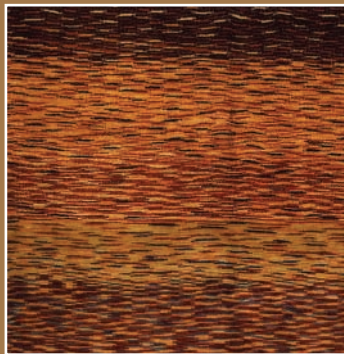
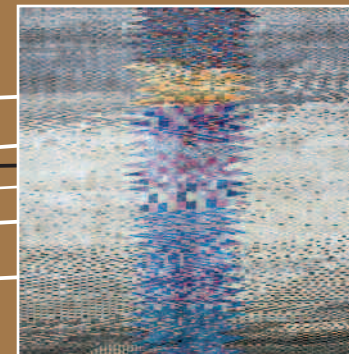
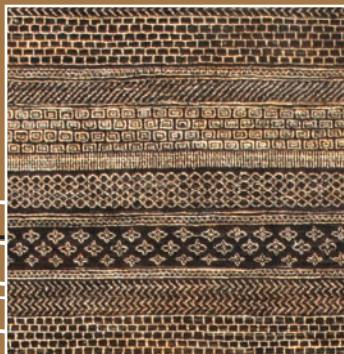
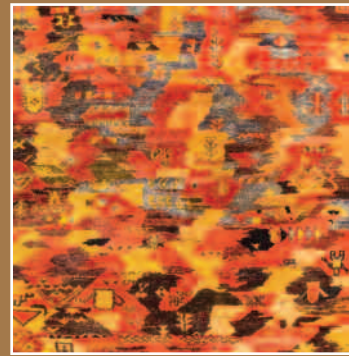


CARPET DESIGN AWARDS

2010



Presented by



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Foreward

At **HALI** and **COVER** magazines we recognise **DOMOTEX HANNOVER** as the most effective measure of the health of the international handmade carpet market, and the best place to see the latest innovations by the leading companies in the industry. Deutsche Messe enhance these statements, and understand the obligations that they entail, through organising the Carpet Design Awards, thereby supporting and celebrating our industry.

The 2010 Awards ceremony took place on the evening of 17 January at the specially designed CDA stand alongside the display of carpets from the 30 finalists. Exhibitors and visitors packed the new and innovatively designed stand confirming CDA's status as an important and vibrant element of **DOMOTEX** and an industry benchmark of quality.

The Awards in 2010 could have reflected the shadow of uncertainty that hangs over the world economy, but instead they maintained the level of entries and gained entrants from many new companies and countries. The 2010 fair attracted 1,376 exhibitors from 65 countries, confirming **DOMOTEX** as the key business event of the year for the flooring industry. This year the Awards were supported for the fourth time by the European Carpet Importers Association, and sponsored again by Foxi & Graph International.

We would like to thank our judging panel, whose collective experience is unrivalled in the industry and who encapsulate the spirit of the awards. The quality of the judging equalled that of the finalists, and it is a great pleasure for us as magazine publishers and fair organisers to determine what are the best rugs being made today, to understand why they are the best, and to reward the companies who are making them.

We would like to invite your entries for the 2011 CDA, which open in September 2010, and look forward to welcoming you to the Awards ceremony at **DOMOTEX** on 16 January 2011.

Ben Evans
Editor, HALI and
modern carpets & textiles

Stephan Kühne
Member of the Board,
Deutsche Messe

Your invitation for 2011 »

We look forward to seeing you at **DOMOTEX HANNOVER** next year. Entries for the 2011 Awards will open in September 2010. For more information about the competition and how to enter contact:

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Further information at www.domotex.de/cda_e



Introduction

As the leading floorcovering fair in the world and the premier international publications on handmade carpets, **DOMOTEX HANNOVER** and **HALI** and **COVER** magazines are perfectly matched to be able to offer the most ambitious, comprehensive and authoritative competition to decide what are the best rugs and carpets being made today. The current economic climate and socio-political problems in some of the countries in which the rugs at the fair are manufactured, might have been expected to threaten the success of the fair and the Awards, but the strength and significance of both was highlighted by the quality of entries and the attendance of the fair.

