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Creators of Carpet Art

PRESS RELEASE

# Back to 'Breathe Paris In'

Zollanvari International Return to Maison&Objet

19 – 23 January 2023

Paris Nord Villepinte Exhibition Centre

HALL 6 TODAY, STAND F92



*“Breathe Paris in. It nourishes the soul.”* VICTOR HUGO

**Zollanvari International present for the first time at Maison&Objet Paris highlights from the 10 collections produced over 2021/2022 in celebration of their 75th Anniversary, alongside a multitude of new design additions to existing collections for 2023, and the latest decorative objet d’art from their Home Décor range.**

After an absence of over two years, Zollanvari International return to Maison&Objet all guns blazing. In 2022 the company celebrated its Diamond Jubilee with several in-house events and online exhibitions, but most importantly developing ten individual new collections, starting with the Lion Collection – inspired by the emblematic image of the Zollanvari brand icon – and ending with Glitch Gabbehs, the latest collection launched last autumn for 2023, which is an ingenious fusion of traditional Gabbeh iconography and Glitch art – a visual style characterised by using digital or analogue errors for aesthetic purposes. The collection is the brainchild of SoFarSoNear Studio Milan (SFSN), with whom Zollanvari have developed several lauded and award-winning collections over the past ten years.

The online exhibition ‘Glitched – a New Era for Gabbehs’ is currently live and includes all the designs in all available colourways. The collection is exclusively available to order from the Zollanvari Online-Shop website, which has been revamped for the launch of the Glitch Gabbehs Collection.

The collaboration with designers has been a hallmark of Zollanvari's quest to break boundaries in creating carpet art. The Lion (all except one design by SFSN) and Architectural Textures collections were created in close cooperation with the Viennese product design studio NOV24 and the close association with the Soheila Shayegan Studio in Cyprus is the keystone to the company's extraordinary flatweave production – from Baneh kelims to the ever-growing Zillu collection.

As Reza Zollanvari puts it: *"We have never shied away from trying something new, pushing the boundaries. We are always innovating, finding inspiration in weaving traditions from across the globe, but always giving the designs the Zollanvari twist."*

This is the quintessence of Zollanvari International's success... remaining at the forefront of the fine handwoven design-carpet industry with a resource-efficient and sustainable production – a concept deep rooted in the company – and forever innovating.

For Zollanvari, the art of carpet making has always exemplified the expression of a culture and a way of life, and as a result Zollanvari's use of pattern, colour and symbolism has been constantly evolving. What has set them apart is the active encouragement their weavers are given to allow their own aesthetic sense to shine through the designs. Individual, expressive, and unique carpets are the result.

## 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 Kapstadt, South Africa, 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.

As Reza Zollanvari puts it: *"Our motto has been to always stay ahead of the market. We follow fashion, interior and colour trends, and forecasts constantly to stay ahead in our new designer range. In our traditional production we are always revising, refining, and updating archaic, tribal and classical designs to suit the current market trends."*

#### **About SoFarSoNear Studio Milan**

SoFarSoNear Studio are interiors and product designers, creating bespoke ambiances and products that reflect the personality of their clients. SoFarSoNear Studio was founded some ten 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, was their last 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 Madrasa* 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 SoFarSoNear for Zollanvari. Glitch Gabbehs is the latest collection they have created, and other designs are currently in development.

#### About Soheila Shayegan Studio Cyprus

Soheila Shayegan is an Iranian flatweave designer based in Cyprus whose work has been exhibited both nationally and internationally. She combines a contemporary style with traditional production methods using the finest materials. "My designs break away from conventional styles... I like combining classical elements from oriental carpets with modern influences, often with my personal interpretations of minimalist paintings," as she puts it. Her entrepreneurial skills led her to set up a company dedicated to the art and artistry of traditional flatweave weaving and producing custom-made designs. In her words, her main career objective is to "resurrect and salvage ancient woven techniques and revolutionise the concept of handwoven art." To this end, she has contributed voluntarily to the Iranian Handicraft association for a decade.

The range of her flatweave designs for Zollanvari spans large, from our Baneh and Ikat kelims, many of which have been shortlisted by the Carpet Design Awards jury, to our recently launched Zillu Collection.

#### 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." *Jeziroak*, *Anar*, *Modernist Zigorats* and *Ellipse Retro* are four design collections developed with and designed by NOV24, as well as *The Lion* and *Architectural Textures* collections created to mark Zollanvari's 75th Anniversary in 2021/22.





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# The Glitch Gabbeks Collection

