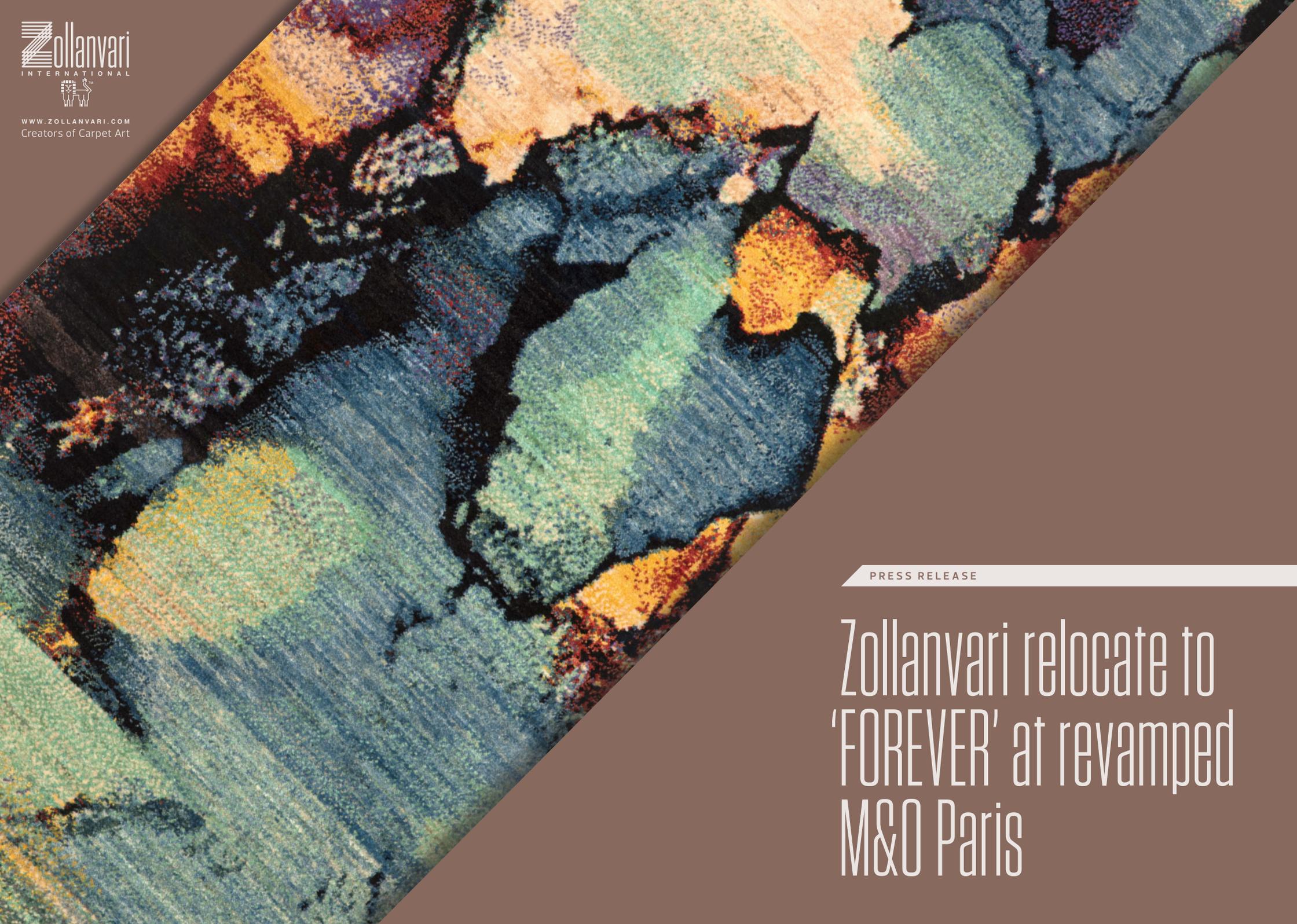




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Creators of Carpet Art



PRESS RELEASE

Zollanvari relocate to 'FOREVER' at revamped M&O Paris



Zollanvari International are delighted to be returning to the September edition of **Maison et Objet** – the leading home décor fair connecting the international interior design and lifestyle community – in a brand-new location, Stand A87 in Hall 7 FOREVER, the largest space they have taken at the show for some years. **Maison et Objet** is held at the Parc des expositions, Paris Nord Villepinte and runs from September 7th to 11th, 2018.