The Carpet Design Awards is the most ambitious, comprehensive and authoritative competition deciding what are the best rugs being made today

The Awards, however, would not be the success that they are today without the support of our sponsors Foxi & Graph International, who also kindly donated the underlay used for the shortlisted carpets on the CDA stand, Turkish Airlines, who gave a Business Class flight from anywhere in the world to Istanbul and Değişim Tourism, who have provided hotel accommodation (2 nights) and tours of the city for the lucky visitor who was wise enough to cast a vote in Category 11 'Best Liked by DOMOTEX Visitors' on the CDA stand.

Equally important to the success, and the growing authority of the Awards, is the judging panel, who freely give their time and valuable expertise in the first instance to create the shortlist, and subsequently by attending the fair in order to adjudicate in person the winners. Thanks go to David Sorgato, who has taken over as the Chairman this year, and to the new judges James A. Ffrench, John Bain and Montse Cuesta, all of whom not only bring unprecedented experience to the panel but are also world leaders in their fields. Many thanks to Andreas Lübke, who has completed his two year stint on the panel and whose input and influence has been vital to building the success of the Awards. It must be stressed that at no point do the judges know who has made any of the carpets that they are inspecting and that the anonymity of the entrants is strictly maintained throughout the process.

Entries for the 2011 CDA will open in September 2010 and the results will be celebrated again at the next **DOMOTEX HANNOVER**, 15-18 January 2011.

Chosen by you »

The last category of the Awards, Category 11, relies on the visitors to the Carpet Design Awards stand at Hanover registering their own votes as to the piece that they like the most. The votes are counted on the last day of the fair when the winner is presented with their trophy. For the 2010 prize the votes were very close but the carpet chosen by Jan Kath Design to represent the entry of the Radi Deluxe Collection in the Best Modern Collection won, making it a double winner!