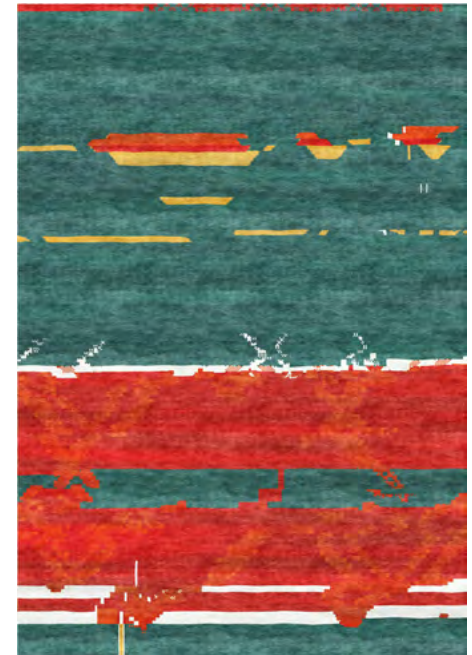
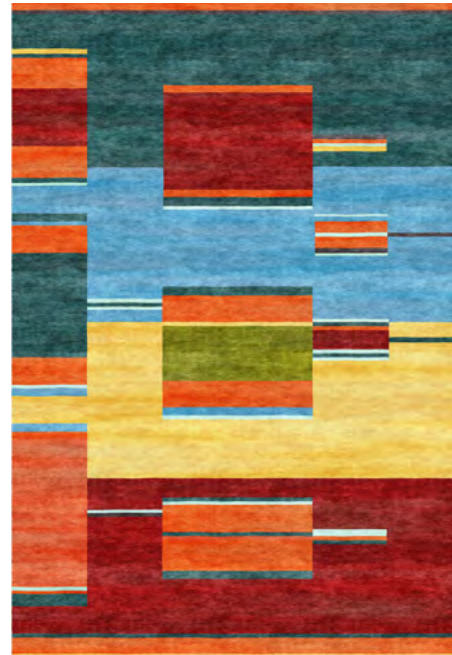
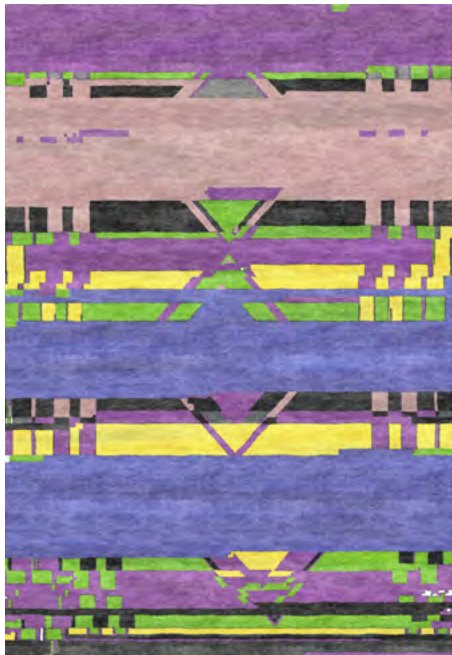
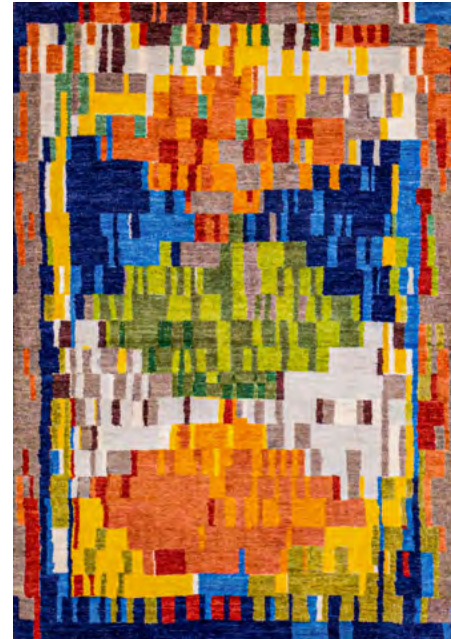
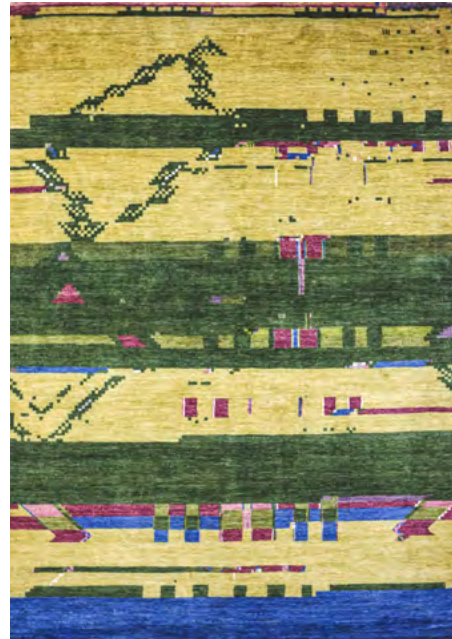






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# The Glitch Gabbeks Collection







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# The Lion Collection







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# The Lion Collection

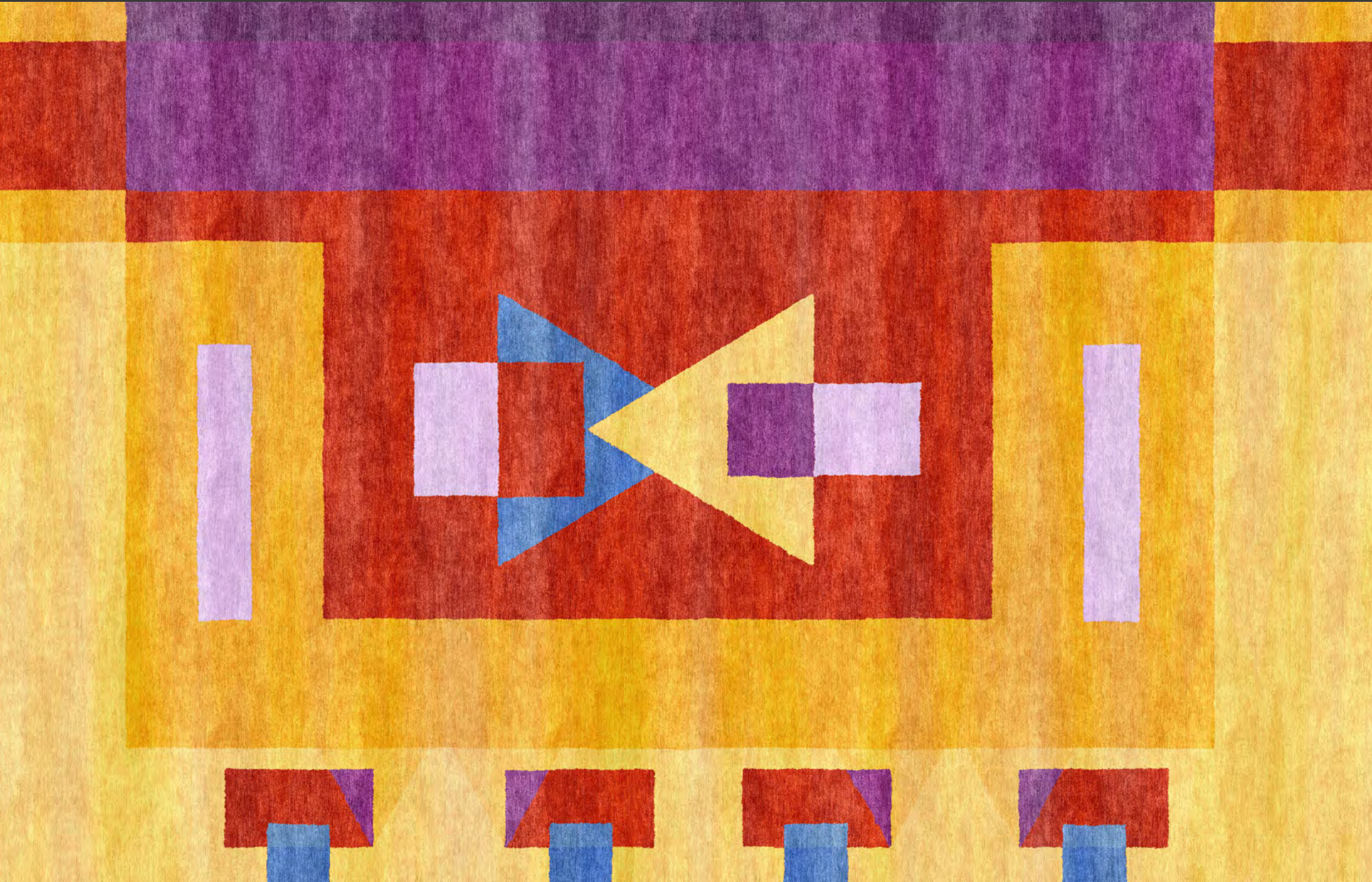






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# The Ghashgha'i meets Bauhaus Collection

