

PRESS RELEASE

Zollanvari International Return to Maison&Objet in September

HALL 6 FOREVER, STAND G84/H83
Paris Nord Villepinte Exhibition Centre

05–09 September 2024

Zollanvari International return to the September edition of Maison&Objet Paris (05 to 09). Located in HALL 6, Stand G84/H83, which is situated on one of the main red-carpet aisles in the prestigious FOREVER sector of the fair, the company will present an entirely new stand concept, including, for the first time, a featured artist presentation – the works of Hungarian designer Lőrincz V. Gabi.

Zollanvari International's approach to their selection of handwoven carpets and flatweaves on display in September is once again a testimony to the ingenuity of the artist designer, the intuitive savoir-faire of the weavers and the art of weaving as a whole. Driven by their unrelenting desire to innovate and surprise, Zollanvari will introduce the work of the Hungarian textile artist and designer Lőrincz V. Gabi and an entirely new division, Zollanvari International Contract – with a carefully curated selection of rugs and samples geared towards the hospitality and contract markets. These are broad steps forward for the company that yet again demonstrate their commitment to push the boundaries of art and design in weave and to serve the needs of not only of the retail market, but those of architects and interior designers.

Highlights include *Flower Power 5* from the exuberant Flower Power Collection created by Zollanvari Studio, a still life 'detail' of blooming flowers that is bursting with colour and made in the Zollanvari Super Fine Gabbeh quality; *'Op Art' Flower Field*, from the Naif Collection also by Zollanvari Studio and in the Zollanvari Super Fine Gabbeh quality is an impressionistic interpretation of a field of multicoloured (some of them imaginary) blooms that has a great sense of movement, hence the 'Op Art' label, and that celebrates Nature as if observed through a child's eyes...; *Autumnal Arboretum 3* from the Stained-Glass Collection, Zollanvari Studio's take on southern Persian tribal motifs (trees and squares) juxtaposed with the style of modernist Western stained-

glass windows and executed in the Zollanvari Super Fine quality... here the design conveys an ethereal, soulful quality; a plethora of exceptional designer flatweaves, that are modernist works of art in weave; a variety of runners in new designs such as *'Snowdrop' Flower Meadow runner 6*, *'Bird of Paradise' Flower Meadow runner 5* and the power house that is *Squares & Lozanges runner 1*, from the Squares Revisited/ Gabbehs Geometric Collection, also in the Zollanvari Super Fine Gabbeh quality; and to top the highlights list is *Abstract Modernist Landscape 1* a new design from the Zollanvari Studio's Stained-Glass Collection, and made in their Super Fine quality.

Other highlights include new coffers and chests in all shapes and sizes and new additions to the Home Décor accessories collections of porcelain and wood.

"Our use of pattern, colour and symbolism is constantly evolving. What sets us apart is the active encouragement we give our weavers to allow their own aesthetic sense to shine through the designs." *Reza Zollanvari, Group Managing Director*

Individual, expressive, and unique carpets are the result.

Practical Information

Zollanvari International @ Maison&Objet Paris, 05 – 09 September 2024
Paris Nord Villepinte Exhibition Centre, HALL 6 FOREVER, Stand G84/H83

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

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Featured Designer

"I am passionate about my profession... it fills me with excitement as a design is born from the threads under my hands."

