

# cover

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HANRAD

## THE SPIRIT OF THE RUG



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Photo: Alice Gao @alice\_gao. Architect: Rockwell group @rockwellgroup. @icff\_official

## Design fairs ICFF AND NYXDESIGN

18-20 May 2024  
Javits Center, NYC  
[www.icff.com](http://www.icff.com)

Rugs are always the best part of a fair and, at ICFF 2024, this was surely a matter of fact! To begin with, Warp & Weft's beautiful new hand-knotted collection, Terra, designed by architecture studio Yabu Pushelberg, received the ICFF Editors Award for 'Flooring & Rugs'. The five calming wool and silk rugs are deserving winners.

Of the numerous other rug companies on show, Art Interpreted was a new face. The New York-based, art-led brand showed some great hand-knotted designs including *Surf, Sand, Pebbles*, by Brian Orner. Hadi Sattari of the brand commented: 'We gained many new contacts and serious prospects for business-to-business opportunities, which is a newer channel for us. Many of the talks were about sustainability, and it's always good to remember that handmade, wool rugs are inherently more sustainable than many products.' Hear-hear!

Big design shows can easily feel too corporate and staid, but ICFF brought in many elements to liven up the brand mix—and with rugs and textiles it meant a few smaller names could be discovered at the Javits. The Wanted Look Book, presented with media partner *Dezeen*, was home to young designer Tomma Bloom (see *Origins*) who has just collaborated on a rug collection with TTW (Tuft the World).

In its second iteration, The Crossroads section directed by David Rockwell and Rockwell Group focused on sustainability in US design and included Elodie Blanchard's ingenious textile tree sculptures.

Outside the Javits, NYXdesign provided a lot of fun, none more so than Johanna Ulfsak's *Which(?) craft* rug collection showing as part of the Estonian UPMADE exhibition at Lafayette gallery in SoHo.



04





### Johanna Ulfusak

The Estonia creative's latest four-rug collection is called Which(?)craft. Hand-knotted in wool and silk, the designs look at 'semiotic messages, traffic signs, occultism and instructions found in public' says Ulfusak. [www.ulfusak.com](http://www.ulfusak.com)



### Jan Kath

Kath's first piece of furniture, the *Daydreamer*, was officially launched in Milan in April. It comprises an oak frame and a sumptuous hand-knotted carpet mattress. [www.jan-kath.com](http://www.jan-kath.com)



### Warp & Weft

Yabu Pushelberg's stunning new Terra rug collection for Warp & Weft debuted at ICFE in May. The five-rug series won an ICFE Editors Award, an accolade voted for by editors from invited design media, who tour the fair floor. Congrats to the team! [www.warpandweft.com](http://www.warpandweft.com)



### Wendy Morrison Design

Sakura—meaning cherry blossom in Japanese—is the name of Wendy Morrison's new collection comprising a hand-knotted rug and runner, a wallpaper mural and this blossom-shaped, hand-tufted rug, *Saku*. [www.wendymorrisondesign.com](http://www.wendymorrisondesign.com)



### Zollanvari x Lőrincz V. Gabi

Hot off the press is this new rug release, a collaboration between Zollanvari and Hungarian artist Lőrincz V. Gabi. *Glass Window (MEZŐ)* will be on show at Maison et Objet in September. [www.zollanvari.com](http://www.zollanvari.com)



### Stepevi

During Milan Design Week in April, Stepevi launched the Revival Project in its Brera showroom. The firm's first collection made from 100% regenerated yarn is inspired by topographical maps and nature. [www.stepevi.com](http://www.stepevi.com)



### Amini

Le Fil Vert collection by Carlotta Fortuna for Amini is an outdoors rug series made of recycled PET. The *Pierre*, *Sesame*, *Coco* and *Prune* carpets are ideal for a range of outdoor or indoor spaces. [www.amini.it](http://www.amini.it)



### Shame Studios x Elliot Barnes

The 'A Room on East 79th Street' exhibition of London-based artist and designer EJR Barnes at New York's Emma Scully Gallery in 2023 included the hand-knotted wool *Calla Field Study Rug*—made by Shame Studio in collaboration with Barnes. [www.shamestudios.com](http://www.shamestudios.com)