Jan Kath Design
Ferrara Radi Rocked

E info@jan-kath.de
W www.jan-kath.com

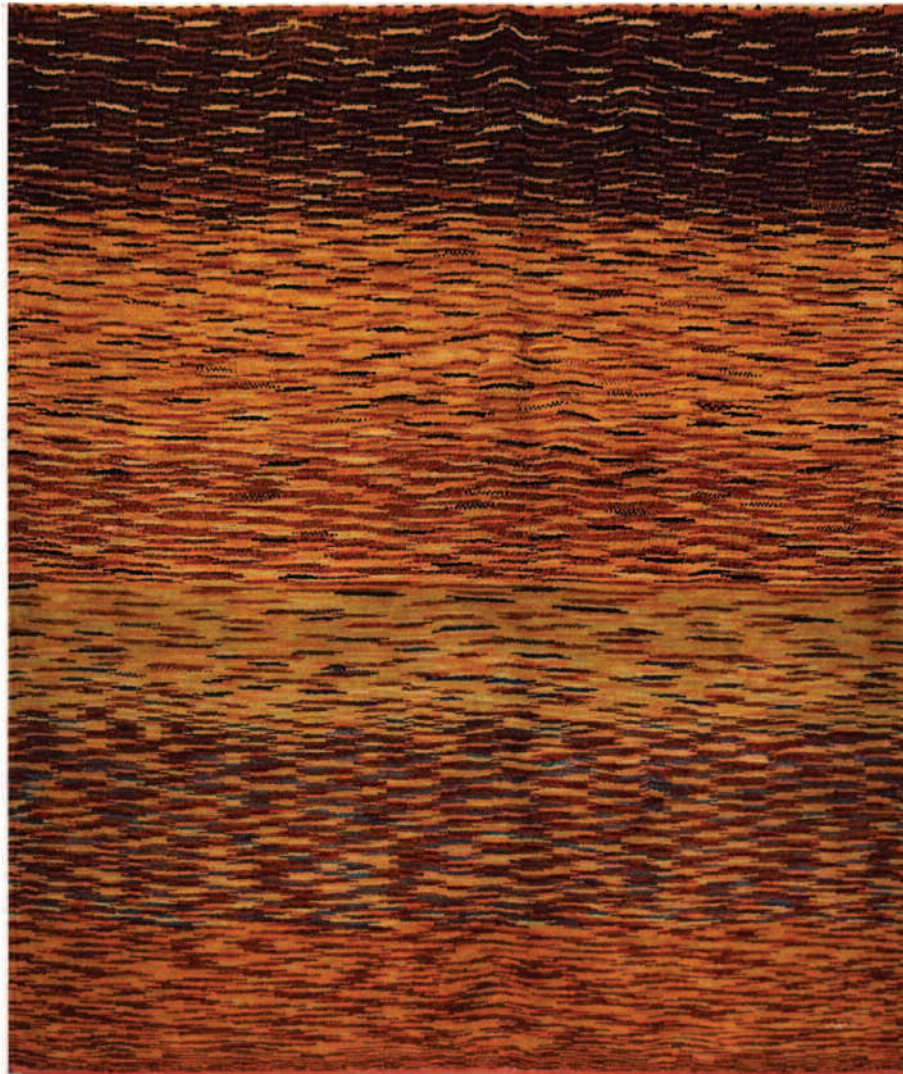


Category 1: Best Modern Design Standard

The rugs in this category showed great subtlety in terms of the natural earth colours used. For the price level, all of the entries showed that this is a highly competitive part of the market, which keeps improving each year. The current economic climate offers companies further incentive to be creative in this price bracket. The wool of the winning entry has great luminosity. The winner shows that just because a rug is at the cheaper end of the price spectrum design and material quality do not have to be sacrificed.

Andreas Lübbe, Möbel Rieger GmbH & CO

‘this rug has a very fine contemporary colour palette.’



[Finalist]

Zollanvari
Broken Herringbone

E zollanvari@zollanvari.ch
W www.zollanvari.com

◀ Amalebaft quality,
handspun wool,
natural colours.
1.48 x 1.83m
(4'1" x 6'0"), custom
sizes available

[Winner]

Chuk Palu Rugs
Burya

‘for the price bracket and in this quality, this is simply the best... this shows us how texture really can affect a rug’



› Mazri, handspun wool,
natural dyes.
2.46 x 2.82m (8'1" x 9'3"),
custom sizes available

This subtle rug made in
Afghanistan has great
subdued tones and a
wonderful texture and feel,
all of which are elements
much in demand in the
market at the moment.

24-A Jumeria Beach Road, Next to NBO Bank, Dubai, UAE

T +971 4 342 24 31 **F** +971 4 344 15 54

Nomad Rugs, Street 1 Charai Ansari, Kolola Pushta Road, Kabul, Afghanistan

T +93 799 32 86 32 **W** www.chukpaluhome.com

Quality is the most important thing to look for in carpets: the quality of the end and side finishes, the weave, the wool, the design and the colours are what makes one carpet better than another. These rugs have a variety of approaches to design but the overall quality for the price range is high. This makes it more difficult for the judges but in a good way! In the winning carpet the changing of just a few colours in the composition could drastically reduce the appeal of the rug, and finding that balance is the mark of a good designer. I would like to compliment the jury on their thoughtful decision-making and congratulate the carpet producers for making our job such hard work!

Chairman. David Sorgato, Milan

‘...interesting relationship between three different planes of colour’



[Finalist]

Rug Star by Jürgen Dahlmanns
Frame RedBlackWhite

E info@rugstar.com
dahlmanns@rugstar.com
W www.rugstar.com

◀ Handspun Tibetan wool, 100 knot quality. 2.50 x 3m (8'3" x 9'10"), custom sizes available

› Kashkuli quality, handspun wool, natural dyes. 1.99 x 2.45m (6'6" x 8'), custom sizes available

[Finalist]