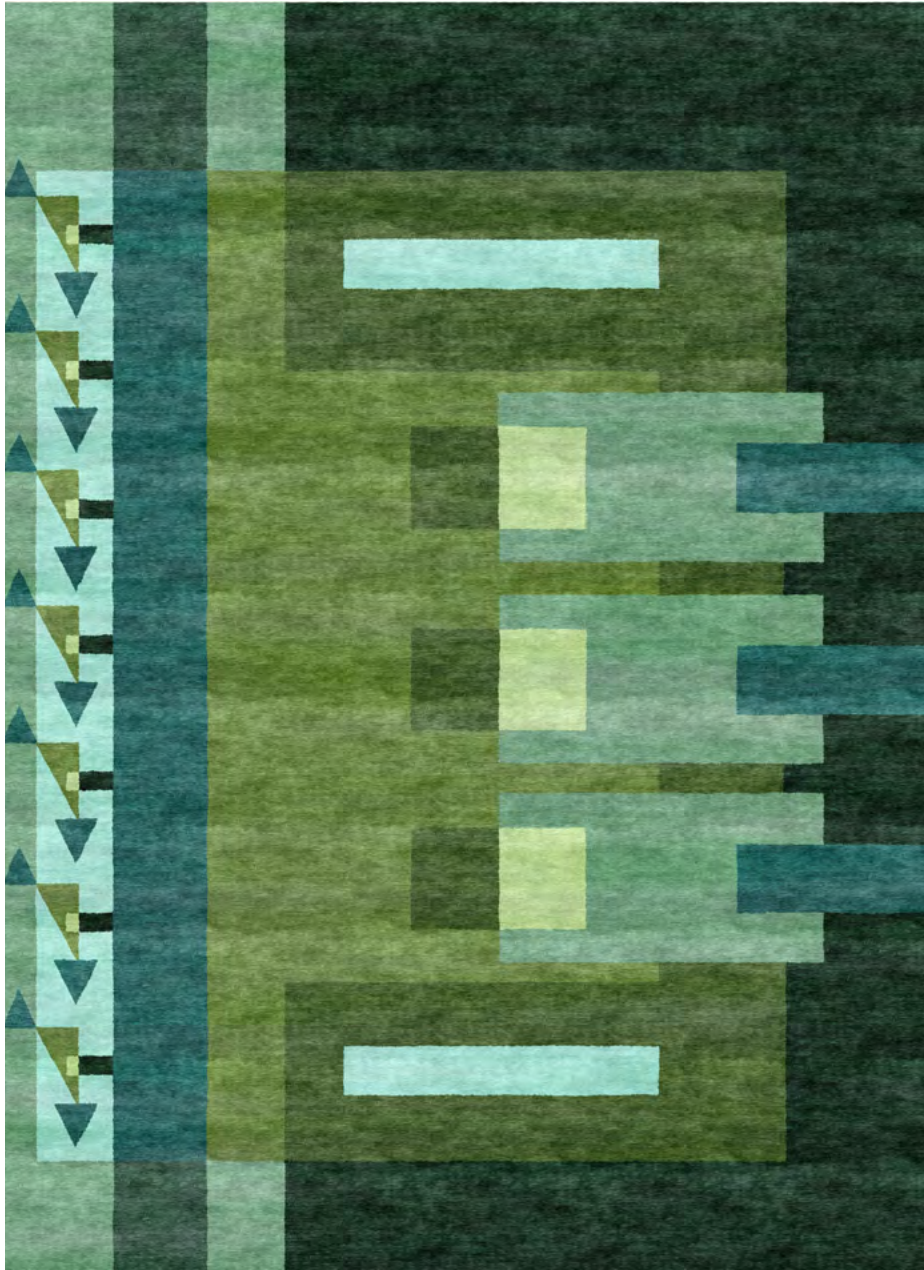






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# The Ghashgha'i meets Bauhaus Collection







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# The Crystalia Collection







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# The Crystalia Collection







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# The Architectural Textures Collection

