



AZMAS
Fine Handwoven Rugs

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COLOURFORM SERIES



Azmas Rugs are thrilled to introduce our Colourform series. A departure from pattern centric design towards an exploration in colour. Not unlike the American field painters of the 1950s—most famously Mark Rothko—we allowed our colours to take centre stage.

In the words of art critic Clement Greenberg: colour becomes the subject in itself.

CREATIVITY WITHIN CONSTRAINTS

The lockdown in India presented an unforeseen challenge to our weavers. They were forced to make do with a lack of facilities. Despite these limitations, they gathered the available yarns and worked their alchemy. For this series, we gave them the freedom to deviate from exact colouring and patterning. The results exceeded our expectations.

During a period of global upheaval, it is hard to put into words the hope that the pictures of their progress gave us.



AN INTERPLAY OF TECHNIQUES

On first glance, our Colourform rugs appear minimal and unassuming. They are, in fact, the result of a complex interplay of techniques.

First, in order to create the illusion of a floating design, the yarns were mixed prior to weaving. Second, we deliberately used varying shades of the same colours to lend depth to the design. This is a technique known as abrash. Lastly, we mirrored the Iranian weavers of old using the weft ikat method. This involves creating blocks of colour and merging them in a way that heightens their contrasts.