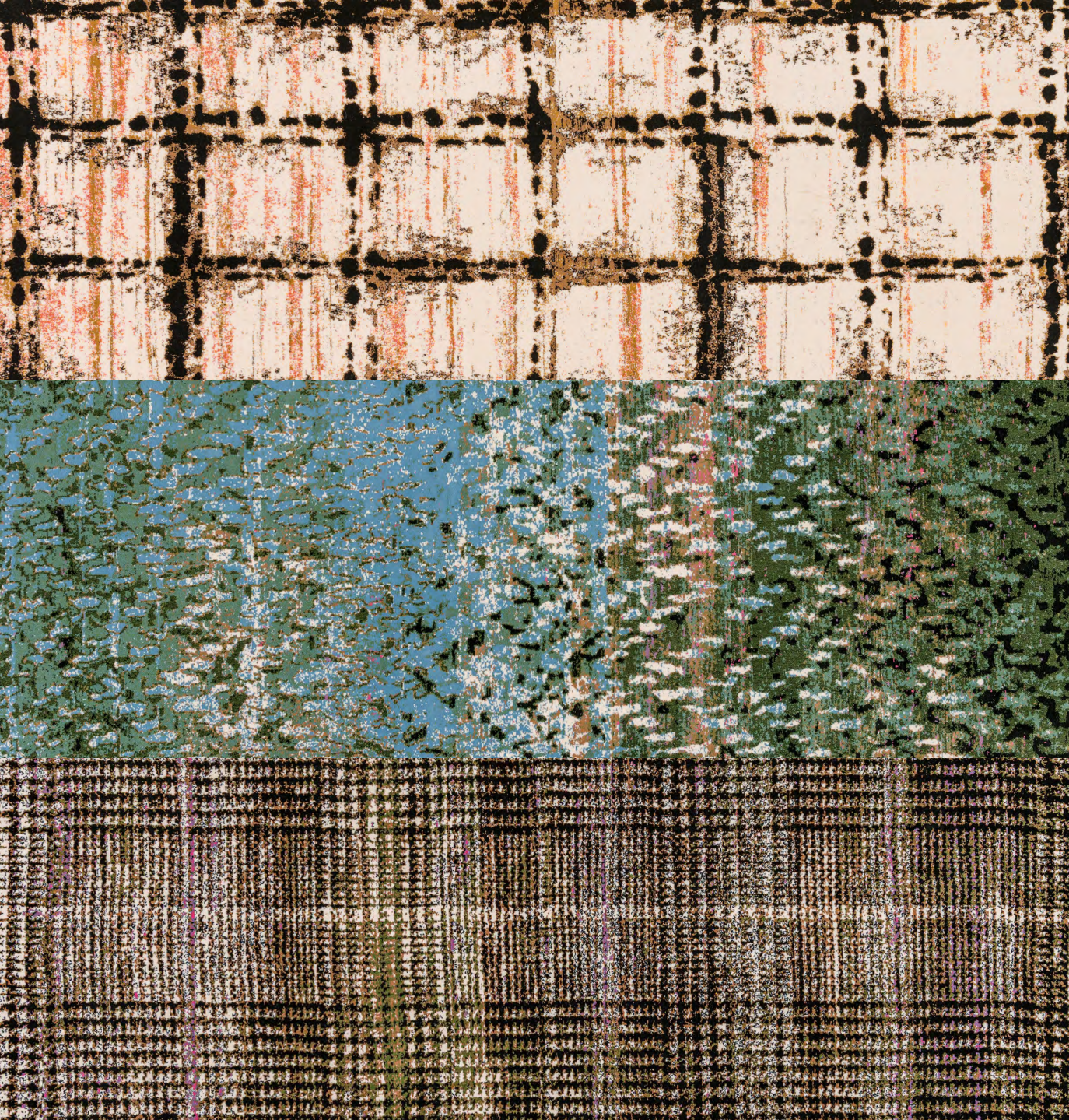
Gabi lives and works in Budapest. The carpets, tapestries, and textiles she designs are made using varied techniques, including hand-woven and hand-knotted, semi-automatic handweave, jacquard weave, industrial felting, hand stitching, and fibre-dyed printing. Her creations can be found in many public buildings both in Hungary and abroad, including hand-knotted carpets at the Hungarian Consulate in Munich or fibre-dyed printed carpets at the Aranybástya restaurant in Buda Castle. She designed a hand-stitched carpet for the lounge of ING Bank's Dózsa György út headquarters. Her carpets, textile wall hangings and home fabrics can be found in private homes the world over – from the United States to Hong Kong.