Zollanvari
Flowers in a Field

E zollanvari@zollanvari.ch
W www.zollanvari.com

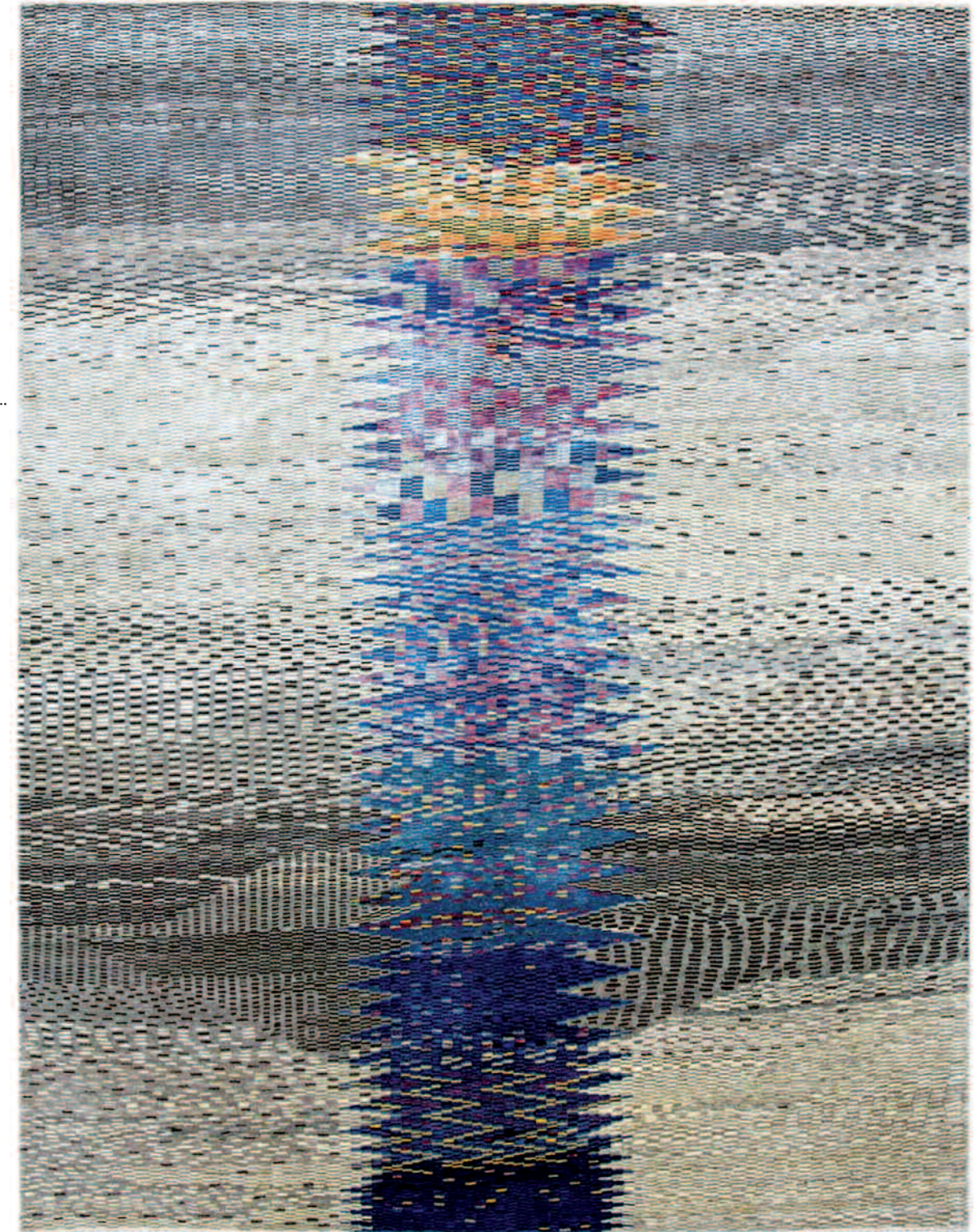
‘...a traditional design with a surprising modern accent’



[Winner]

Zollanvari
Mirage

‘fantastic design, top quality wool and excellent quality for the price’



