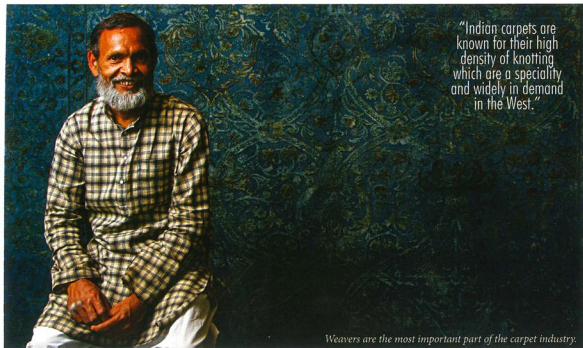
A detailed, textured carpet design featuring the figures of Adam and Eve from the Bible. Adam is on the left, holding a staff, and Eve is on the right, holding an apple. The background is a dense, dark forest. A small plaque on the left reads 'ALBERT DYER FOR THE RUG STAR'. The title 'CARPETS & RUGS' is overlaid in large white serif font.

# CARPETS & RUGS

DESIGNS, APPLICATION TRENDS & INDUSTRY

*Adam & Eve Carpet design by Rug Star*



Weavers are the most important part of the carpet industry.

"Indian carpets are known for their high density of knotting which are a speciality and widely in demand in the West."

While the exact origin of Carpets is not known, *The Pazyryk Carpet*, of Armenian origin, is the oldest known surviving carpet in the world, and dates back to the 5th century BC. Historically, Carpets were not commonly used on the floor in European interiors until the 18th century, after the trade routes between Persia and Western Europe were opened.

The Indian Carpet is said to have its origins with the coming of the Mughal Empire. **Mughals introduced the art of Carpet weaving in India** starting with the Persian style of fine knotting. Gradually it blended with the Indian art, creating the different Indian origin carpets.

The major carpet weaving clusters today are located in **Bhadohi, Mirzapur, Agra, Rajasthan, Haryana, Punjab, Jammu & Kashmir, Gujarat, Uttarakhnad, A.P, Orissa** but mostly are still concentrated in the Northern part of the country. Another category of Indian rugs which are quite popular in the western countries is hand-woven rugs of **Khairabad** or **Sitapur Rugs**. These rugs made in Khairabad and neighbouring areas are all hand-woven and distinct from the other tufted and knotted rugs.

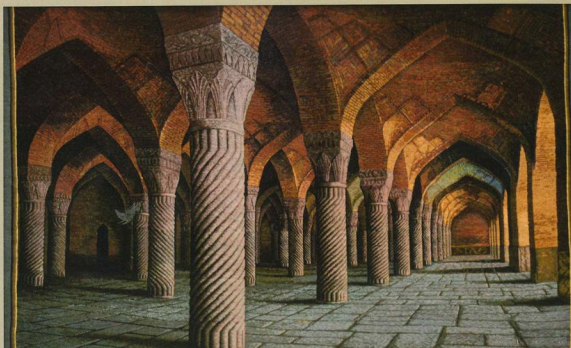
Owners of *Jaipur Rugs* shared that Carpet industry in India is one of the most ancient and popular industries. The ancient heritage of carpet weaving of India is a craft that has multifarious skill and expertise coming from lands as varied as Turkey, Persia, Afghanistan and China. However, this artistry is no longer a skill that is still sequestered in the villages or towns. Along time, this craft has progressed spreading its wings not only at the domestic front but also the international markets.

## INDIAN EXPORT MARKET & DOMESTIC RETAIL

The Indian carpet export market is ranked No.1 in the International market exporting 70-75% of the total production. India currently holds a market share of around 32% of world's imports of handmade floor coverings, reports CEPC (Carpet Export Promotion Council). This is followed by Iran 26%, China 23%, Turkey 8%, Pakistan 5% and Nepal 5%. We export to more than 70 countries in the world. Our Handmade Carpet exports increased to US\$1175.24 million in 2013-2014 with a percentage growth of about 8.73%.

Carpet weaving is highly labour intensive and provides employment to about 2 million workers especially women directly or indirectly in the rural areas. Indian Handmade Carpets are renowned all over the world for their exquisite design, subtle elegance, attractive colors and workmanship. Hand tufted & Hand knotted Woolen Carpets claim the major share of the export market followed by other types of carpets.

