





CONVERGENCE COLLECTION

Inspired by James Vella Clark's
Convergence Series of Oil on Canvas



by DAAA HAUS
for Cocoon Fine Rugs

/ An Exclusive
FINE RUG Collection

The idea behind this *Exclusive Rug Collection* was simple, yet a true testament of the life of someone living design & art 24 hours a day.

When Keith Pillow was travelling to India for the first time in 2019, exploring the possibility to set up a satellite design & architecture studio in Mumbai, he immediately fell in love with the country, its craftsmanship and the traditions.

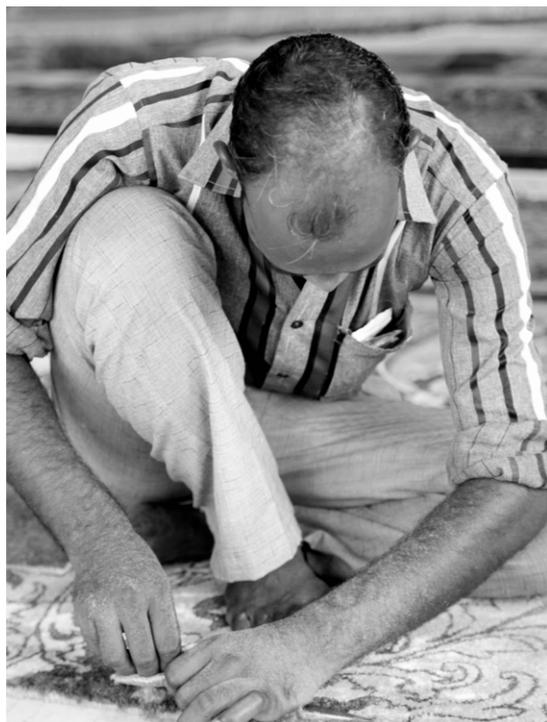
Experiencing the production of the exquisite rugs first-hand, he was gazed by the idea to develop something unique bridging the two cultures. Upon recollection of 'Convergence', Keith remembered about the art collection of a fellow countryman and friend; artist James Vella Clark. The result is a reinterpretation of James' works, intricately reproduced in an unconventional form of luxury rugs.

This project brought two people together with the admirable craftsmanship of Cocoon Fine Rugs from India. Talent, vision and design converging together! Hence it won't be an understatement to let this new line of creation retain its original identity of CONVERGENCE.

It is no cliché that Keith's idea to open up the studio in Mumbai was to converge design trends & sensibilities of the two distinct cultures.



*Inspired by James Vella Clark's
Convergence Series of Oil on Canvas*



COCCOON RUGS / A Story to Tell



From the care put into the production to the creative expression, revealed through this collection, is a manifestation of the services we offer. We love to talk in stories and not bullet points or briefs. A Convergence of an art piece into a design which is hand-engineered into a tailored product. A bespoke product that speaks of the exquisite choices of our distinguishable clients. A Convergence of cultures enriching the abode or any physical space of anyone across the world beyond the trends, irrespective of the countries!

For our love of colour, texture, and collaborations, the end result is an astounding rug collection. The soft, sumptuous and delicate metaphoric intent of this collection could be physically felt right under your feet.

It is a story of true passion for the art & craft of rugs, which has endured across eras and distant countries. The teachings of the great Master weavers of the past have become a precious cultural heritage and an inspiration to today's young designers from all around the planet. A Convergence between the past and the future.

In this blend of pure natural wool and silk, the slight imperfections in the weaves have been expertly measured to best recreate the original paintings of James Vella Clark



/ James Vella Clark

A Brief BIOGRAPHY



Born in 1975, James Vella Clark started art classes at the age of 6 at the Malta Society of Arts in Valletta.

His artistic debut took place in 2001 with his first solo exhibition "Beyond Perspectives" followed by several solo exhibitions in Malta, and abroad namely in Germany, the Netherlands, Belgium, Australia and New York. Over the years he was also invited to participate in collective exhibitions in Barcelona, Florence, Brussels, Duisburg, Vienna and London.

It is difficult to pinpoint James Vella Clark's style or preferred theme. His works have been described as expressionist, and although he is mostly known for his bold 'abstracted' interpretations of the Maltese urban and rural landscape, his works have been gradually gaining a more abstract dimension. In fact, as his landscapes became increasingly abstract, these eventually became part of a natural process that led to the artist's current abstract work.