This forthcoming edition of the show will see the unveiling of an entirely new concept with the separation of *Maison* and *Objet* and with distinct themed areas. The *Maison* themed sections will be 'Crafts' (Hall 5a), 'Unique & Eclectic' (Halls 5a/6), 'Today' (Hall 6) and 'Forever' (Halls 7 & 8) where the spectacular **Zollanvari International** island stand is located. This division heralds a new era for the fair and promises a much-improved visitor experience.



To mark and celebrate these developments **Zollanvari International** are presenting the largest number of new designs shown to date at any previous *Maison et Objet*. New creations on show from our extensive Gabbehs collections include: **Autumnal Woodland**, depicting a woodland bereft of leaves against a field of autumnal and wintery colours and full of mystery; **Flower Meadow**, bursting with the joys of summer meadows filled with dancing daisies; **Garlands & Cypresses**, a formal arrangement linking East and West – floral sprays and multi-coloured cypress trees... suzanis meet Victorian embroideries; **Marmo Pettinato**, drawing on Venetian marbled paper (*carta marmorizzata*) with patterns that 'mimic' the natural veining in stone or marble, and **Inverted Snakeskin**, using tiny irregular 'elements' that are either filled-in or outlined in a seemingly random manner that create a real sense of movement in this design like a slithering snake. Finally, **Brushstrokes**, is something entirely new to the market – a traditional *Zigorat* weaving (high or 'shaggy' pile) that was usually made using undyed wool (black/brown and cream) has been reinvented with the addition of colour and modernist painterly designs.



Garlands & Cypresses 1, Gabbehs Flora & Fauna



Marmo Pettinato runner 2, Gabbehs Abstract & Plain



Inverted Snakeskin 1, Gabbehs Flora & Fauna



Stippled Brushstrokes 1, Gabbehs Abstract & Plain



Also on show for the first time in Paris will be the full **Anar** Collection, launched in January 2018, that takes inspiration from childhood memories of pomegranate (*anar*) trees, as well as those from numerous travels to Iran over the years – memories that have informed the designers' (**NOV24**, Vienna) thought process in the creation of this contemporary carpet collection with pomegranate motifs – carpets with soul, history, innovative spirit and design virtuosity.

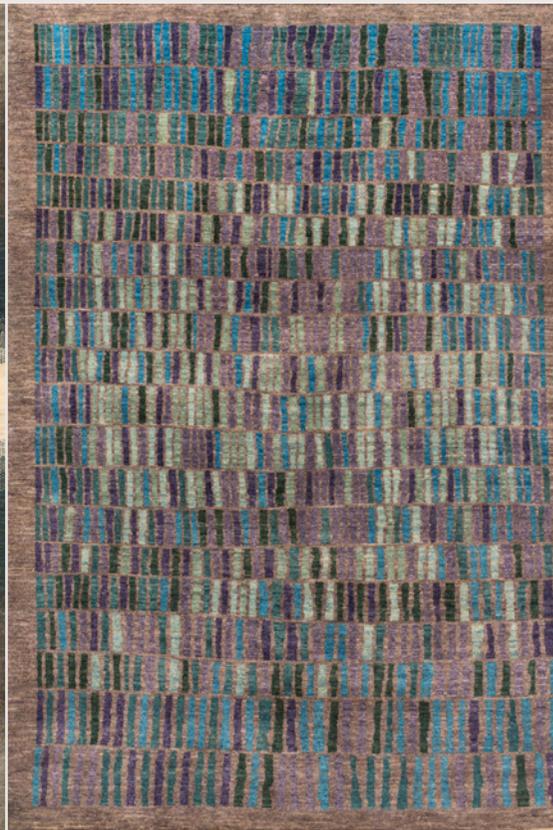
Other highlights will include expanded designs in new colourways from stellar and award-winning collections such as **Kyoto** (*meisen* kimono-inspired designs), **Chimera** (Gabbehs meet rothko'esque minimalism), **Tiles** (traditional Gabbeh 'squares' and 'stripes' reinterpreted) and **Graffiti** (archaic Gabbeh motifs with a twist in cool pastel and zany vibrant colours). In addition to their traditional tribal and city designs, various **Designer Isfahan** carpets (made of wool and silk) in on-trend colours, the new multi-purpose 'shaggy' *Zigorat* coiffers from their **Home Décor** collection and 'Sumi'-brushstrokes-inspired Baneh kelims will be premiered at the September 2018 edition of **Maison et Objet**.



