

PRESS RELEASE

Zollanvari International Exhibit @ Maison&Objet DIGITAL FAIR

Tout l'esprit de Maison&Objet en ligne...

4-18 September 2020

Front page

Landscapes of my Fatherland 19,
Gabbeks Landscape

Zollanvari International are delighted to be participating at the digital edition of the Maison&Objet fair, including an increased presence on MOM (Maison&Objet and More), the digital platform created to complement the show, available all year-round. Over 30 of their new designs and some 20 classics will be on view including twelve sumptuous Virtual Showrooms between 4th and 18th September 2020. Visit them @ <https://www.maison-objet.com/paris/digital-fair>

Zollanvari's presentation includes a selected range of new carpets, Gabbeks, kelims, jajims and 'mafrash' coffers... a virtual 'gallery' of what visitors would have seen on their stand if the show had taken place.

A plethora of new designs will be on show for the very first time including:

Kaleidoscope 1, Gabbeks Abstract & Plain

"Oh, the childhood memories of looking down a kaleidoscope and turning it furiously to create magical patterns in wondrous colours...". Kaleidoscope from the Zollanvari Studio Designer Collection harks back to the joyful colours and patterns of childhood and is available in custom colours and sizes.

Poppies, Naïf Collection, Gabbeks Flora & Fauna

The third design for this collection by Zollanvari Studio is an impressionistic interpretation of a field of multicoloured (some of them imaginary) poppies. Here again, as in the other two designs in the collection – *Lambkins* and *Molehills*, the element of naivety adds to the illusory atmosphere that celebrates Nature as if observed through a child's eyes...

The Name of the Rose 1 & 2, Gabbeks Flora & Fauna

The Name of the Rose recalls that unforgettable flush of first love and the promise of lasting happiness. The design by Zollanvari Studio depicts a large rose in full bloom. The fluidity and textural beauty of the execution capture the very essence of the flower... a tribute to the mastery of the weaver creating a breath-taking 3D effect by the subtle use of abrash and the multitude of tones of pink, red, vermillion and lilac.

Constance 1 & 2, Traces Collection, Gabbeks Abstract & Plain

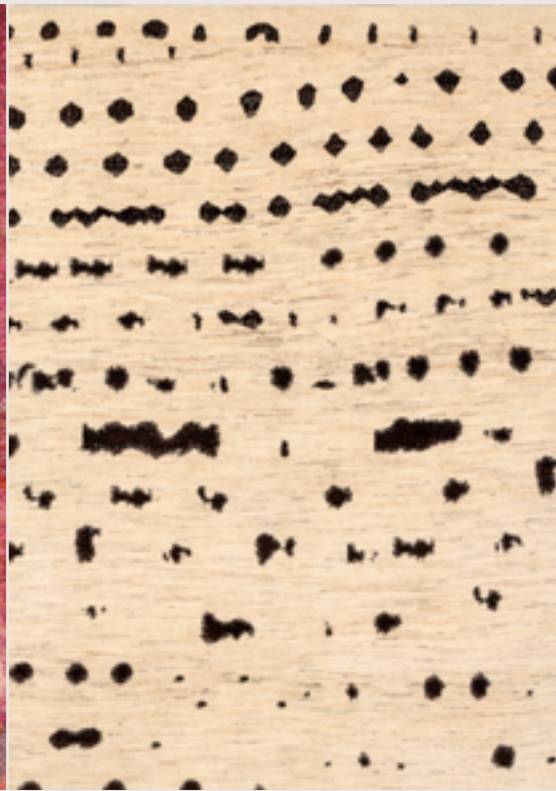
Constance is the composed promise of future purity and happiness... these are the first two Zollanvari Studio designs for the Traces Collection. The concept behind this creation emerged from many sources – from Berber weavings to modern minimalist paintings and sculpture by way of Chinese and Japanese ink paintings and sumi brush strokes. The mood is a return to the primal which also resonates in abstract Persian Gabbeks. The simplicity of this collection using undyed wool in natural colours marries archaic art and the contemporary desire for sobriety and purity.



Poppies, Naïf Collection, Gabbehs Flora & Fauna



The Name of the Rose 1 & 2, Gabbehs Flora & Fauna



Constance 1 & 2, Traces Collection, Gabbehs Abstract & Plain



Kaleidoscope 1, Gabbehs Abstract & Plain



Gol-o-Bolbol 1 & 2, Tree of Life Collection, Gabbehs Flora & Fauna

A playful interpretation of the traditional Tree of Life design, these two carpets are in fantastically rich colours used by the tribes of the Zagros mountain region of Iran... Created by Zollanvari Studio, the design is a modern transitional impression of a Garden of Eden tree with birds of Paradise.