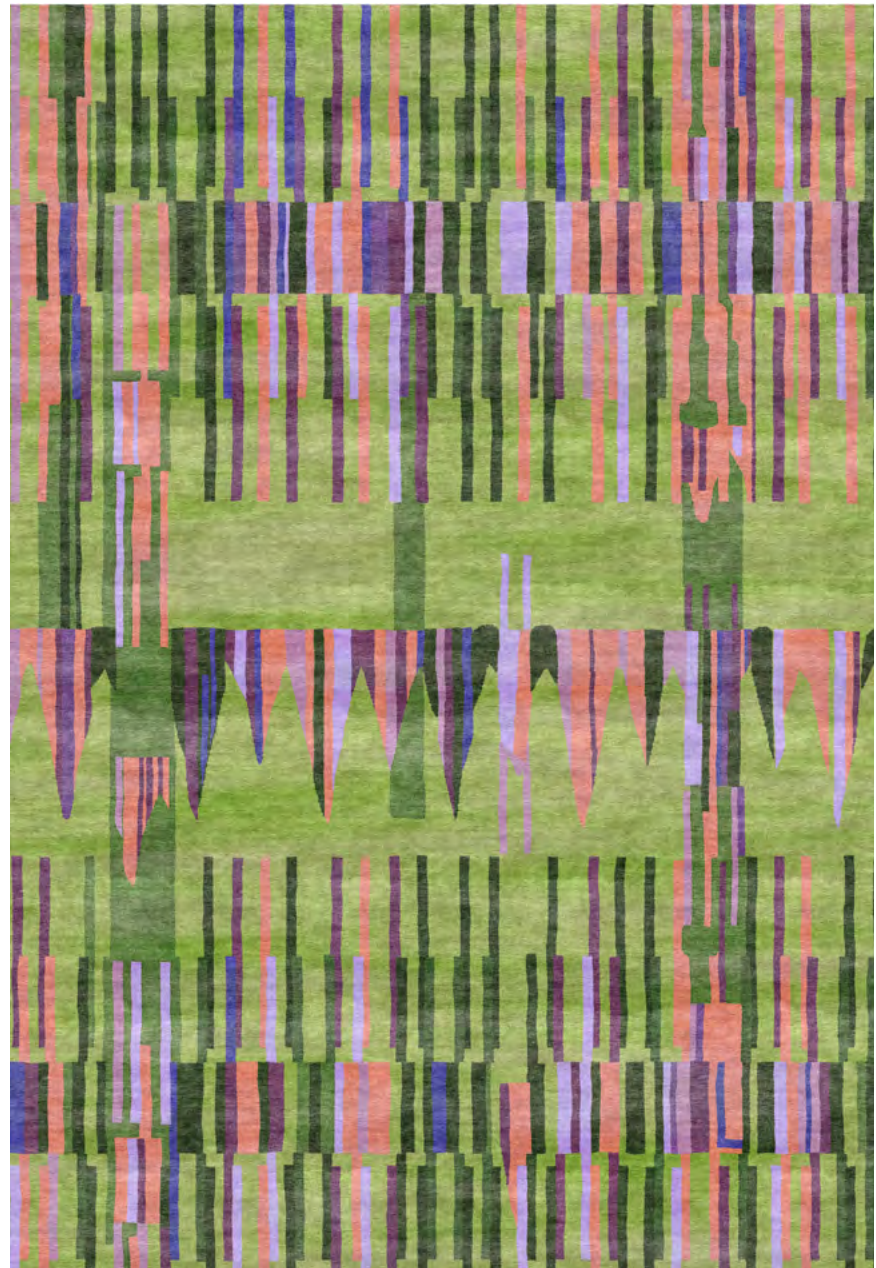






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# The Architectural Textures Collection

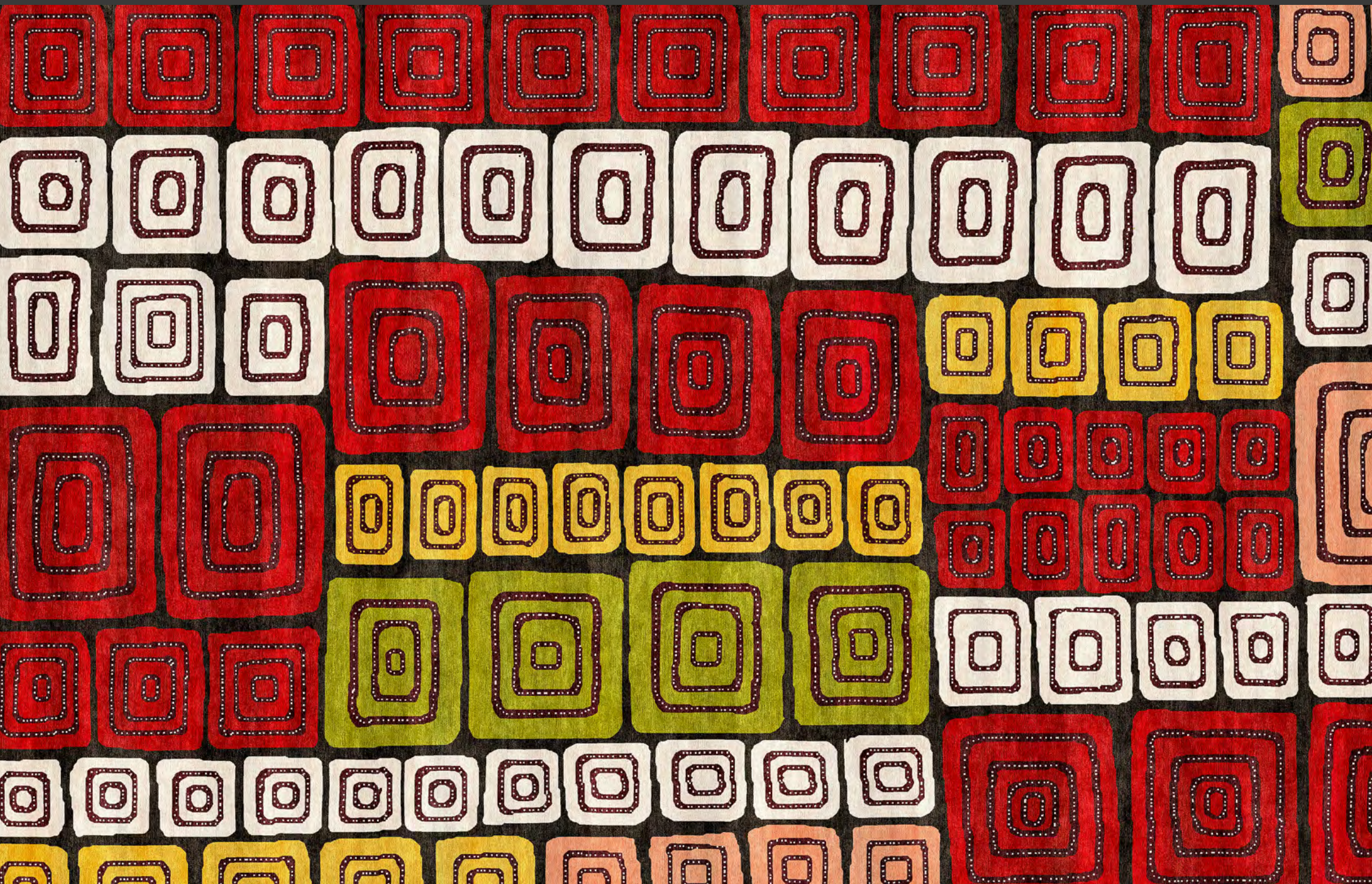






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# The Dreamtime Chants Collection

