



WWW.ZOLLANVARI.COM
Creators of Carpet Art

PRESS RELEASE

Encore: Zollanvari International Exhibit @ Maison&Objet

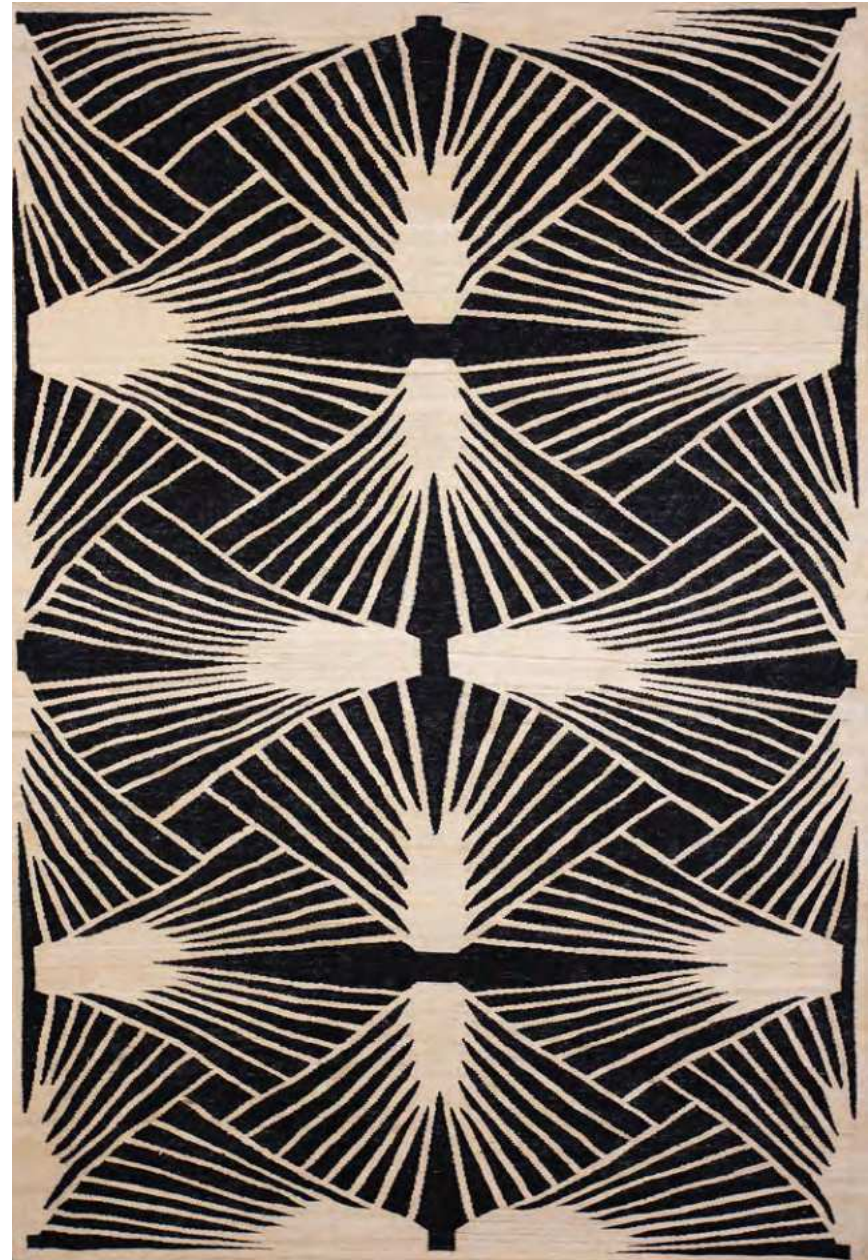
HALL 6 FOREVER, STAND B84
Paris Nord Villepinte Exhibition Centre

18–22 January 2024



Flower Power







Zollanvari International return once again to the January edition of Maison&Objet Paris (18th to 22nd). Located in HALL 6 in a prime position on one of the main red-carpet aisles, stand B84 is in the prestigious FOREVER sector of the fair, alongside some of the top names in interior décor including Rivière Maison, Kare, Bizzotto and Blanc D'ivoire.

