Review
Ninth Annual Carpet Design Awards
The Competition for Outstanding Design in Handmade Carpets
www.domotex.de/en/cda-2014
Subscribe to HALI from £60/€88/$120

...and receive FREE access to the previous 30 editions online

To subscribe today contact HALI Subscriptions:
T: +44 (0)207 657 1201 E: info@hali.com
www.hali.com
Foreword

The handmade carpet has served its purpose for hundreds of years. A good carpet can visually quieten a room or turn up the volume as needed. It has the ability to renovate a space by tying all the different elements together; it can anchor it, define it, while also adding warmth and helping to layer a room’s design. Perhaps this is why, year upon year, the halls containing contemporary carpet design at DOMOTEX Hannover have continued to be the most animated and dynamic part of the whole fair.

And it is for these reasons that, nine years ago, the CARPET DESIGN AWARDS were established. An annual celebration of the best design and innovation, these are the floor-covering industry’s most sought-after awards. Since 2005, leading companies have helped to heighten the appreciation of rugs beyond the narrow boundaries of the rug world, raising standards and helping to push the limits of rug design. At the same time, the Awards have acted as a platform for promoting the best in handmade carpets.

The 2014 edition has proved the most successful so far. Three hundred and twenty-nine entries were submitted to nine judges, then whittled down to only thirty-three. The winners were decided at DOMOTEX Hannover by an expert jury whose areas of experience encompass rug and interior design, product design as well as art.

We extend our congratulations to the finalists and winners of the CARPET DESIGN AWARDS; we also offer our thanks to all those who entered, as without the involvement of so many companies it would not be such a prestigious competition and winning would not be so highly valued. The packed auditorium proved that the Awards still deliver exceptional opportunities and benefits to all the finalists.

We encourage you to submit entries for the CARPET DESIGN AWARDS 2015. News on the entry process for next year’s competition will be announced shortly.

We look forward to welcoming you on 18 January 2015 at DOMOTEX Hannover for what is bound to be the biggest year to date: our ten-year anniversary.

Ben Evans
Editor, HALI and COVER

Dr. Jochen Köckler
Member of the Board,
Deutsche Messe

A Date for your Diary
We look forward to seeing you at DOMOTEX Hannover next year.
For more information about the competition and how to enter contact:

David Young, Event Coordinator
Hali Publications Limited
+44 20 7675 1209
david.young@hali.com

Further information at www.domotex.de
Subscribe to cover from £20 / €30 / $40 and receive FREE access to the previous 33 editions online.

cover – The world’s leading magazine dedicated to modern handmade carpets, rugs and textiles for interiors.

To subscribe today contact COVER Subscriptions:
T: +44 (0)207 657 1201
E: info@hali.com
www.cover-magazine.com

Label STEP congratulates the weavers of the Carpet Design Award rugs.

fair trade makes better rugs - find out more and join:
www.label-step.org
info@label-step.org

Carpets, mirror of our craftsmen’s soul...

Handicraft from Morocco
G. Tarik Al-Marsa, Ites Salé, Rabat, Morocco
Phone: +212 (0) 99 56 35 03 - Fax: +212 (0) 77 56 35 03 - E-mail: mda@maisonartisan.org.ma
Introduction

The ninth annual CARPET DESIGN AWARDS are presented to you by DOMOTEX, HALI and COVER. The growth of the Awards would not have been possible without our partner Deutsche Messe and our support from the European Carpet Importers’ Association (EUCA). We would also like to thank our two Gold Sponsors this year: first, from Morocco, Maison de L’Artisan, supporting us for the third year running; and second, our new partner AfghanMade, part of the Task Force for Business and Stability Operations (TFBSO), a division of the US Department of Defense. Through concerted effort and dedication, the Awards have developed into the world’s most successful competition for carpet design, bringing the best and most innovative designers from around the world under one roof.

Rug makers are always encouraged to submit their designs from anywhere in the world; engaging with these new ideas and new people defines the global success of the Carpet Design Awards. As the carpet industry develops and evolves year on year, the CARPET DESIGN AWARDS entry categories have concurrently been adapted to better suit the market. There has been particular acknowledgment of transitional designs, which proved to be a popular category, as well as the introduction of the Young Designers Competition, which received over 100 entries itself.