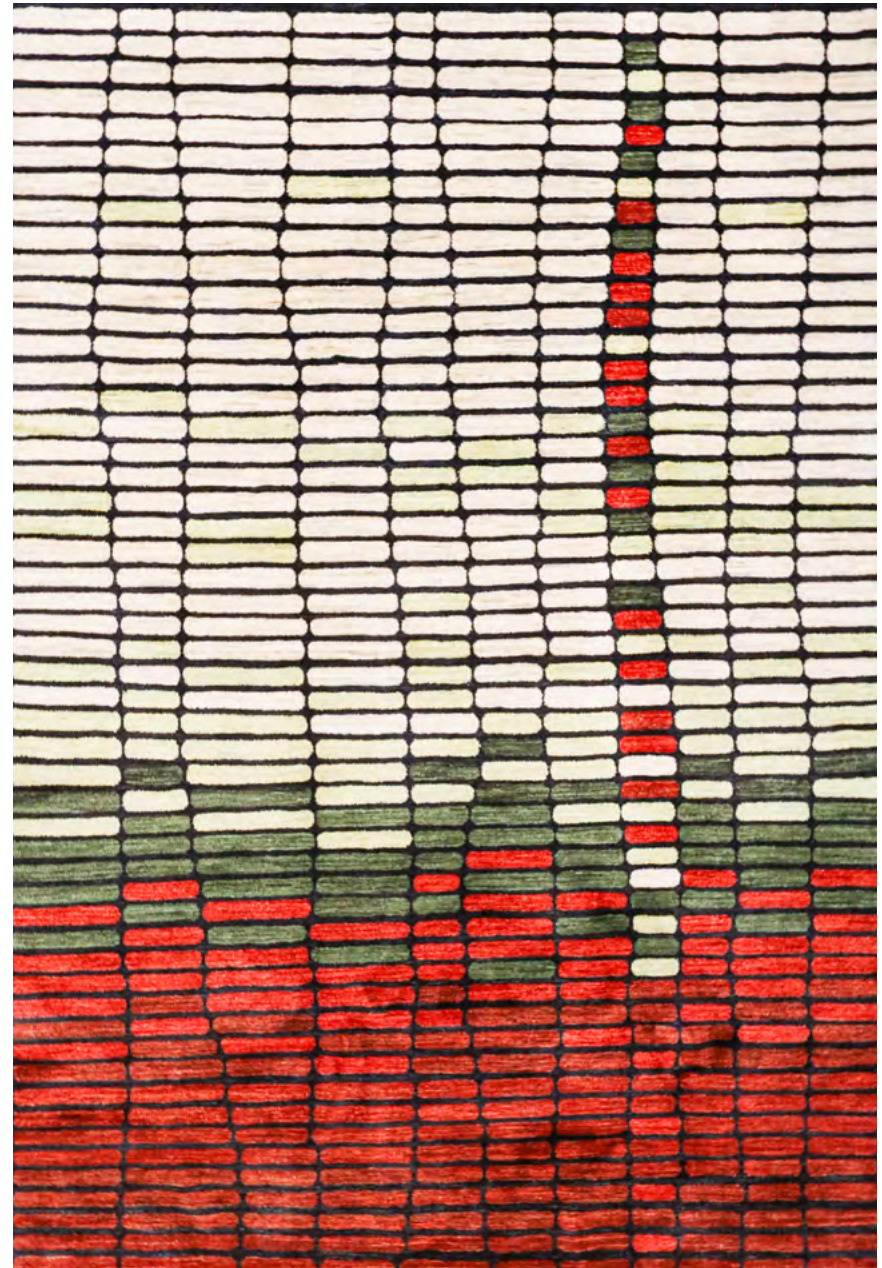
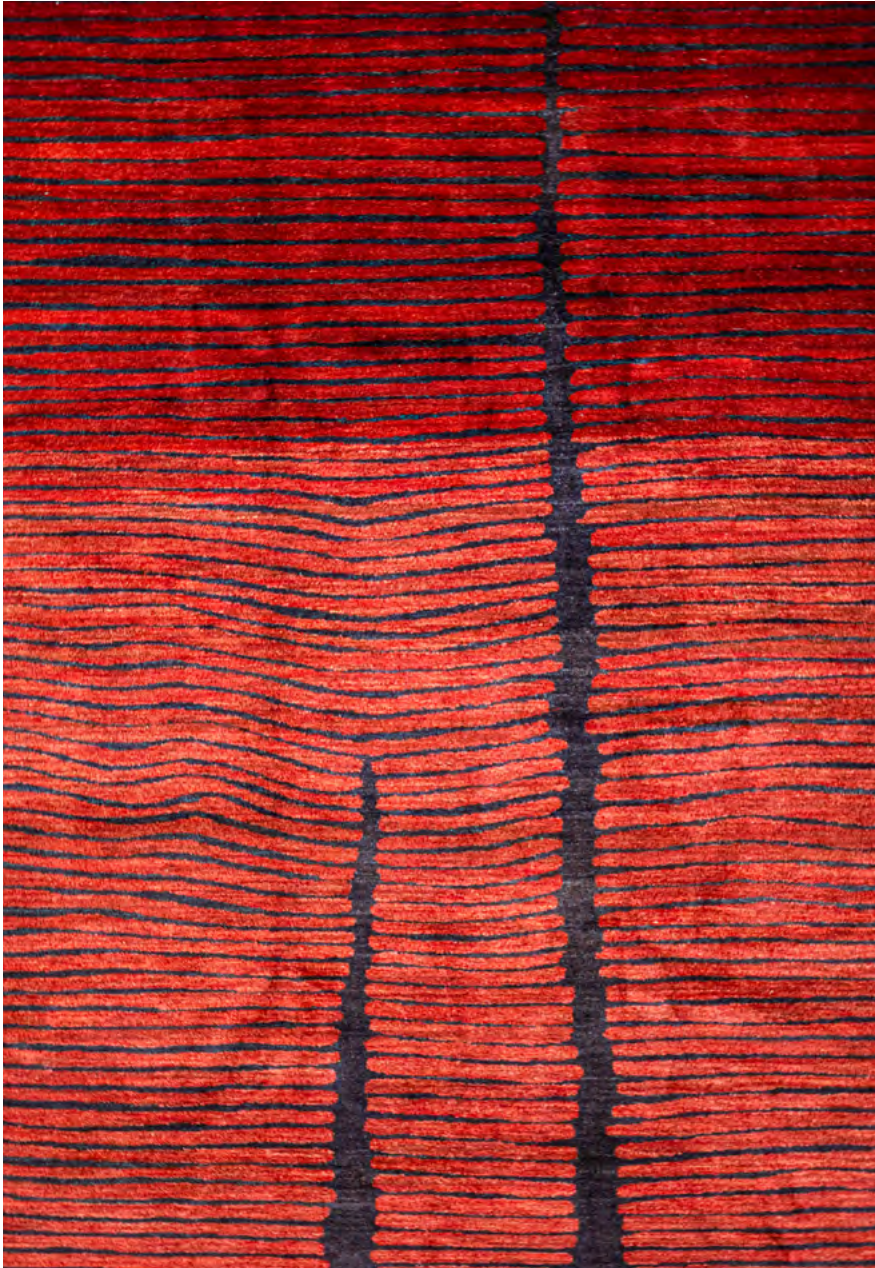






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# The Dreamtime Chants Collection