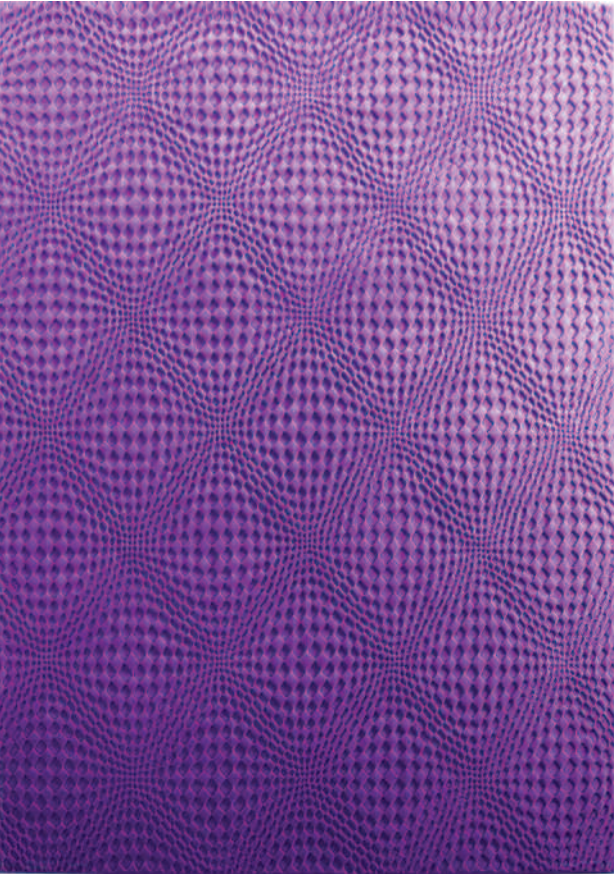
› Kashkuli quality, handspun wool, natural dyes. 2.00 x 3m (6'7" x 9'10"), custom sizes available

The overall quality of this rug in terms of the weave, the design and the colours are very good for this price category. The use of colour is a clever variation on a known theme but here it has been done with great restraint.

In the highest price category you would expect to find innovative designs and techniques and the highest quality materials. The three shortlisted carpets each showed different aspects of high quality craftsmanship through the choice and execution of the design, gradation of colour, the specification of high quality materials, expert technical ability in terms of finishing the rug or creating an optical effect. Ultimately the choice had to be made based on judging the material quality along with the design originality and longevity, and the eventual winner is a carpet that will stand the test of time.

John Bain, Global Head of Design, Brintons

‘...an original artistic statement in a tufted carpet’



[Finalist]

Floor to Heaven
Illusion

E info@floortoheaven.com
W www.floortoheaven.com

◀ Handtufted New Zealand wool, hand-carved and sculpted. Available in custom colours and sizes

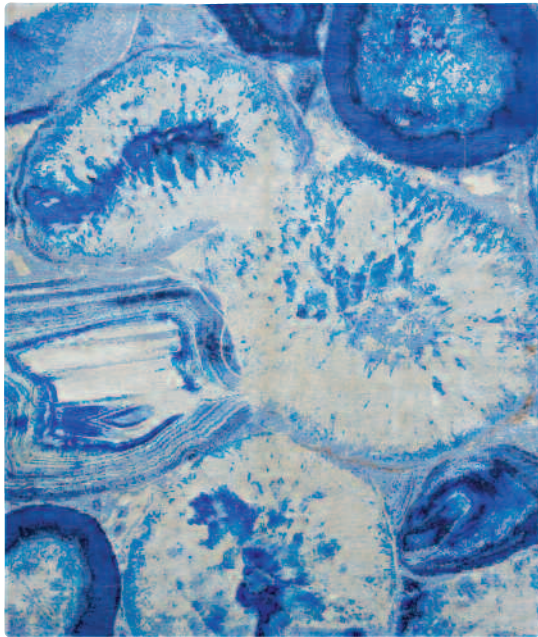
▶ Tibetan Highland wool/nettle/silk, available in 100 and 200 knot quality. 2.48 x 2.93m (8'2" x 9'7"), custom sizes available

[Finalist]

Jan Kath Design
Agate Blue

E info@jan-kath.de
W www.jan-kath.com

‘...the best example of this type of design on the market’



[Winner]

Theo Keller
Mosaic

‘...the grading of colours as well as the different qualities of silk make this rug highly desirable’



The market sector for traditional design rugs is very competitive but sometimes the quality of the pieces at the lower price levels can be quite disappointing. Therefore it is heartening to see that the entries in this category were of such high quality but also that they use tribal or traditional design characteristics in ways that are modern and sympathetic to the desire of consumers for a more modern oriental carpet. These rugs show that these companies are well tuned to the market but also confident in the authentic expression of their national weaving heritage; adaptable yet traditional, contemporary yet timeless.