Stalagmites & Winter Solstice, Dreamtime Chants Collection, Designer Gabbehs

The fusion of south Persian tribal aesthetics, Aborigine 'soul' paintings and contemporary artistic movements, in particular Spatialism, is at the heart of this original design created by Zollanvari Studio. This design fusion celebrates the contemplative nature of art in weave.

Sunrise, Heritage and Reflections, Ghashgha'i meets Bauhaus Collection, Designer Gabbehs

Traditional motifs of woman, man, peacock and lion depicted with triangles, squares and rectangles in colours inspired by Albers and the Bauhaus movement... the ingenious fusion of two art forms in a handwoven carpet, designed by SoFar SoNear, Milan for Zollanvari.



Left to Right:

Stalagmites & Winter Solstice, Dreamtime Chants
Collection, Designer Gabbeks

Gol-o-Bolbol 1, Tree of Life Collection,
Gabbeks Flora & Fauna

Reflections, Ghashgha'i meets Bauhaus,
So Far So Near Studio

*Heritage 1A, Ghashgha'i meets Bauhaus,
SoFar SoNear Studio for Zollanvari International*





Jungle Beat 1, Walk on the Wild Side, Gabbhe's Flora & Fauna



In addition, there will be new designs from the Kyoto, Graffiti, Anar and Squares Revisited collections. Kelims include the latest designs from the Baneh Flatweaves Minimalist Collection: *Art Deco Jigsaw*, *Eye-dazzler* and *After Navajo via Bauhaus* (the latter two were finalists at the Carpet Design Awards 2020). New jajims and stunning new 'mafrash' coffers and some of their classic designs in new colours will also be on view.

All Zollanvari designs are now available in bespoke sizes and colours and the company also offers a custom design option.

All these factors make Zollanvari International's 'virtual stand' at the Maison&Objet DIGITAL FAIR unmissable. In the words of Reza Zollanvari, Managing Director of the international division: "We look forward to your 'virtual' visit and more than ever... seeing you in person in not too long a distant future! Meanwhile, whilst we wait for a return to some level of normality in presential fairs, enjoy our latest offerings created with our undying passion for the art of carpet weaving... Keep well, keep safe and à bientôt!"



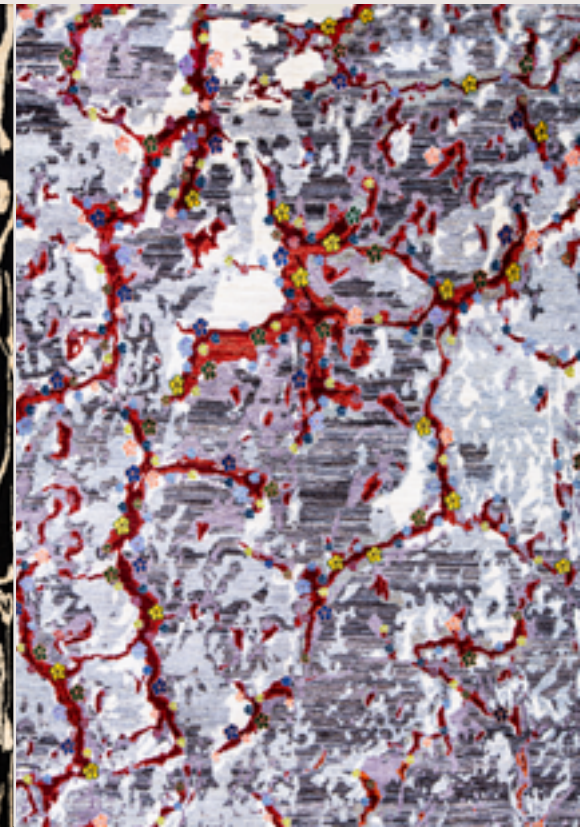
'Licorice All Sorts' Gabbeh 3, Squares Revisited,
Gabbeks Geometric



Art Deco Enlarged Peonies, Kyoto Ikebana Collection,
Zollanvari Studio



Art Deco Kyoto Shibori, Gabbeks Abstract & Plain,
Zollanvari Studio



Flowers in a Lava Field 3, Volcanic Collection,
Gabbeks Landscapes



Left to Right:

Etched Zillu in Black & White, Flatweaves Minimalist

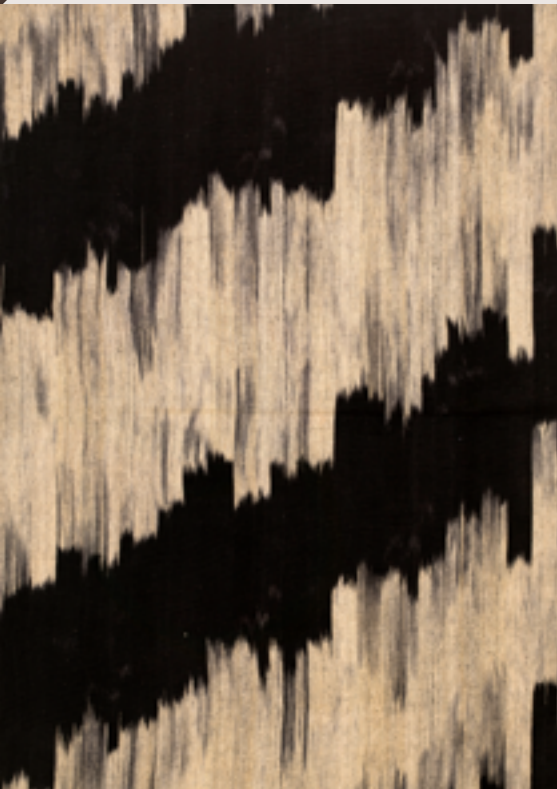
Eye-dazzler, Baneh Kelim, Flatweaves Minimalist

Gloss in hues of Pink, SoFarSoNear Studio for Zollanvari



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 worldmarket, 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 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.



Ikat Kelim 9, Flatweaves Minimalist



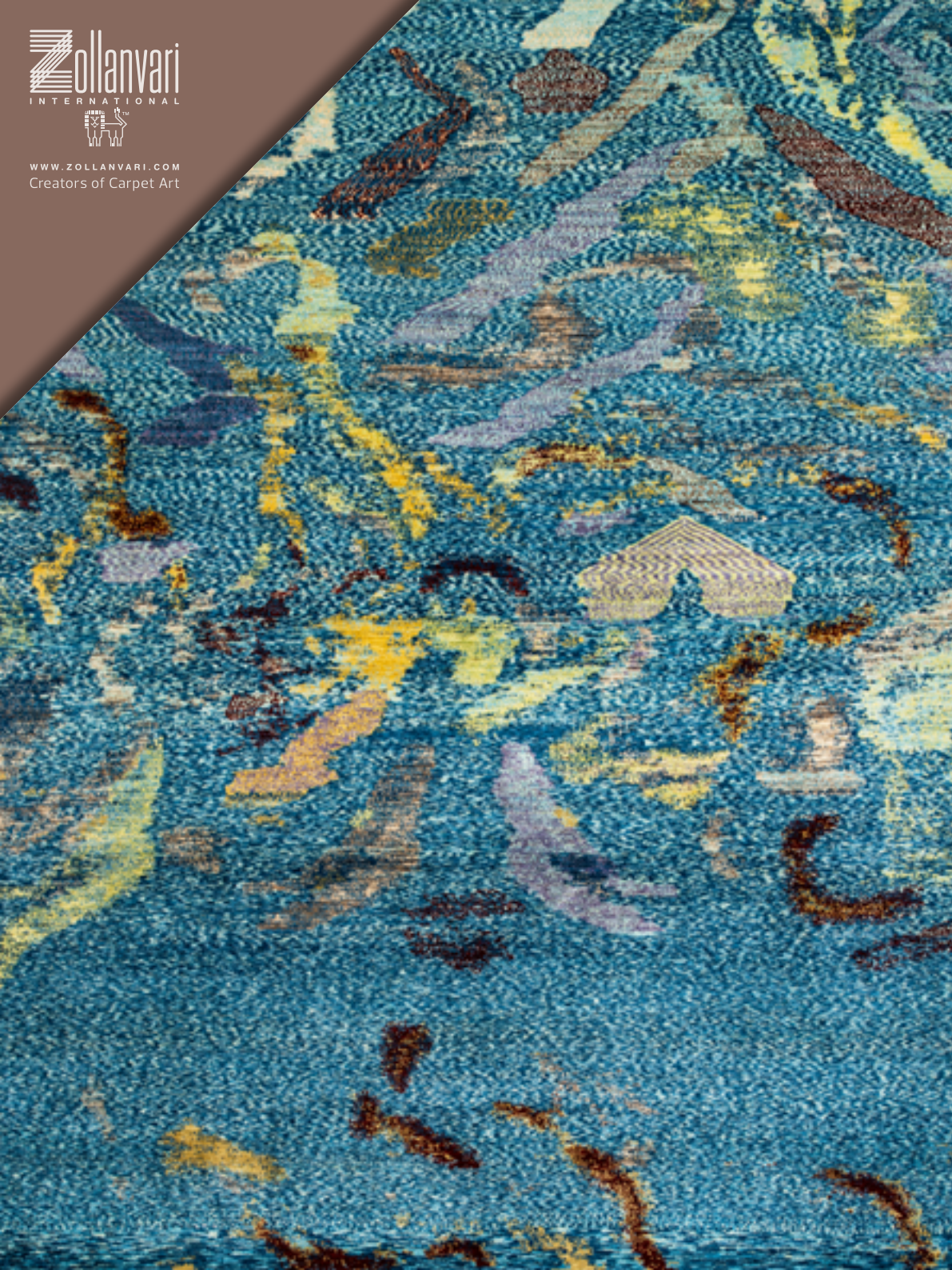
Bauhaus meets Ghashgha'i, Baneh Kelim, Flatweaves Minimalist