The winners could not have been decided without our expert panel of judges. A new voting strategy was adopted this year, split into two stages. The first stage consisted of nine judges voting on which entries made it into the final. Our five main judges this year then judged the final winners at DOMOTEX. This method allowed for a wider range of voting and opinions, making the competition altogether more equal, while maintaining anonymity for all the entrants throughout the judging process.

We look forward to welcoming you back to DOMOTEX next year, 17–20 January 2015, to see the finalists and winners for what will be a decade of CARPET DESIGN AWARDS.

Best Liked By Domotex Visitors

The last category of the Carpet Design Awards is unique, in that the public at DOMOTEX decides the winning rug from the finalists. Votes are counted on the last day of the fair and the winner is presented with the trophy. In 2014 the prize went to Jürgen Dahlmanns of Rug Star, for his rug Tree of Life, which also won Category 5: Best Traditional Design.

Winner

Rug Star

Tree of Life (detail)
Hand-knotted wool
300 x 250cm (9’10” x 8’2”)

The last category of the Carpet Design Awards is unique, in that the public at DOMOTEX decides the winning rug from the finalists. Votes are counted on the last day of the fair and the winner is presented with the trophy. In 2014 the prize went to Jürgen Dahlmanns of Rug Star, for his rug Tree of Life, which also won Category 5: Best Traditional Design.
Category 1

Best Studio Artist Design

In this ever-popular category, entrants have the opportunity to show off their most innovative and experimental production. The prize of €2,500 is awarded to the most original and contemporary design as decided by the judges, and the winners are frequently limited edition designs. The mixture of experience and taste often makes this one an interesting category to judge. This year ideas ranged from rugs lit up with LEDs to our winner with her felted rug.

Finalist
Ayka Design
Textures
Hand-knotted silk
250 x 300cm (8'2" x 9'10")
michelle.evans@aykadesign.com
www.aykadesign.com

Finalist
Custom Cool
Desert Water
Hand-knotted wool
305 x 427cm (10' x 14')
info@customcoolrugs.com
www.customcoolrugs.com
This rug has an air of exciting unpredictability about it, which will make a fascinating focal point when placed in any interior space.

‘a revolutionary concept to bring a new lease of life and texture in rug design’
Category 2

Best Modern Design Standard

The entries in this category frequently show a wide variety of styles, presenting work affordable for those on a limited budget but maintaining great design. Year-on-year the quality of the entries grows, offering an increasingly astonishing choice of work at a lower price point. The number and diversity of designs and ideas made it difficult to choose a winner; however, it was the beautifully fine weaving and soft iridescent colours that won it for the judges.

Finalist
NotNeutral Inc
Eccentric Area
Hand-tufted wool
244cm (8') diameter
sales@notneutral.com
www.notneutral.com

Finalist
Choudhary Exports
Winter Romance
Hand-knotted wool and silk
240 x 300cm (7'10" x 9'10")
choudharyexports@hotmail.com
www.choudharyexports.com
Winner
Naziri OHG
Taala
Handwoven flatweave, undyed wool
420 x 345cm (13'9" x 11'3")

With its natural tones and textures, this is an exceptionally good quality piece for this price range.

‘a beautifully woven structure that gives a sense of serenity’
Category 3

Best Modern Design Superior

Our most popular category for entries of Modern Design always accumulates a high number of submissions, meaning the award is highly sought after. Quality in this category is paramount and a vital factor in each rug’s distinctive appeal. The entries this year show exceptional commitment to detail; each knot is worked to perfection from the colouration through to washing. Many of the submissions are non-figurative but filled with bursts of energy and colour, though never enough to overwhelm a room. These designs could be described as timeless as well as contemporary.

Finalist
Saraswati Global Pvt. Ltd.