“An artist has no home in Europe except in Paris.” Friedrich Nietzsche

Nietzsche's words have unquestionably coloured Zollanvari International's approach to their selection of handwoven carpets and flatweaves on display this year, which is a testimony to the art of weaving, the ingenuity of the artist designers and the intuitive savoir-faire of the weavers. Zollanvari prove once again with their sensitively curated display this year, how truly driven they are in their unrelenting desire to innovate and surprise, forever pushing the boundaries of art and design in weave.

Highlights will include *Tiger in the Woods* from the Walk on the Wild Side Collection created by Zollanvari Studio, a modern near-pictorial and somewhat whimsical interpretation of traditional Gabbeks depicting Flora and Fauna that are conventionally stylised; *Aureole 4* from the Glitch Gabbeks Collection designed by SoFarSoNear Studio Milan for Zollanvari International, winner of the Archiproducts Design Awards 2023 in the DECOR category; *Mondrianesque Squares Revisited 2* that merges archetypal Gabbek 'square' motifs with modern Western abstract art, particularly the Dutch abstract art movement known as *De Stijl* (The Style); and last but not least a couple of exuberant additions to the Flower Meadow Collection, *Tulip Meadow 1* and *Lily of the Valley 1* that have such grace, detail and colour palette that they are truly evocative of Post-Impressionist or even Master paintings.

Zollanvari have always been inspired by the simplicity and elegance of Art Déco designs that represented modernism turned into fashion. The distinguishing features of the style are simple, clean shapes, often with a 'streamlined' look; ornamentation that is geometric or stylised from representational form, much like Gabbeh designs and motifs. Zollanvari proudly present two new Art Déco 'trellis' design kelims at the show. As Reza Zollanvari puts it: *"Zollanvari have never shied away from pushing the boundaries, from innovating, from finding inspiration in weaving traditions and art movements from across the globe, but always giving the designs the Zollanvari twist."*

Other highlights come in the depictions of dreamy naïve landscapes, enduring trees, mysterious arboretums, artistic explorations, exotic exuberance and haunted woodlands – all new and/or updated versions of acclaimed designs.

For Zollanvari, the art of carpet making has always exemplified the expression of a culture and 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.

Practical Information

Zollanvari International @ Maison&Objet Paris, 18 – 22 January 2024
Paris Nord Villepinte Exhibition Centre, HALL 6 FOREVER, Stand B84