While a major share of the carpets is exported, some are hopeful that the domestic markets are also slowly opening up to the idea of carpets in their homes, offices, commercial, hospitality or other areas. *Kavita Chaudhary, Designer, Jaipur Rugs* explains the reason for this shift in mindset, "With the retail boom, Indian carpet industry is already witnessing some major changes in the carpet industry for local market. Major home furnishing industries are now moving towards carpet industry. This drive has offered a new market trend for new designs and large market sector. Youth market in India is now more open to the modern and contemporary carpet industry which has given a new prospect to the carpet industry. India has far better options than its competitor countries like China in terms of quality and designs. India is more flexible and produces all kinds of carpets."



A design seen @ Donotex, 20

## INDIAN CARPETS ARE UNIQUE

Indian carpets are known for their high density of knotting which are a speciality and widely in demand in the West. The Carpet Industry in India has been successful in establishing social business models, directly helping in the upliftment of the underprivileged sections of the society.

## TYPES OF CARPETS

**Hand knotted** - The structural weft threads alternate with a supplementary weft that rises at right angles to the surface of the weave. This supplementary weft is attached to the warp by one of three knot types

**Hand Tufted** - These are carpets that have their pile injected into a backing material, which is itself then bonded to a secondary backing made of a woven hessian weave or a man made alternative to provide stability. The pile is often sheared in order to achieve different textures.

**Handloom or Woven** - The carpet is produced on a loom quite similar to woven fabric. These carpets are usually the most expensive due to the relatively slow speed of the manufacturing process.

**Flat weave Dhurries** - A flatweave carpet is created by interlocking warp (vertical) and weft (horizontal) threads. Types of oriental flatwoven carpet include kilim, soumak, plain weave, and tapestry weave.

**Needle Felt** - These carpets are more technologically advanced. Needle felts are produced by intermingling and felting individual synthetic fibers using barbed and forked needles forming an extremely durable carpet.

These carpets are normally found in commercial settings specially high traffic areas.

**Kilims** - They are flat woven without a pile, made using wool, cotton, linen and silk. They are used as throw rugs and even on walls.

## CARPET FIBRE

The material or fiber with which the carpet is made of is of utmost importance. Most commonly used fibers to make carpets are wool (warm and durable), silk (most exotic), jute, some synthetic fibers like nylon, polyester, olefin, and acrylic, out of which polyester is the most durable of all. Bamboo carpets and Coir carpets form a different range of eco-friendly carpets. Each fiber provides a different texture to the carpet. The quality of any carpet or rug is directly related to the amount and quality of the fiber that goes into the pile. The better the fibre and the more densely it is packed, the better the carpet will perform. Thin, less dense carpet will lose its surface appearance faster.

## ANTIQUE TO MODERN CARPETS

As per [www.carpetpedia.com](http://www.carpetpedia.com), Carpets woven before circa 1920 are categorized as Antiques. In spite of this, there is a detailed segregation for 'Antique Carpets'. Other than the year wise tagging, the traditionally woven carpets made with natural dyes or before the introduction of the synthetic dyes (occurred during 1860-1870), are fondly termed as antique carpets. **Semi antique carpets** are those that were woven from 1860-1870 to the early 20th century. Usually, Turkish and Persian weavings have fully or partially displayed traditional decorations and motifs. The carpets woven from 1920-1930 till today are known as 'Modern Carpets'.

## WHY USE CARPETS?

- **Acoustic features** - Carpet is an outstanding sound absorptive material. No other acoustical material performs the dual role of a floor covering and a versatile acoustical aid. When properly selected, carpet absorbs airborne noise as efficiently as many specialized acoustical materials.
- **Thermal Insulation** - Carpets slow down the heat loss from a room.
- **Wide Colour choices** - Carpets are available in a plethora of colour choices ranging from soft pastels to brighter statement Rugs that stand out.
- **Provides cushioning for falls and slips** - A cushiony carpet can often come handy where kids and seniors are present at home to prevent injury due to slips and falls
- **Offers multiple Design choices** - One can choose from hundreds of options in designs and styles to suit requirements
- **Durable & Long-lasting** - Carpet performance is associated, in part, with pile yarn density - the amount of pile yarn in a given volume of carpet face. For a given carpet weight, lower pile height and higher pile yarn density will yield the most performance for the money. Density is also influenced by the number of tufts per inch when counting across a width of carpet.
- **Improves air quality** - It actually acts as a passive air filter, trapping dust, pollen and other particles and removing them from the breathing zone.