Moderator, Ben Evans, Editor of HALI and COVER

‘a tribal design that fits within the modern aesthetic’



[Finalist]

Zollanvari
Zigorat Shield

E zollanvari@zollanvari.ch
W www.zollanvari.com

◀ Handspun, undyed wool. 1.73 x 2.40m (5'8" x 7'10"), other sizes available

› Handspun wool, natural dyes. 1.18 x 1.70m (3'11" x 5'7")

[Finalist]

Modam
Narges

E modam@modam.de
W www.modam.de

‘...fresh design and a lovely rustic feeling...’



[Winner]

Hanif Sons (Pvt)
Quicksand Caricature

‘...good detailing with an interesting tonal element that puts colour accents into the neutrals...’



Hanif Sons (Pvt) Ltd, 28 Urdu Nagar, Link Multan Road, Lahore, Pakistan
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E hanifsons@wol.net.pk W www.hanifsons.com

With entries that are strong in design and colour, this was an interesting category to judge provoking strong opinion and debate, which is what this competition aims towards. At the top of the price range these nomadic designs should offer quality and something extra. To be considered the best, the rug must satisfy several criteria... it is about good wool and it must have a great design and colour range. We also have to consider the question: what is a nomadic design? The winner here provoked a wonderfully positive response from the panel as it satisfied so many of the criteria we are looking for and is a truly nomadic rug.

Chairman, David Sorgato, Milan

‘an intelligent arrangement of a subtle colour palette’



◀ Handspun wool, Kashkuli quality, natural dyes. 1.52 x 2.08m (5' x 6'10")

› Handspun wool, natural dyes. 2.70 x 3.89m (8'10" x 12'9")

[Finalist]

Zollanvari
Gabbah Revival

E zollanvari@zollanvari.ch
W www.zollanvari.com

[Finalist]

Werner Weber
Zeeba

E info@wernerweber.com
W www.wernerweber.com

‘...dramatic design arising from colour and richness...’



[Winner]

Creation Roesner
Mrirt

‘...with a wonderful naïvety to its unusual and vibrant design this rug is truly a beautiful piece of art.’



› Handknotted in the Middle Atlas, Morocco, using Moroccan highland wool. 2 x 2.70m (6'7" x 8'10")

This nomadic design rug was warmly received by the judges who thought it has perfect colours and drawing with a great quality to the wool. All these factors contributed to the rug being described as a “piece of art”.

The judging process for the traditional carpets is always quite challenging since it must first be agreed upon by the jury members whether it is the exactness and loyalty to the original antique design that is being considered or whether a rug adds and continues the tradition out of which it comes, rising above being only a reproduction. That having been said all of the shortlisted entries this year moved the traditional design on from mere impersonation, adding something new to the medium. The winner is not only well-made and beautifully coloured but has been made with a clear knowledge of the market into which it will be offered.

Moderator, Ben Evans, Editor of HALI and COVER

‘...an unique interpretation of this tradition...’



[Finalist]

Miacoc International
Anar Mamluk

E asifk@brain.net.pk
W www.miacocarpets.com

Handspun wool,
natural dyes.
1.73 x 2.54m
(5'8" x 8'4")

Handspun wool,
natural dyes.
2.50 x 3m (8'3" x 9'10")

[Finalist]

Obeetee Private
Vase Midnight

E obtdelhi@obeetee.com
W www.obeetee.com

‘...beautiful quality rug with a great balance of design...’



[Winner]

Woven Legends/Özkent Hali
Tabriz

‘...a rug with a good sense of harmony, created through great colour and design balance...’



Handspun wool,
natural dyes.
2.46 x 3.09m
(8'1" x 10'2")

The harmonious pattern and colouring made this rug a popular choice. From a colour point of view this is perfectly pitched for today's marketplace.