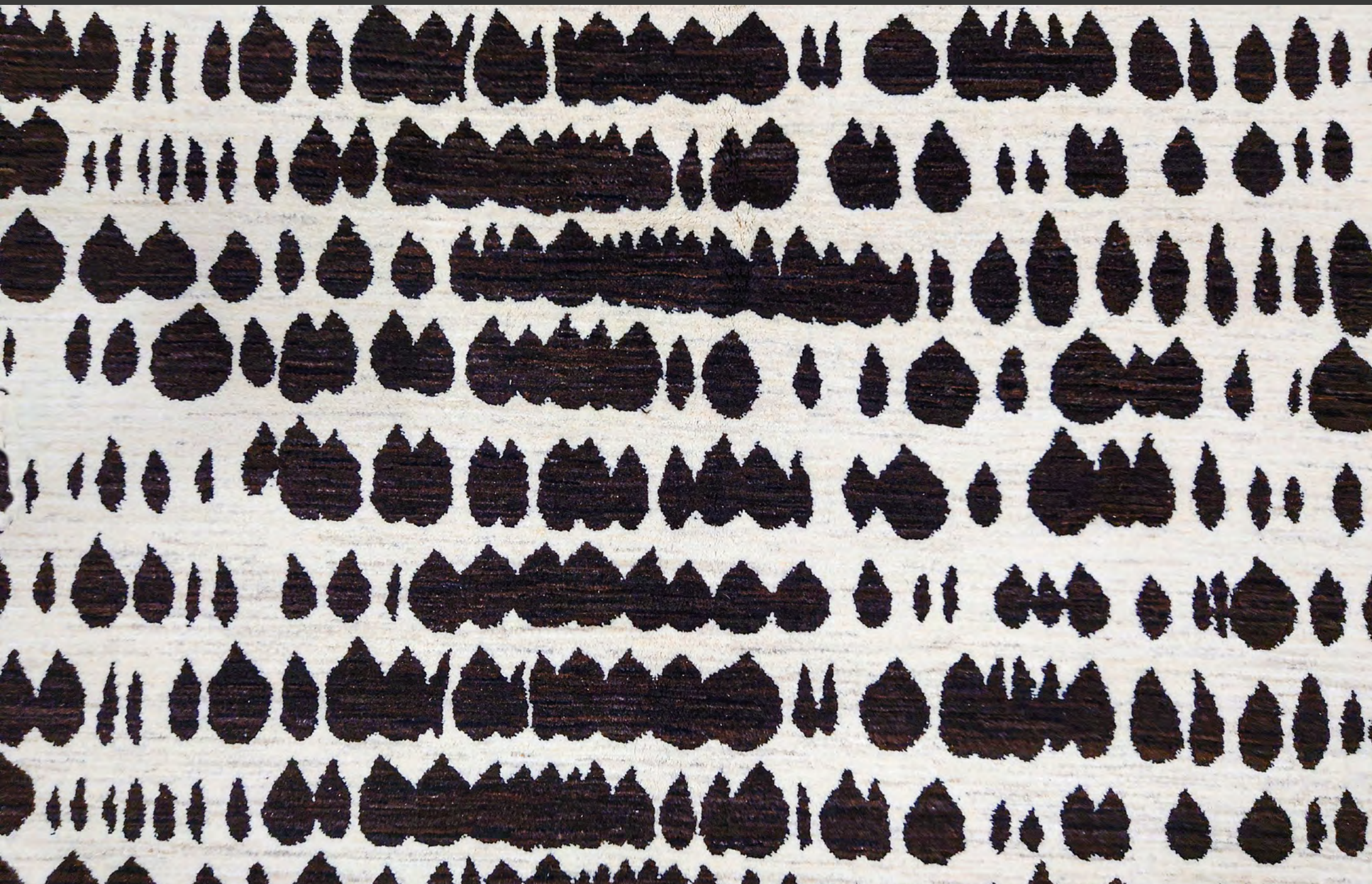




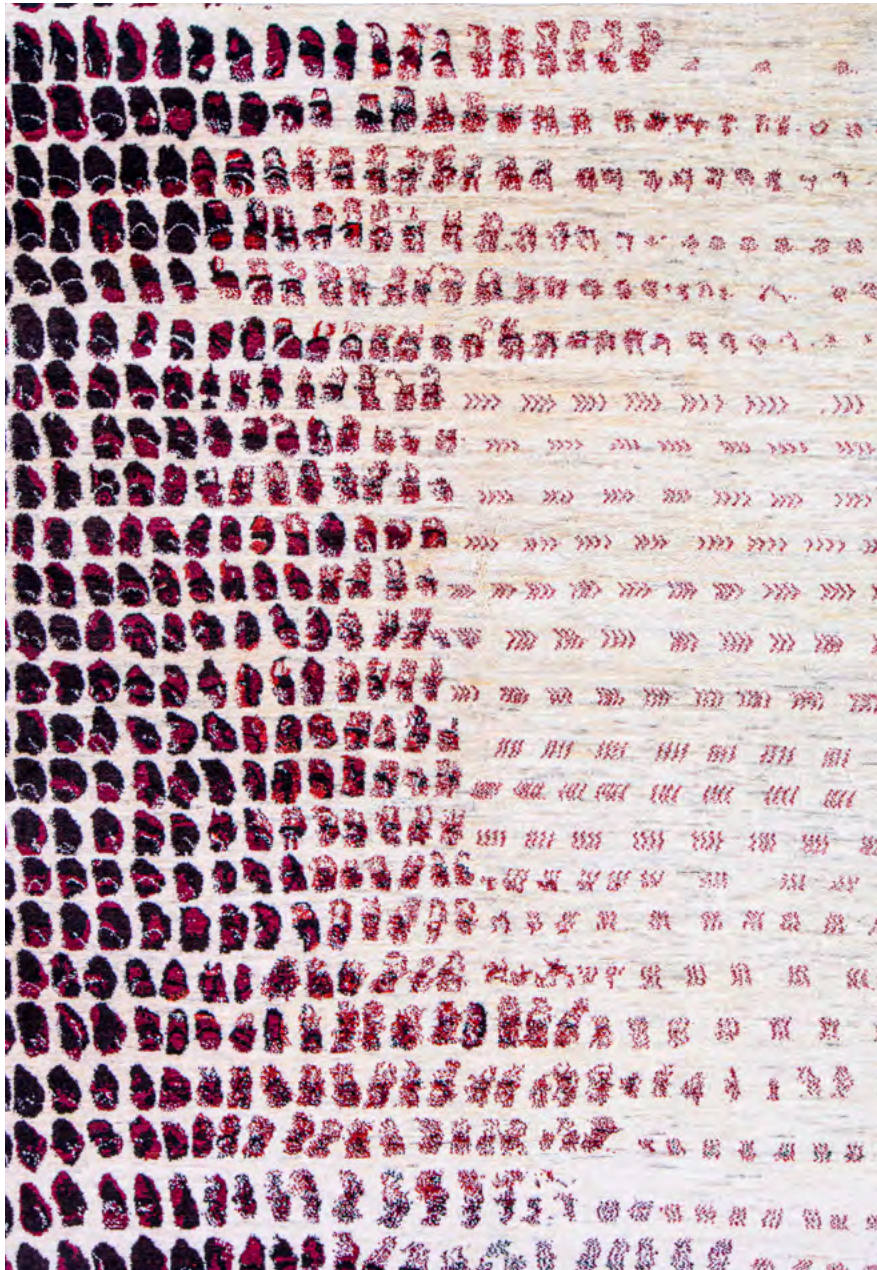


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# The Traces Collection









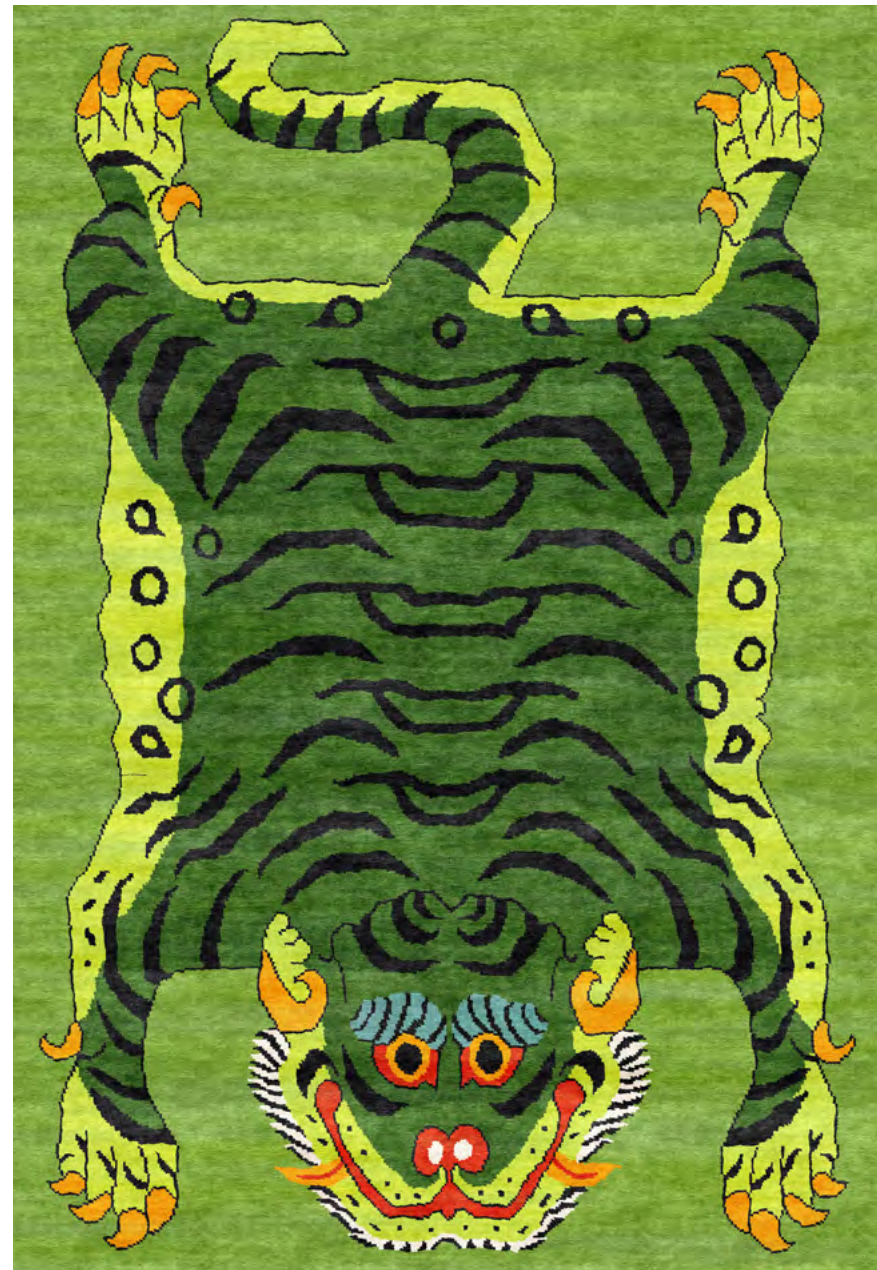


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# The