## WHY THE DOMESTIC MARKET HAS NOT GROWN AS MUCH AS THE EXPORT MARKET IN INDIA?

Handknotted carpets were very expensive while the machine made varieties were comparatively cheaper. Being a price-sensitive nation, Indians don't want to spend too much. As long as the design and colour look good, people don't care much about whether they are machine made, handmade or woven. That is also one of the reasons why manufacturers started making those modern textures, designs and modern colours in cheaper price range so that Indian market can also be captured.

Over the years, we may see that Indian markets are being taking care of by the domestic manufacturers which is not the case today. Gradually, the domestic consumption of Indian carpets is increasing. In India also, we have set up for machine made carpets wherein we don't have to import those carpets. In the initial stages, we had to import these carpets from overseas since they were not only cheap but trendy and looked good as well. Now, India has its own machine made carpets, so cheaper versions are available. This has resulted in drop of import figures, a trend which we want to continue. Its great to Make in India and use in India!

## PUPULAR MYTHS BUSTED ABOUT CARPET

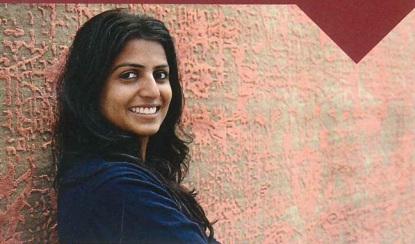
There is nothing more luxurious than having a plush, warm cushion on the floors of a home. Despite all of the benefits to carpeting, many people continue to shun it for a multiple reasons, many of which are rooted in various myths. There are many people who are attracted to the thought of having carpeting in their homes but are dissuaded by a handful of continuing myths. Knowing the facts about carpets can help homeowners make more educated choices regarding flooring materials.

**Kavita Chaudhary** busts some popular Myths about Carpets:

- ✗ **Myth 1** - Carpeting contributes to allergens continually circulating throughout the house.
- ✓ **Fact** - On the contrary, Carpets are actually better at catching allergens and dust in its fibers as compared to a smooth-surface on floor. This implies that with carpeting there are fewer particles airborne and that are in circulation.
- ✗ **Myth 2** - Carpets pose substantial health hazards.
- ✓ **Fact** - There is no proof to substantiate this claim that carpets cause any health hazards, especially of a cancer causing nature as many might believe.
- ✗ **Myth 3** - Carpets have formaldehyde.
- ✓ **Fact** - Formaldehyde was removed from the carpet-making process way back in 1978. Even if someone has a carpet which dates back to more than 35 years, the formaldehyde (if any) would have dissipated by now.
- ✗ **Myth 4** - Thicker carpeting will wear longer and better.
- ✓ **Fact** - As a matter of fact, it is not the width or plushness of the carpeting, but the density of the fibers that determine a carpet's durability. This implies a moderately thin carpet that is woven densely and thus likely to last longer.

## Kavita Chaudhary

Designer, Jaipur Rugs,  
shared few ways of incorporating  
Carpets & Rugs in her projects:



"Flooring is often an addendum, and even when it is added, many times it's done inaccurately. That's because a large part of beautifying with carpets is based on the doctrines of proportion. Not to mention balance with color, texture, and the component of style, too. Usually, it's best to be liberal and treat a carpet as an anchor point for a room. If you have the space, keep all your furniture on a carpet. A large carpet grounds a furniture collection. You can also use carpets to outline different zones of a room. Consequently, in a large open-plan living space, you could use a carpet to segregate the living from dining areas. Graphic imagery and patterned carpets can add another layer of texture to a space where existing furniture may lack character. Placing a fascinating carpet within a furniture setting has an immediate impact and rejuvenates a space instantly."



## Designer, Monita Patel

Talks about the ease of  
using of Carpets:

"Carpets are of much use in Hospitality sector. I prefer using Carpets in my hotel projects as it renders a sense of luxury and adds that extra zing to my site. Plus I get to choose from many styles and colors which mean I can personalise the space as per my style."

An interesting aspect about using of carpet is that, they act as good sound insulators. A well fitted carpet plays an important role in eliminating impact noise through sound absorption."