



HELLA JONGERIUS

Design Director at Danskina

At Berlin-based studio Jongeriuslab, material research largely determines the design direction of the work. Over the years, this has been characterised by a unique ability to join industry and craft, with a keen focus on colour and materials. In 2013, Hella Jongerius was appointed Danskina's Design Director and since then has worked to breathe new life into an old craft through constant research and experimentation. "A rug is in essence a two-dimensional product", says the designer. "There is no construction needed, just an expression of yarn and colour: a Danskina rug should begin with designing the yarn. Creating a special yarn in a traditional or basic technique provides a fresh and unique handwriting. It is also important to test new yarns and to innovate, in order to guarantee a consistently high quality. Danskina has clear colour concepts. The colour and texture of the floor are very important in giving the space a certain atmosphere."

At the last Salone del Mobile, Danskina presented two new rugs by Jongerius, Dew (2) and Argali (1). Made from raw wool yarns, the rich, hand tufted, hand cut Dew has a soft and hazy character, lending a contemporary and sophisticated feel to its surface. An earthy colour palette emphasises the high quality of the New Zealand wool, and a subtle shadow play is created by the hand cut pile. Argali, in contrast, has a palette of six colours typical of Nepalese yarns. A high quality rug in locally dyed and hand-spun yarns with decorative silk detailing, gives the rug an irregular and natural colour appearance. "Argali is a contemporary take on the kilim rug", informs the designer. "It retains the high quality of traditional construction, including the crispy, fresh, silky details."

danskina.com
jongeriuslab.com



BISAZZA

India Mahdavi

Enriching Bisazza's range of tiles are new proposals and decorative designs by India Mahdavi comprising graphic elements and optical patterns. At the last Salone del Mobile in Milan, Bisazza presented the Contemporary Cement Tiles collection, inspired by historical themes inscribed in our memory.

bisazza.com / india-mahdavi.com

PAOLA LENTI

Following the first two volumes of the Travel Notes catalogue, Paola Lenti resumed her tale of atmospheres, landscapes, and feelings, revealing a new stage in the journey. Her interior designs are characterised by a personal search for finishes, with a fluid and harmonious play of colours whereby contrasts are eliminated. The carpets feature geometric embroideries on contemporary layouts, with attention to craftsmanship.

paolalenti.it

