



Azmas

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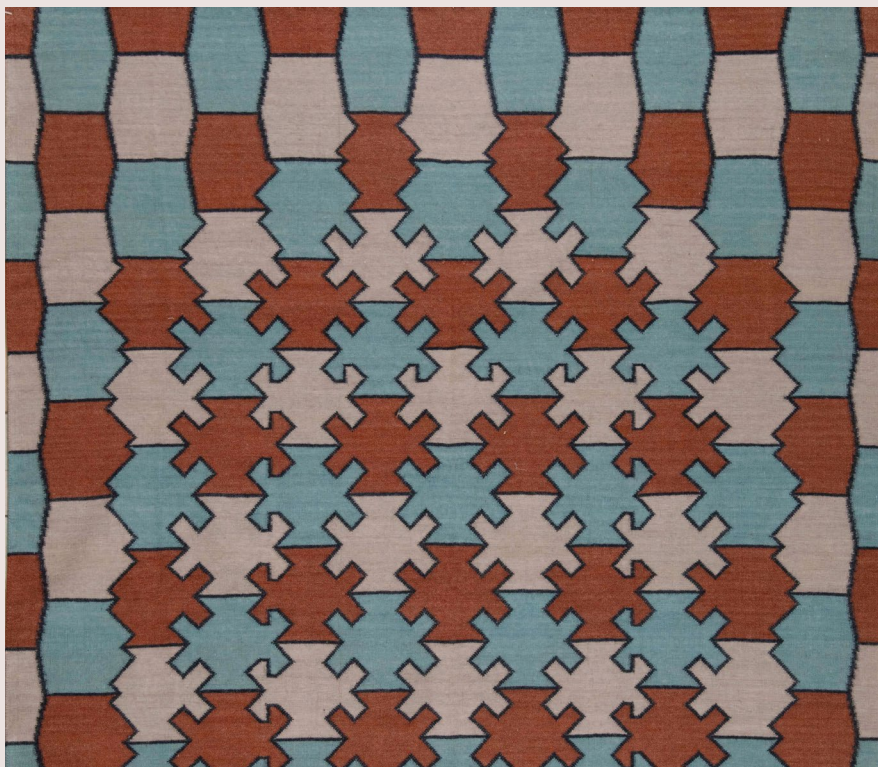
In the 1980s and 1990s Kuala Lumpur-based Azmi Merican was a buyer of flatwoven rugs from India for a retail store. Decades later, while on holiday in Rajasthan, Azmi met up with the man who used to supervise dhurrie production in the area, Ashok Kalla. He lamented the state of dhurrie weaving and suggested to Azmi that he should do something to revive it. Azmi was unable to do so at the time due to other commitments but commissioned two large rugs for a meditation centre outside Kuala Lumpur. The process rekindled his love for the craft, and in 2019 he founded Azmas Rugs.

The company focuses on dhurries—these are woven by men in India, many of whom are farmers. The weavers work from home rather



01

02



than a workshop or factory. The rugs were exhibited at Maison & Objet in 2019, and other shows were in the pipeline when COVID-19 interfered. Looking on the bright side, Azmi explains that the global lockdown has given him time to focus on the design aspect. Current collections include tessellation rugs conceived by computer scientist Professor Craig S. Kaplan and ikat designs. Moving forward, Azmi has a number of collaborations lined up. 'Personally, I am researching the patterns of tribal weavers and trying to study their cultural meaning. My friends have design- and weaving-based backgrounds. Hopefully jointly we can spark our creative imaginations and produce interesting rugs.'

www.azmas.in

01 *Mid Century Modern dhurrie, Azmas Rugs*

02 *Hooked Hex dhurrie (detail), Craig S. Kaplan for Azmas Rugs*