Derakhte Anar in Lilac, Purple & Grey 1a, Designer Isfahan



Chimera 24, Gabbehs Abstract & Plain



Slender Mosaic Tiles, Gabbehs Abstract & Plain



'Sumi' brush-strokes 2 Baneh kelim, Flatweaves Minimalist



Full images at high resolution are included in the Images folder of your Press Pack.

For further information and images of all other new designs please contact Gabi Peter at Zollanvari AG

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Practical Information

Zollanvari International@
Maison et Objet, Paris
Stand A87, Hall 7 FOREVER
Parc des expositions, Paris Nord Villepinte
September 7th to 11th, 2018

Show information can be found on the following links:

<http://www.maison-objet.com/en/paris/sectors>

<http://www.maison-objet.com/en/paris/information>

Further notes for Editors

About Zollanvari

The story of Zollanvari began when Gholam Reza Zollanvari joined his father's business in 1947, a legacy that was handed down from his great grandfather. Initially he focused on the traditional products of the nomads of South Persia. Those colourful carpets with high piles, Gabbehs, were knotted only for use in homes as bedspreads and bedcovers. Appreciation for Gabbehs grew over the years since they reflected the art, tradition and the aesthetics of the southern Persian nomads. With the increase in demand for Gabbehs, Gholam Reza Zollanvari began working with the Ghashgha'i and Luri Nomads to start weaving new Gabbehs.

In 1985 his son Reza Zollanvari founded the company in Zurich in order to have direct access to the European market. The company expanded in 1989 when the weaving of large and room size Gabbehs began, using naturally dyed, hand-spun wool. This step is now recognised as a milestone in the history of Persian weaving. The 'new' Gabbehs exploded onto the world market, with new colours, sizes and patterns being woven to satisfy the demands of the Western markets. Soon Gabbehs became synonymous with the Zollanvari name and the company's creative and innovative spirit.

Gholam Reza's second son, Hamid took over the business in Iran. A second centre was built, close to Shiraz which brought together design, dyeing and warehousing under one roof. Washing, finishing, customer services and shipping were then located in a large warehouse in Tehran. The sixth generation of Zollanvaris continues

to be active in the family venture in Hamburg, Kapstadt, Wuhan (Hubei) and Secaucus, NJ, USA.

Zollanvari carpets embody the spirit of Persian carpet design and weaving – an extraordinary art form that for more than 2,000 years has been treasured across the world. This profound understanding of the splendour and the profusion of the Persian weaving aesthetic informs Zollanvari carpet production making it unique and timeless – qualities that have established the Zollanvari name as a global trailblazer in creating carpet art. As a result, the company have won numerous worldwide accolades for the quality and individuality of their carpets. The spirit of innovation is thus writ large in the carpets and flat-weaves created by Zollanvari.

The concept of a resource-efficient and sustainable production is deep rooted in the company and production tradition. Zollanvari have endeavoured to revive old weaving techniques (some almost extinct) to encourage the diversity of weaving techniques and to develop new ones. Zollanvari cultivates and nurtures extensive personal relationship with the various nomadic tribes in Iran. Zollanvari carpet production distinguishes itself by a sensitive regard for the traditional way of life of the nomads and their natural environment. All Zollanvari products carry their own Label & Warranty, which guarantee that all their carpets and flat-weaves are made from hand-carded and hand-spun wool, dyed using the highest quality environmentally friendly vegetable dyes at their

central headquarters in Shiraz to maintain consistent colour-qualities, that they are woven by nomadic women and not children, and that each carpet is unique as each weaver has developed their own style, which can differ from carpet to carpet.

Zollanvari is the only Iranian handmade carpet producer to hold an OEKO-TEX® Standard 100 Certificate for 'handwoven carpets (rugs, gabbeks, kelims, and jajims) made from hand-spun sheep wool and traditionally dyed with herbal natural dyes'. On inspection, the stated Zollanvari products were granted a Class II certificate, affirming that they meet the human-ecological requirements of the standard established for products with direct contact to skin. This is a huge accolade for Zollanvari as decoration/furnishing items are normally granted a Class IV certificate, since the tests for harmful substances are based on the respective purpose of the materials.

About NOV24

Hamideh Jafari and Amir Kolehrouzian are the team at the helm of NOV24. Born in Iran and raised in Austria, they devote a significant part of their work to the design and production of hand-woven carpets. They perceive their work as a synergy of contrasts and similarities of both worlds and are guided by their cultural roots and their passion for innovation. In their own words: "We firmly believe that only with a deep understanding of tradition one can come to realize that not everything needs to be reinvented."