GLASS

WINDOW

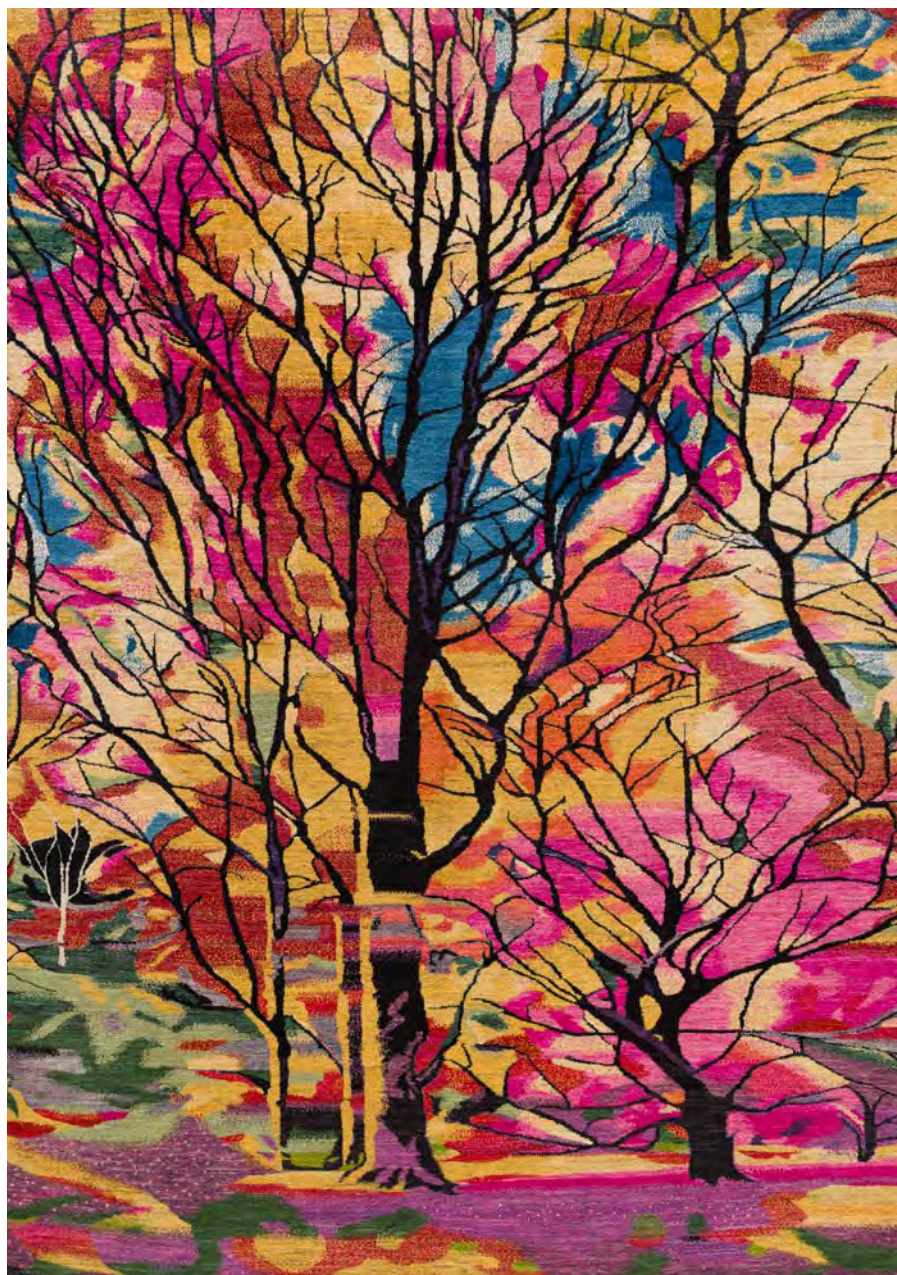