Tiger Collection











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# The Stained-Glass Collection

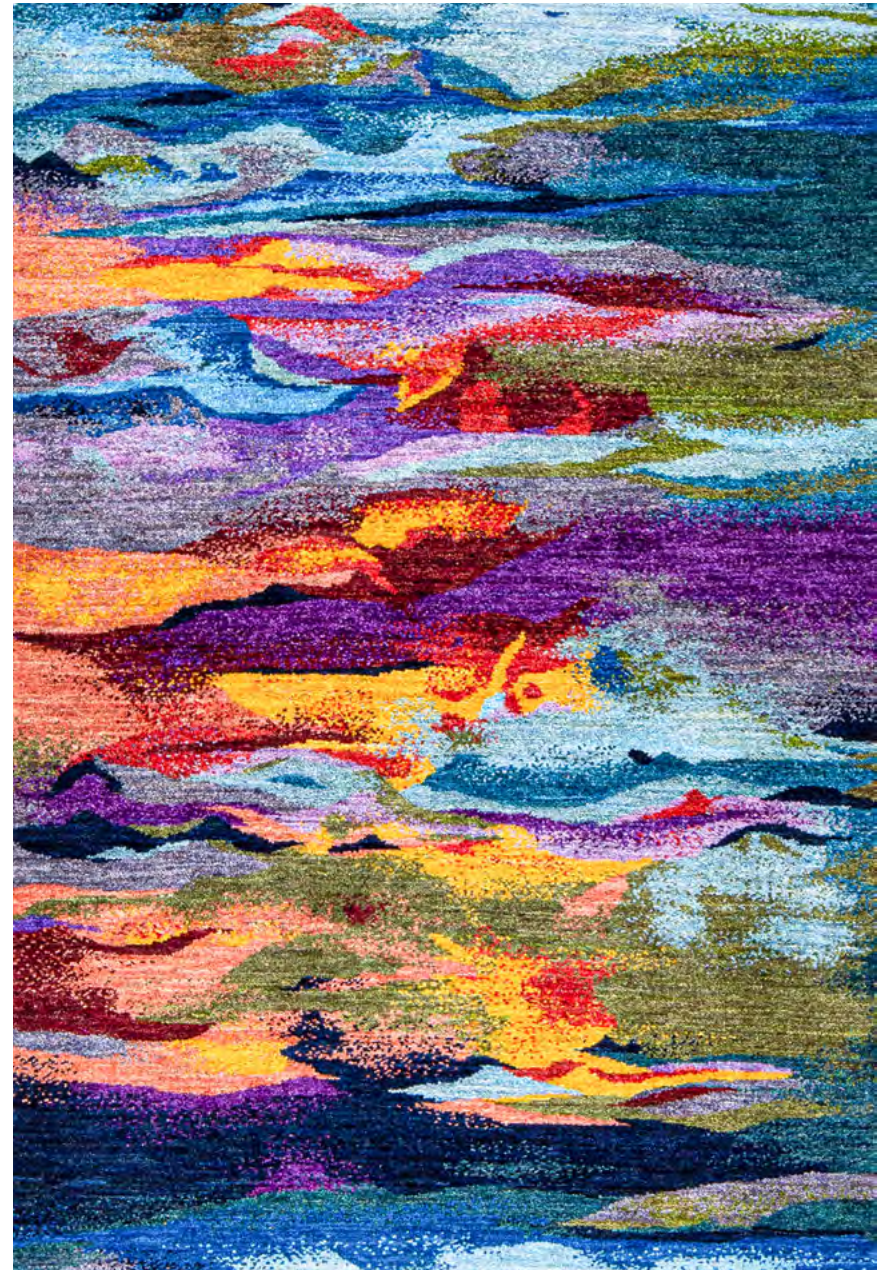






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# The Stained-Glass Collection