Art Deco Diamonds, Baneh Kelim, Flatweaves Minimalist



After Navajo, Baneh Kelim, Flatweaves Minimalist

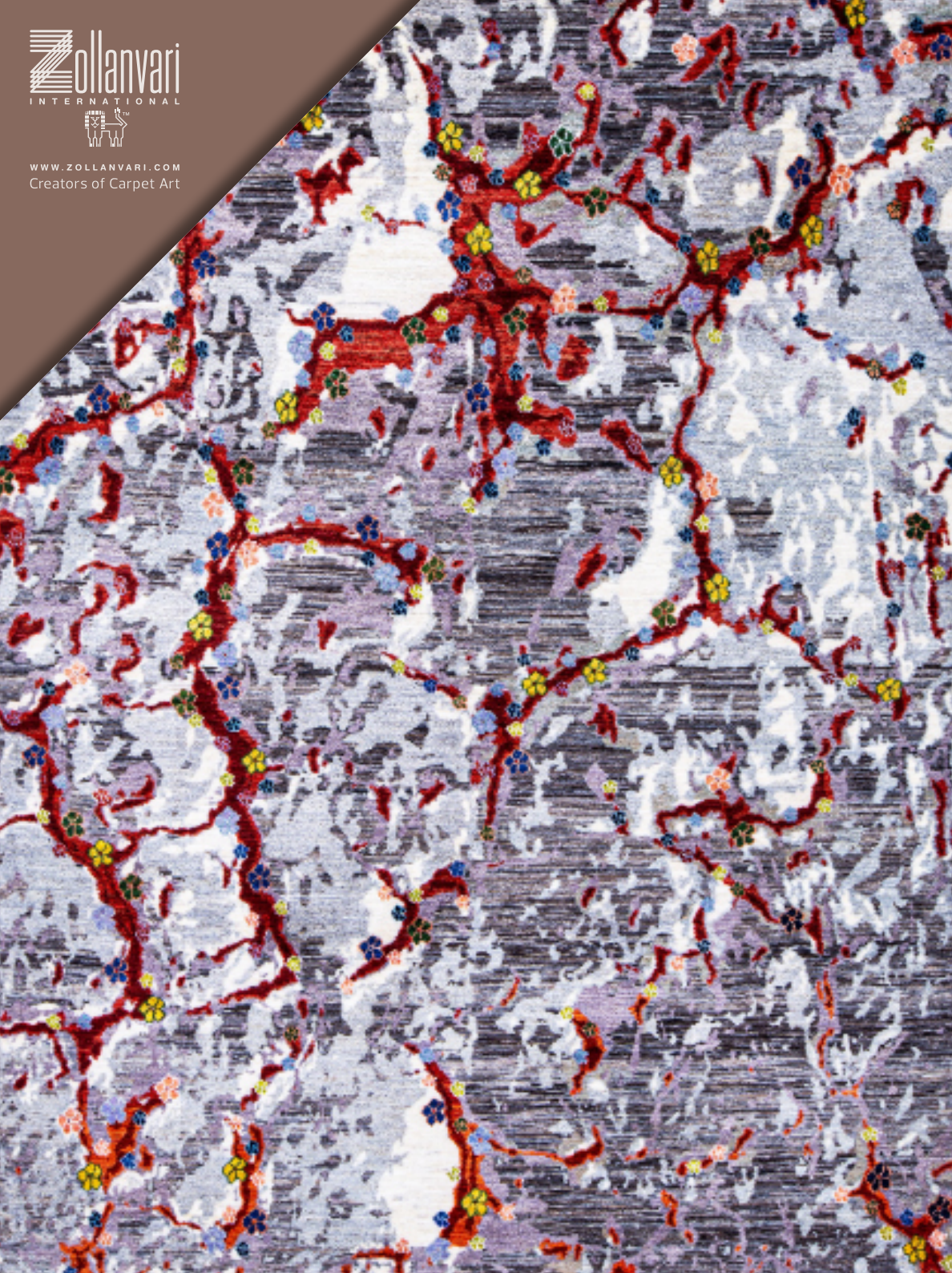


About Zollanvari Studio, Shiraz

A select team of expert carpet designers work for Zollanvari in Shiraz creating the detailed cartoons for all their creations. The 'Z Studio' team develop concepts created by Reza Zollanvari or inspired to push the boundaries of carpet design and weaving techniques – from the minimalist development of tribal Gabbeks to the innovative reinvention of classical patterns seen in the extended Designer Isfahan Collection. As Reza Zollanvari states regularly: "The art of carpet making has always exemplified the expression of a culture and a way of life, and as a result our use of pattern, colour and symbolism has been constantly evolving."

About SoFar SoNear Studio, Milan

SoFar SoNear Studio are interiors and product designers, creating bespoke ambiances and products that reflect the personality of their clients. SoFar SoNear was founded six years ago in Milan by Francesca Gasparotti and Luca Ferreccio. They have a distinct way of seeing, innovating and designing, developed in different and multidisciplinary fields through work for large international companies. As they like to put it: "Our design features attention to people, contemporary elegance and functionality never divorced from emotion." They revel in relating the historical memory of a place or an object with its momentum in the future – the power of reminiscence applied to the pursuit of the state of the art. They excel in moving between different styles and dealing with cultures near and far. *Ghashgha'i meets Bauhaus*, shortlisted for Best Collection at the Carpet Design Awards 2020, is their latest creation for Zollanvari. They designed this collection choosing iconic Ghashgha'i motifs that they simplified using squares and triangles. The lion, the peacock, woman and man are the motifs they drew upon