The variety of the pieces offered in this category ranged from finely woven city rugs through to the nomadic weavings of the Anatolian hills and Persian mountains on the Caspian coast. It was enlightening for me to discover that DOMOTEX, while being well-known for offering new carpets, also offers such an interesting and varied range of quality old rugs. The shortlisted entries definitely challenged the jury's knowledge and aroused many differences in opinion, and I am pleased that such a classic example of late 19th century Persian village weaving won and can be brought to the attention of the wider public.

James A Ffrench, Beauvais Carpets, New York

'an unusual weaving with a timeless modernity to it'



[Finalist]

Bereket Hali
Shepherd's Cloak

E berekethali@superonline.com
W www.berekethali.com

◀ Woven in central Anatolia around mid 19th century, combining camel hair and angora.
1.35 x 2.15m
(4'5" x 7'1")

▶ Handspun wool, natural dyes, made in Iran, 20th century.
1.30 x 1.96m
(4'3" x 6'5")

[Finalist]

Werner Weber
Mazandaran kilim

E info@wernerweber.com
W www.wernerweber.com

'...colour and texture give this cover a subtle beauty...'



[Winner]

SMY (Amin Motamedi)

Bijar rug

'an excellent example of a Bijar rug with a great interplay of soft and dark tones, beautiful colours...'



▶ West Persia, 19th century. 1.50 x 2.12m
(4'11" x 7')

The wool foundation rugs of Bijar are much sought after by collectors and this is one of the best examples to have emerged onto the market in recent years. The balance between the deeply saturated colours of the medallion and the open ground is perfect, and it is this, combined with the soft flowing movement of the border, that makes the rug quite irresistible.

Brooktorkai 15, 20457 Hamburg, Germany

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Three excellent collections which proved to be difficult to judge. All had strong colouring and were of a good quality, each collection had its own merits and showed off the genuine skills of the producers. What had to be considered was which collection comprises a series of rugs that work as a united whole, illustrating a design concept across the range. All three entries satisfied this criteria and so choosing the winner became a question of finding the most contemporary of the designs. The winner displayed dynamism and energy of design within the entire range, with an artful use of pattern, colour and texture: perfect for contemporary tastes.

John Bain, Global Head of Design, Brintons

‘a collection with excellent colour handling throughout’



◀ **Handspun wool, natural dyes. 2.50 x 3.55 (8'3" X 11'8")**

› **Copper No. 5, made in Nepal with Tibetan Highland wool and silk, 150 knot quality. 2.50 x 3m (8'3" x 9'10"), custom sizes available**

[Finalist]

Zollanvari
Autumn Tracks

E zollanvari@zollanvari.ch
W www.zollanvari.com

[Finalist]

Rug Star by
Jürgen Dahlmanns
Copper Collection

E info@rugstar.com
dahlmanns@rugstar.com
W www.rugstar.com

‘...the very best handling of colour modulation in a rug...’



[Winner]

Jan Kath Design
Radi Deluxe Collection

‘a comprehensive collection that shows the transition of a design from the traditional through to the very contemporary...’



› **Ferrara Radi Rocked, Tibetan Highland wool/nettle/silk, available in 100 and 200 knot quality. 2.46 x 3.38m (8'1" x 11'1"), custom sizes available**

Jan Kath plays with design in an artistic way in this strong collection of rugs that sees the disintegration and progression of design from one rug to another, which means the rugs within the range relate to one another. The contemporary colouring which includes the choice of powerful fluorescents against neutrals, and the resurrection of fringes, plus the layering of patterns are all elements that make this collection truly modern in style.

Friederikastr. 148, 44789 Bochum, Germany

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To be able to judge a complete collection effectively, one must be able to understand whether the qualities that are obvious in the representative rugs on display run throughout the collection and that also whether when the rugs are put together they constitute a cohesive whole, both aesthetically and intellectually. The shortlisted collections did indeed do that and there were no obvious weaker points in the rest of the collection. However, the winning collection seems to have a little more spirit and vivacity than the others that, when taken as a whole, makes this is a remarkable group.

James A Ffrench, Beauvais Carpets, New York

‘...has strong visual appeal...
modern yet also traditional...’