Spring
Hand-knotted wool
244 x 305cm (8’ x 10’)
saraswatiexp@gmail.com
www.saraswatiglobal.com

Finalist
Jan Kath Design GmbH

Lost Weave 6
Hand-knotted wool and silk
250 x 300 cm (8’2” x 9’10”)
info@jan-kath.de
www.jan-kath.de
The mosaic structure of this rug softens the feather design, making it a work of art that can be admired from a distance or up close.

‘Fantastic quality and an elegant rug that works well as a modern design’
Category 4

Best Modern Design Deluxe

The highest-price category consistently presents the jury with the best-quality materials and weaving construction, each carpet coming with its own design dialogue. Many of the rugs are made to order and are unique in their creation. This category requires the highest possible quality, which was found in all three finalists. A combination of themes was seen this year. Patterns popular in fashion were adapted into rugs, and bright artistic brushstrokes were prominent features.

**Finalist**
Wool & Silk

**The Wall-Sky**
Hand-knotted wool and silk
274 x 366cm (8’11” x 12’)
info@woolandsilkrugs.com
www.woolandsilkrugs.com

**Finalist**
Zollanvari AG

**Herringbone**
Hand-knotted silk
211 x 251cm (6’11” x 8’2”)
zollanvari@zollanvari.ch
www.zollanvari.com
The finesse of this rug and its great interpretation of a popular fabric pattern make it truly unique.

"the iridescent silk imparts a depth of character seldom seen in rug design."

Winner
Zollanvari AG
Prince of Wales
Hand-knotted silk
218 x 295 cm (7'1" x 9'8")
Category 5

Best Traditional Design

This new category is possibly one of the most difficult to judge, as the jury has to assess the extent of ‘tradition’ used in the design. Is it a matter of sticking to purely traditional principles, or is there room for anything new? The shortlisted entries successfully regenerated traditional designs, with a sense of elegance and commendable attention to detail in finishing.

Finalist
Geba GmbH
Bidjar
Hand-knotted wool
320 x 250cm (10'5" x 8'2")
info@geba-gmbh.de
www.geba-gmbh.de

Finalist
Global Overseas
Pazyrik Silver
Hand-knotted wool and silk
300 x 250cm (9'10" x 8'2")
overseasglobal@gmail.com
www.globaloverseas.co.in
Winner of the Best Liked at DOMOTEX Award, this rug represents a perfect revival of a classic design, adding an element of stylish fun.

‘executed with great elegance and a solid interpretation of this tradition’
Category 6

Best Transitional Design

Another new category in the CDAs, this award was created in response to market developments. And rightly so: it had the most submissions of all the categories. The submitted entries represented the growing popularity of revisiting traditional rug or textile designs via a contemporary form of expression. The focus was on classical imagery and patterns translated into carpets with a contemporary twist. Several carpets perfected this concept and stood out, and many other designs had great potential for commercial use.

Finalist
Jaipur Rugs
Gaia
Hand-knotted wool and bamboo silk
244 x 305 cm (6'3" x 9'1")
jaipur@jaipurrugsco.com
www.jaipurrugs.com

Finalist
Wool & Silk
Tunnel of Love
Hand-knotted wool and silk
274 x 366cm (8'11" x 12')
info@woolandsilkrugs.com
www.woolandsilkrugs.com
Redefining the traditional rug, this design features a classic pattern burning through the contemporary black plane.

'black is back in this rug, with the hope of a new beginning shining through'
The more popular collection category saw twenty-five grand collections submitted to the jury. The number of rugs to choose from always causes astonishment, and inspiration and creativity come from every angle. The best collections worked as a whole, the featured designs sharing a common theme or motif that unified the group. The three finalists had different focal points to their collection; however, all had strong colours, well-thought-out designs and a strong sense of originality. The winner was eventually chosen for its flawless quality and unique colour combinations that would work well in many interiors.
This collection features over fifty colours, yet the harmonious rugs offer many artistic qualities that few other designs posses.

‘a well conceived collection, with abundant character’
Category 8

Best Traditional Collection

This category allows for rugs that interpret a traditional pattern for modern sensibilities. It can involve multiple designs, provided they collectively form a strong grouping. Many of the submitted collections were filled with varied colours with a traditional design that maintained an aesthetic appeal. However, in this case, it was Jan Kath’s altogether traditional designs that won it over for the judges, and the careful attention to detail that was applied throughout the collection.