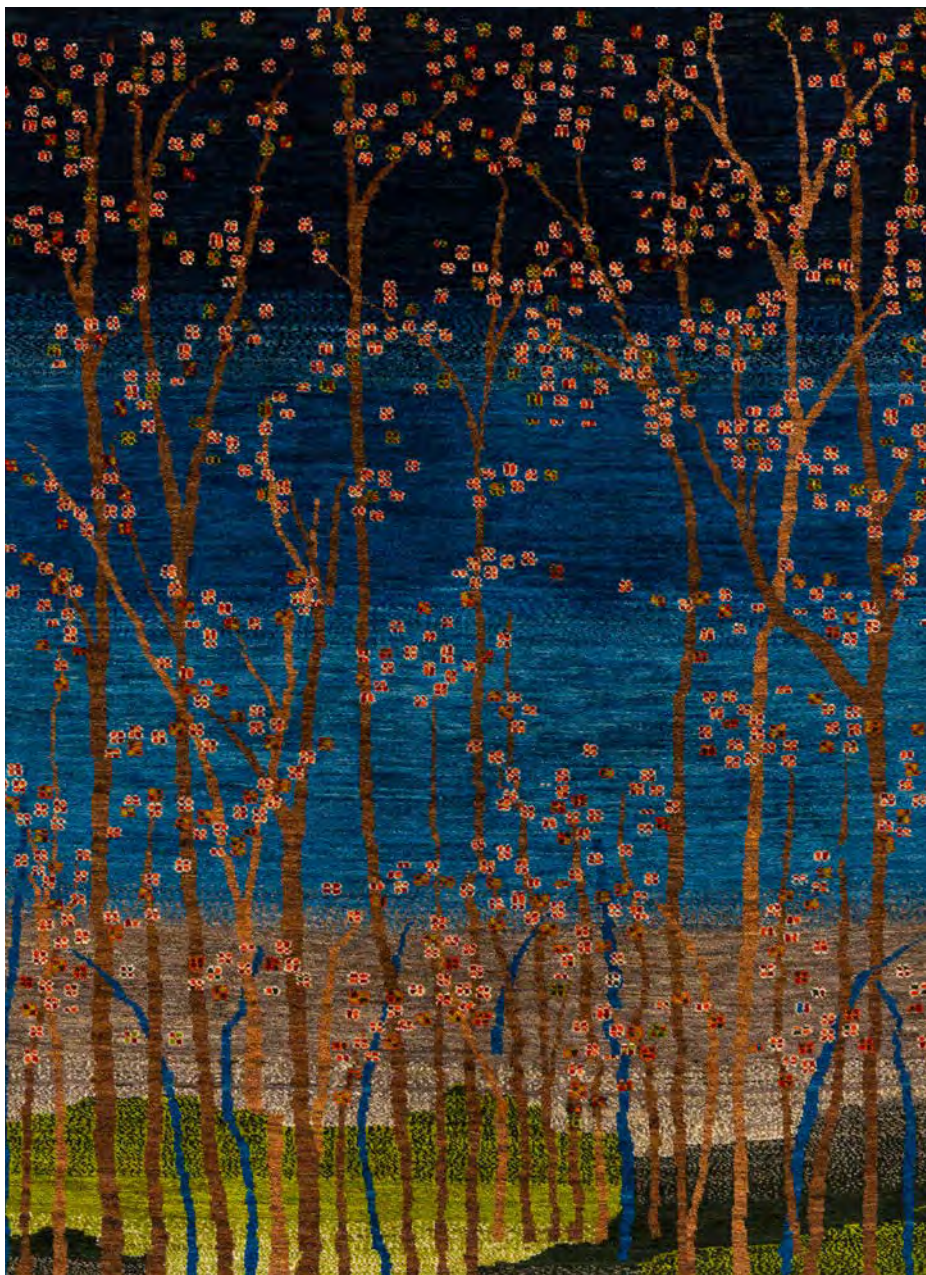