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# The Walk on the Wild Side Collection







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# The Walk on the Wild Side Collection







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# Other Designer Collections

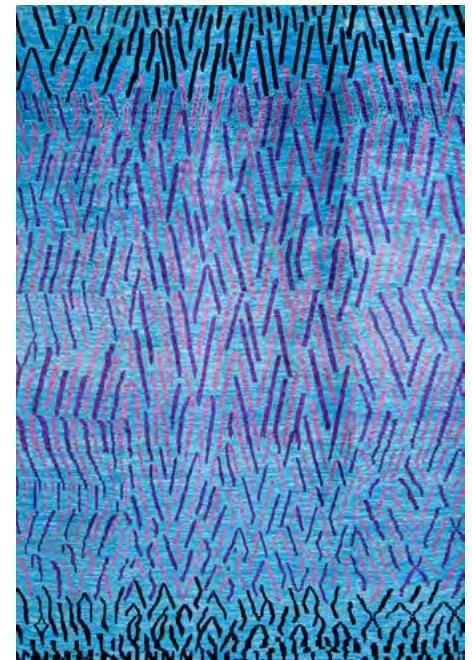
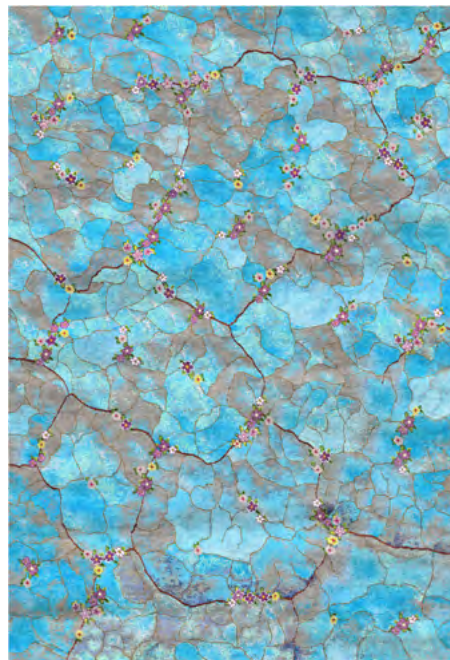
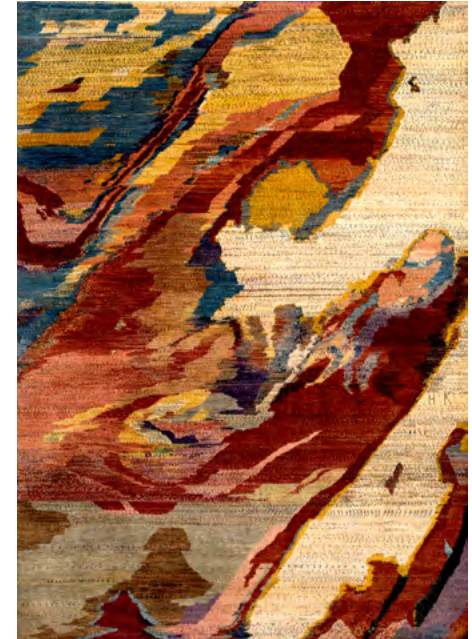






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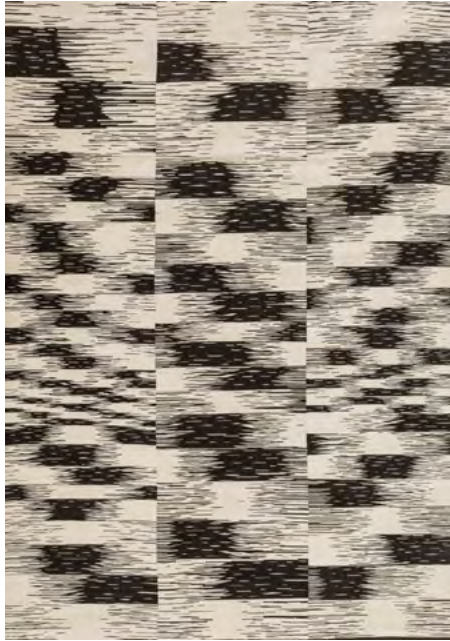






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# Other Designer Collections





For further information on and high resolution images of all Zollanvari International designs, please contact

Gabi Peter at Zollanvari AG  
T +41 (0) 44 493 28 29  
E [marketing@zollanvari.ch](mailto:marketing@zollanvari.ch)  
F +41 (0) 44 493 07 73

International Headquarters  
Zollanvari AG  
Gebäude B, Embraport 16  
CH-8424 Embrach, Switzerland  
E [marketing@zollanvari.ch](mailto:marketing@zollanvari.ch)  
WhatsApp +41 79 742 35 77  
[www.zollanvari.com](http://www.zollanvari.com)

The revamped version of the Zollanvari Online-Shop is now available to view online.

The Online Exhibition Glitched – A New Era for Gabbehs will be live until midnight on 7 February 2023.

### Practical Information

Maison et Objet Paris  
19 – 23 January 2023

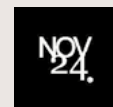
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Visitor Information available @  
<https://www.maison-objet.com/en/paris/visit>

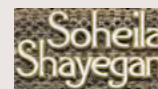
### Key to Collection Designers (illustrated)



SoFarSoNear Studio Milan: Ghashgha'i meets Bauhaus; *Leoni Guardiani* for The Lion Collection; Glitch Gabbehs



NOV24 Studio Vienna: The Lion Collection; Architectural Textures



Soheila Shayegan Studio Cyprus  
All flatweaves illustrated including *Crashing Waves* for the Dreamtime Chants Collection



Zollanvari Studio/Reza Zollanvari: All the remaining collections and designs illustrated





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# The Lion Collection

