

cover

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NEW RUG PERSPECTIVES

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Studio Potato

Devised during lockdown, Studio Potato produces textiles for the home with sustainability at the heart of the brand



Conceived during the pandemic by sisters Alev and Katerina Cansu, Studio Potato is a Turkish brand producing hand-woven and machine-made rugs, pillows and wall coverings. Founded with sustainability in mind, 'conscious' production lies at the heart of the process; the company uses natural dyes wherever possible, its rugs are composed of recycled yarn, and the brand is often involved in upcycling

projects. All of this is reflected in designs that are modern and invariably inspired by patterns seen in nature, most obviously in the first collection, which was based on the five elements. Beyond a focus on environmental sustainability, the studio also seeks to be socially sustainable, with female workers leading both the design and production aspects. One of Studio Potato's designs was recently a finalist in the Carpet Design Awards 2023.

www.studiopotato.co

01 Terrazzo flatweave rug, Studio Potato