◀ Handspun wool,
natural dyes.
2.02 x 1.61m (6'8" x 5'3")

▶ Handspun wool,
natural dyes. 3.58 x 7.02
(11'9" x 23'), custom
sizes available

[Finalist]

Zollanvari
Sofreh Revival

E zollanvari@zollanvari.ch
W www.zollanvari.com

[Finalist]

ICI Hali
Samsun Collection

E info@icihali.com
W www.icihali.com

‘the strong drawing in
this collection is truly
admirable’



[Winner]

Woven Legends/Özkent Hali
Shirvan Collection

‘a collection with a remarkable and seductive looseness to the
designs, that gives the carpets a real liveliness...’



▶ Handspun wool,
natural dyes. 2 x 2.93m
(6'7" x 9'7"), custom
sizes available

Throughout this collection
the carpets have been lifted
from being merely
reproductions of known
types, and have been
adapted to suit modern room
sizes without sacrificing the
original design heritage or
intent. The use of tribal
motifs and animals brings
real life to the ground of this
carpet, a skill that is
continued throughout the
other rugs in the collection.

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The innovation category introduces us to the latest ideas in carpets, which can be anything from fibre optic lights in the pile to a creative new use of materials or colour. The jury have to consider these rugs with a different aim in mind, what is the most innovative and why? But not only that, we must also look at which works as a rug to be used in an interior? These three designs had the jury divided, each made us curious for a separate reason, each answered the innovation question in a completely different way. The winner took an idea and worked it to perfection, it was evocative in a way that is unexpected from a rug.

Montse Cuesta, Chief Editor of Architectural Digest Spain

‘amazingly complex technique,
very precise, very innovative...’



[Finalist]

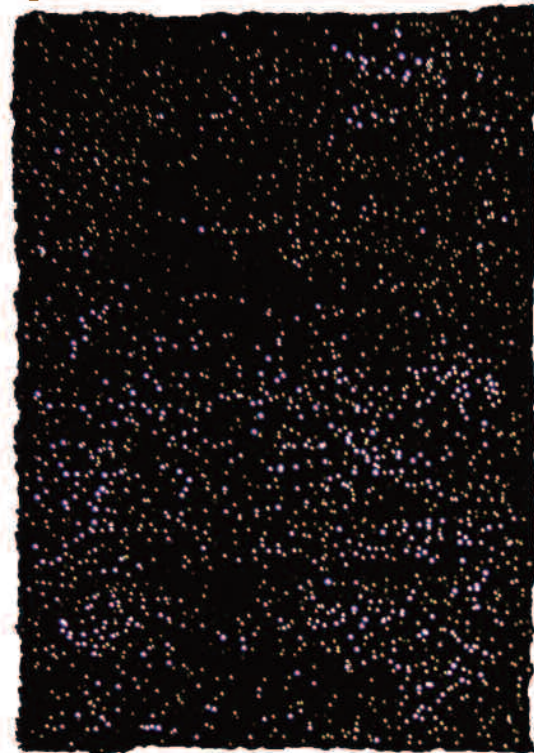
Floor to Heaven
Coco No. 1

E info@floortoheaven.com
W www.floortoheaven.com

◀ The cable-pattern is made of three different cotton fibres on a hand-woven denim-like cotton mixture. 1.70 x 2.40m (5'7" x 7'11"), available in custom colours and sizes

› New Zealand wool and polyester yarn with fibre optic cables. 1.60m x 2.30m (5'3" x 7'7"), custom sizes available

‘a very engaging concept for a special room!’



[Finalist]

Theo Keller
Wave

E info@theko-collection.com
W www.theko-collection.com

› Handfelted merino wool balls sewn together. 1.70 x 2.40m (5'7" x 7'11"), custom sizes available

The scale and quality of the wool pebbles make them look very authentic and tactile, the stones seem to conjure up memories and emotions for the viewer. They have a quiet and poetic quality to them, which works on a level beyond the purely aesthetic.

[Winner]

Angel Trading
On the Rocks

‘...a beautiful design with a wonderful scale, that takes a great concept on to the next level in a fresh and innovative way’



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