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

For further information please contact

Farzin Sebastian Ghandchi on T +34 634 04 57 87

or Gabi Peter at Zollanvari AG on T +41 (0)44 493 28 29

E marketing@zollanvari.ch



www.zollanvari.com

Landscapes of Dreams



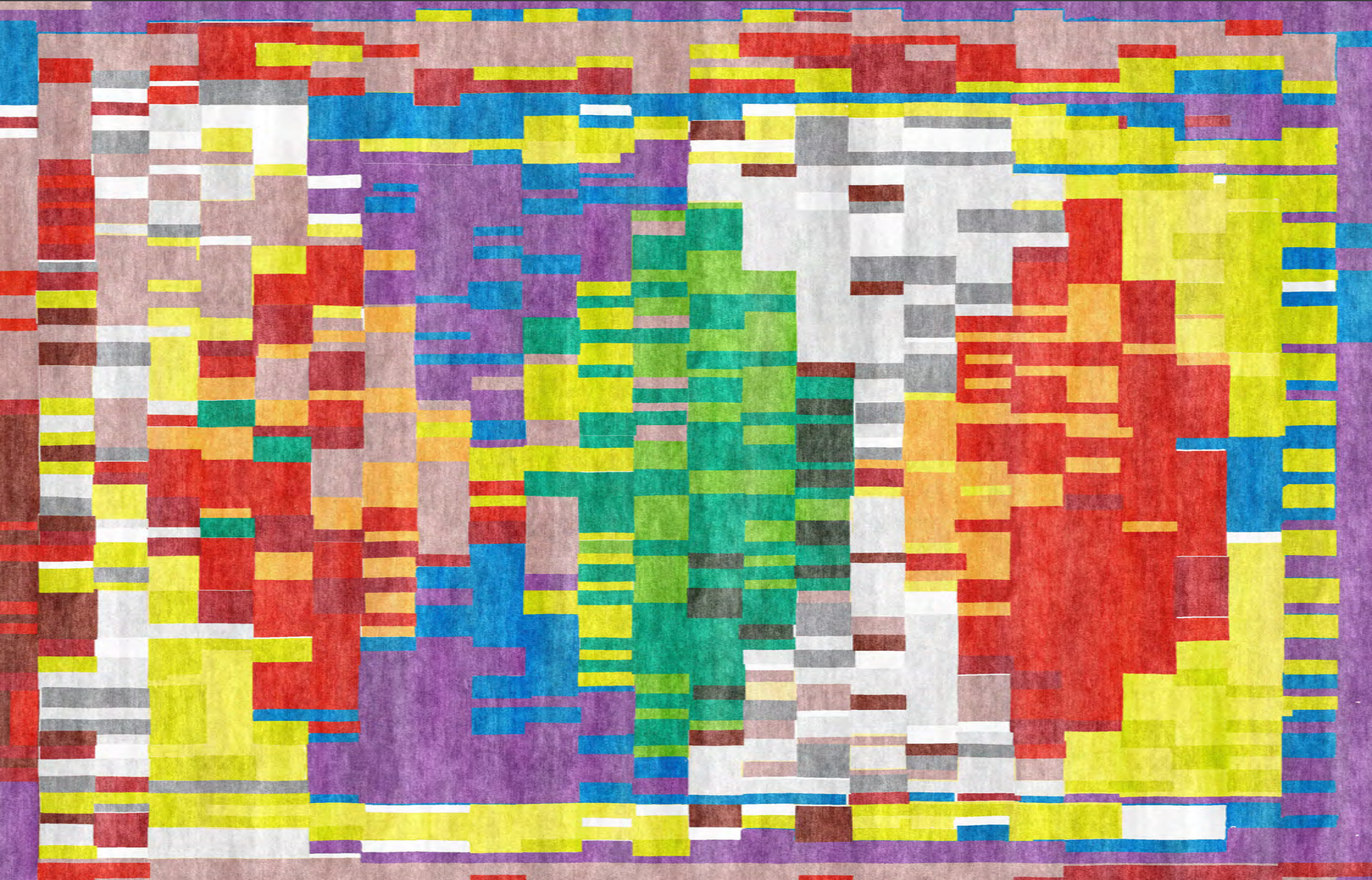




www.zollanvari.com

Ethnic Evolution

archiproducts[®]
AWARDS
WINNER





Abstract & Geometric Expressions





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.

Under the leadership of Hamid, Gholam Reza's second son, 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 Zurich, Switzerland, 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."*

International Headquarters

Zollanvari AG, Gebäude B, Embraport 16

CH-8424 Embrach, Switzerland

E marketing@zollanvari.ch

WHATSAPP +41 79 742 35 77

www.zollanvari.com



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 multi-disciplinary 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 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 has 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.*”