INTRODUCING A FITTING SOLUTION FOR CONTRACT AND INTERIOR DESIGN PROJECTS

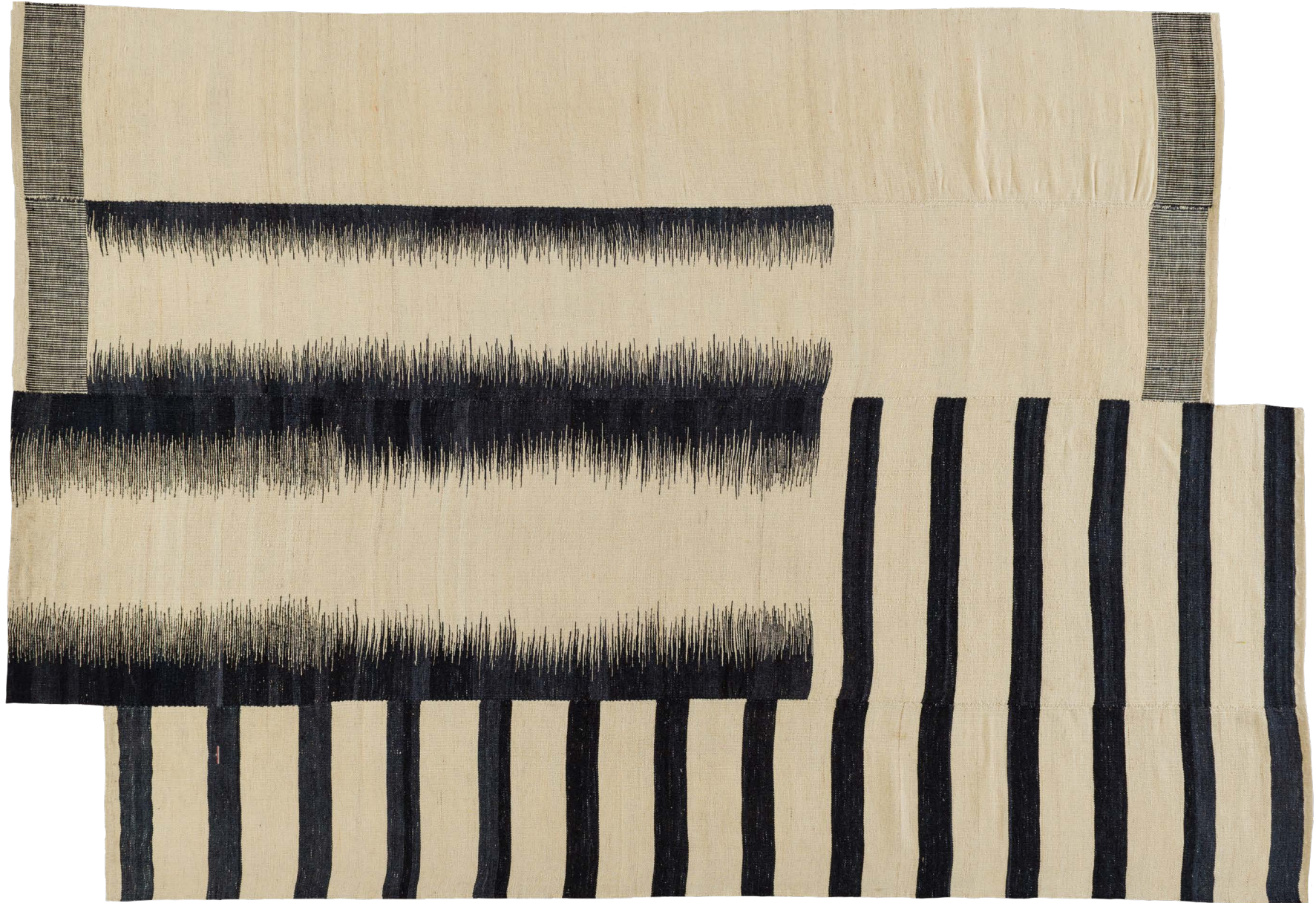
Zollanvari International Contract's launch designs are inspired by the award-winning Couture Collection originally conceived by SoFarSoNear Studio Milan x Zollanvari's Kundan Silk line. Zollanvari International Contract carpets are available in custom and bespoke colours and designs, with optimum delivery times.



Magical Arboretums







Exceptional Flatweaves



Exceptional Flatweaves





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."*

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