Finalist
Thibault Van Renne
Kashan Revived Copper Blue Legends Collection
Hand-knotted wool and silk
310 x 245cm (10’2” x 8’)
info@thibaultvanrenne.com
www.thibaultvanrenne.be

Finalist
Zollanvari AG
Woodland Mist
Into the Woods Collections
Hand-knotted wool
217 x 295cm (7’1” x 9’8”)
zollanvari@zollanvari.ch
www.zollanvari.com
Jan Kath’s collection transposes the patterns of traditional Moroccan robes to the carpet, using the colours of the desert to bring warmth and life to a room.

‘a coherent collection which breathes new life into Moroccan tradition, with the addition of enchanting tassels’
Category 9

Best Innovation

The featured rugs in this category introduce to the industry new and refreshing ideas. How this is implemented is up to the designers – it may be as part of the design, construction or presentation, but must be unique, clever and never seen before. It is these fresh approaches that push the market forward to create new ideas. A lot of time, effort and money are put in to making these ideas a reality, requiring a commitment to push the boundaries of rug design. The finalists included an outdoor-proof rug, an unconventional challenging shape and, our winner from cc-tapis, two separate designs from different periods stitched together to become one.

Finalist
Thibault Van Renne

Paper
Genetically altered, patented fibre that can withstand any weather condition
240 x 170cm (7’10” x 5’6”)
info@thibaultvanrenne.com
www.thibaultvanrenne.be

Finalist
Jan Kath Design GmbH

Riot Rust
Hand-knotted wool and silk
300 x 250cm (9’10” x 8’2”)
info@jan-kath.de
www.jan-kath.de
‘a touch of genius and a hint of risk make this design a true winner

The rug explores the border between East and West, incorporating textile traditions and crossing the boundaries of cultural expression.
Young Designers: Best Student Design

The Young Designers category is an opportunity to introduce new people to the world of carpet design at different stages in their careers. The first of these is the student category, for those on an undergraduate or graduate programme and full of ambition for the future. Designs were submitted on paper and the three finalists were hand-woven into rugs in Afghanistan. The winner of this category was awarded with a cheque of $1,000, thanks to the generosity of AfghanMade. Fifty-three designs were submitted from around the world and inspiration can be seen from all walks of life in the submitted entries.

**Finalist**

Aoi Yoshizawa  
Japan  
Hand-knotted wool  
aoiyoshizawa@gmail.com

**Finalist**

Evrim Terkesli  
Turkey  
Hand-knotted wool  
e.terkesli@hotmail.com

Sponsored by AfghanMade who realised all of the finalist rugs in Afghanistan.
‘a very marketable design that can be developed into a range of colours’

The colour-ways used in this carpet can work in almost any interior, of any size and colour, and can also be adapted to suit relevant tastes and styles.
Young Designers: Best Young Designer

The most popular category in the entire competition, with seventy-three submissions, proved to be one of the most difficult categories to judge. Entries were submitted by graduates who were under the age of twenty-five and not currently a student, or over the age of twenty-five and having graduated in the past five years. This covers designers who are just starting to experiment with new media through to recently established design practices. As with the Student category, the finalists had their rugs woven in Afghanistan and presented on a special stand at the CDAs, and the winner was awarded a $1,000 cheque.

Finalist
Sanja Peric
Serbia
Hand-knotted wool
sanjica_zvrk@hotmail.com

Finalist
Isobel Morris
UK
Hand-knotted wool
isobel.morris@yahoo.co.uk

Sponsored by AfghanMade who realised all of the finalist rugs in Afghanistan
‘an interesting, unique concept for a rug which has lots of potential for development’

This uplifting rug is made in Afghanistan and has a great sense of balance of design and colour. Its simple ancient geometric pattern has been revisited and transformed into a truly contemporary design.

Winner
Allistair Covell
UK
Hand-knotted wool
allistair.art@ntlworld.com