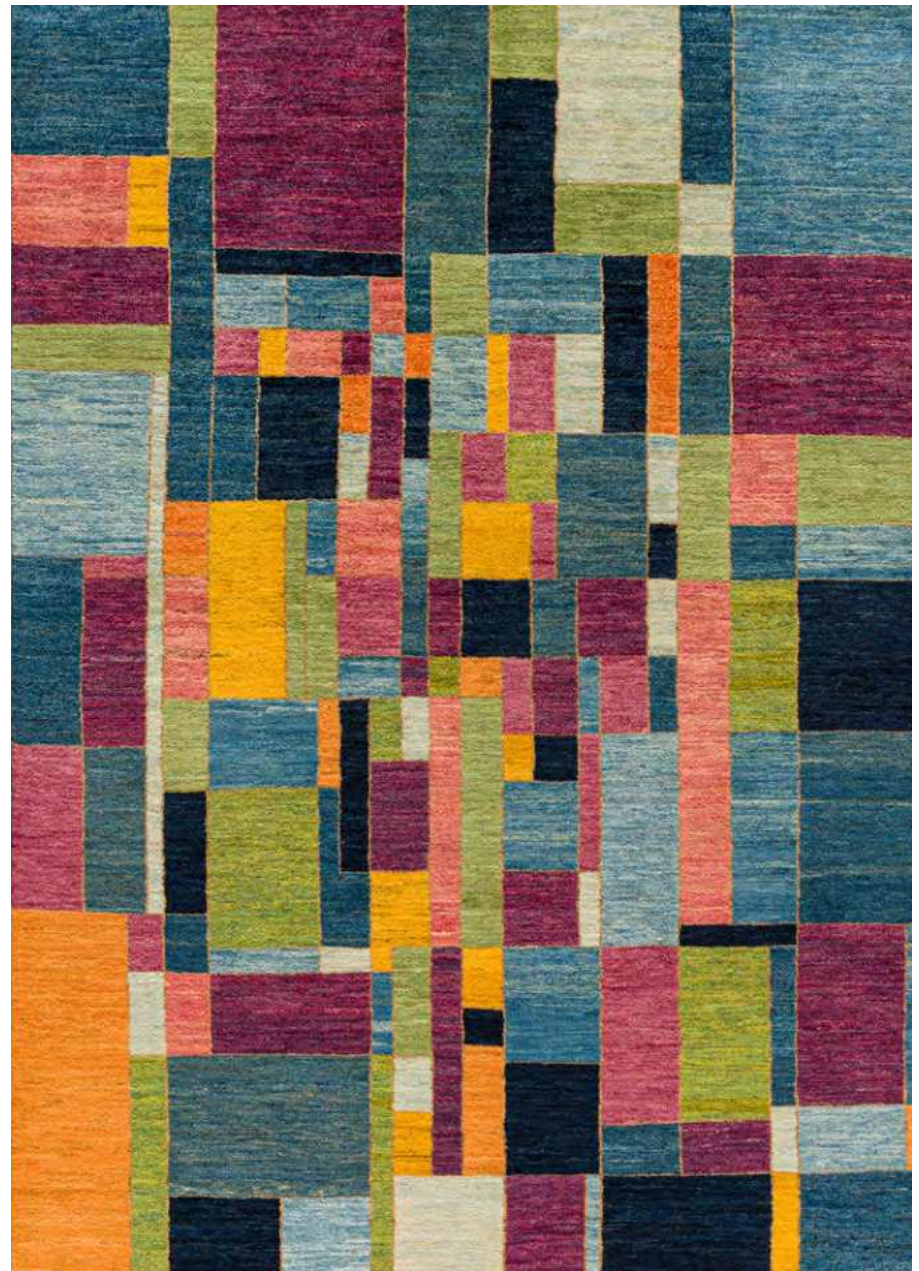
Jeziarak, Anar, Modernist Zigorats and Ellipse Retro are four design collections developed with and designed by NOV24, as well as The Lion and Architectural Textures collections created to mark Zollanvari's 75th Anniversary in 2022/23.



www.zollanvari.com

Volcanic Flora





Haunted Woodlands



Mysterious Arboretums





www.zollanvari.com

Enchanting Beasts







www.zollanvari.com

Exotic Exuberance

