spirit is so pure and strong that it's able to adapt itself to modern technology, and communicate in the "language of the times".'

www.jaipurrugs.com