merging the style of Gabbehs with the drawings of Albers, one of the key masters of the Bauhaus Movement. He studied in depth the interaction of colour and human perception. His paintings and artworks with squares reminded the designers of the geometries of Gabbeh carpets and the colour interaction between the single elements woven into them. In Albers's universe, colour seduced, beguiled, swindled, and these characteristics made colour the most fascinating of art's formal elements. This concept is at the very heart of this new collection. *Gloss, Dots, Pazyryk* and *Madrassa* from the Designer Isfahan Collection, the multi award-winning Couture Collection and the CDA Best Innovation winner *Trompe L'Oeil* concept were also created by SoFar SoNear for Zollanvari. Further designs are currently in development.

About NOV24 Studio, Vienna

Hamideh Jafari and Amir Kolahdouzian 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." *Jeziorak, Anar, Modernist Zigorats* and *Ellipse Retro* are four design collections developed with and designed by NOV24, with further collections in progress for 2020/2021.



*Abstract Winter Wonderland,
Transitional Tribal*





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

T +41 (0)44 493 28 29
E gabi.peter@zollanvari.ch
F +41 (0)44 493 07 73

Zollanvari AG

Gebäude E/F, Eingang F3 Embraport 24
CH-8424 Embrach, Switzerland
T +41 44 493 28 29
F +41 44 493 07 73
E marketing@zollanvari.ch

Practical Information

Zollanvari International @
Maison et Objet, Paris
Digital Edition
ONLINE September 4th to 18th, 2020

Show information can be found on the
following links:

<https://www.maison-objet.com/paris/digital-fair>
[https://mom.maison-objet.com/en/brand/8379/
zollanvari-international](https://mom.maison-objet.com/en/brand/8379/zollanvari-international)