Today, the artist's main idiom is abstraction which lends mostly to the abstract expressionist movement of the fifties and sixties. Indeed, if we could speak of a movement or school of expressionism in Malta, James Vella Clark would definitely belong to it. This, together with his chromatically charged landscapes dotted with symbolic details, are amongst the traits that make his work distinctive. Besides being present in many private collections in Malta and abroad, his work is also present in numerous hotels, banks and corporate collections. James Vella Clark lives and works from his studio in Valletta.

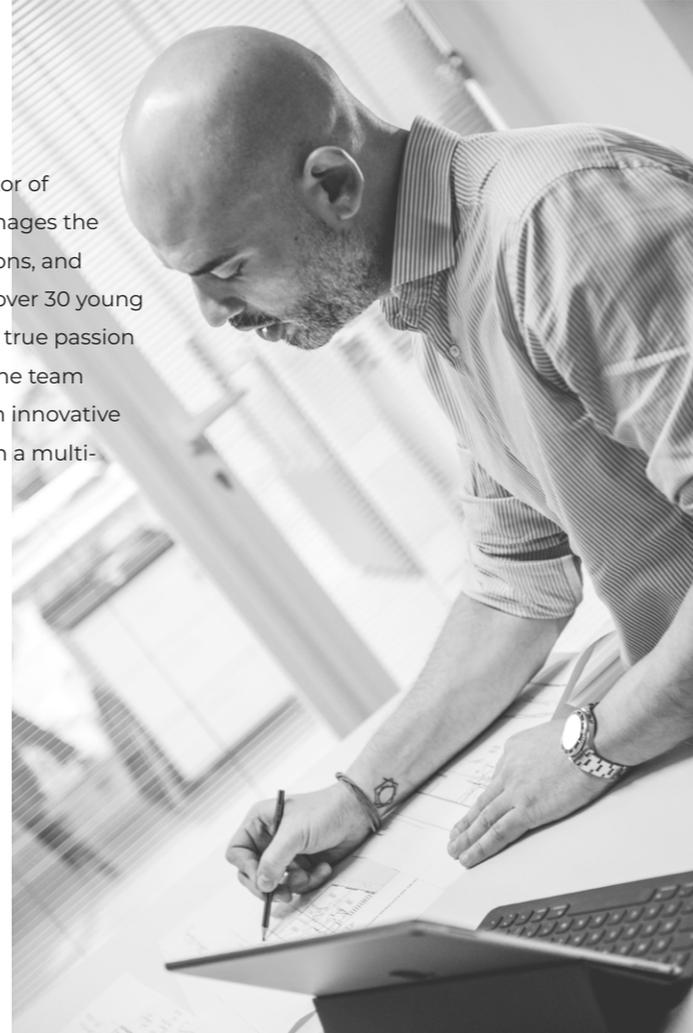
*"I view every painting
that I complete as the result of all the paintings
that came before it."*



Keith Pillow
Founder, Creative Director
DAAA Group

KEITH PILLLOW

Keith Pillow is the Managing & Creative Director of DAAA HAUS in Malta, Sicily and Milan. He manages the international day to day business, client relations, and creative direction of an international team of over 30 young professionals. A born creative visionary, with a true passion for design and architecture, Keith manages the team driving them to explore new frontiers through innovative design, by mixing new technology practices in a multi-disciplinary, multi cultural environment.



/ Achievements

- 2009** – Founded DAAA HAUS LTD, Malta, and eventually managed the delivery of over 100 small, medium to large scale interior design projects.
- 2015** – Co-founded DAAA Italia SRLS, *Ragusa*
- 2016** – Co-founded DAAA ARKITECTZ LTD, *Malta*
- 2017** – Co-founded DAAA MILANO SRL, *Milan*

- 2010 – 2017** – Initiated the process and feasibility of the Concept of IBB Cugo Gran Macina, a luxury Boutique Hotel, 2020 Gold winner of the prestigious German Design Circle Award. Keith was also the Promoter of the project to find investors, and responsible for a team of architects and designers for the complete design and project management of the restoration, regeneration of this unique heritage property.

- 2015 – 2019** – Sponsored to design and manage the project of restoration of seven new state rooms at the Presidential San Anton Palace of Malta. It was designed three months prior to the Queen's visit for the CHOGM (commonwealth meeting) of 2015. Today, the Palace is also one of Malta's national facades, welcoming everyone from Her Majesty (HM) Queen Elizabeth II to dignitaries and Prime Ministers.

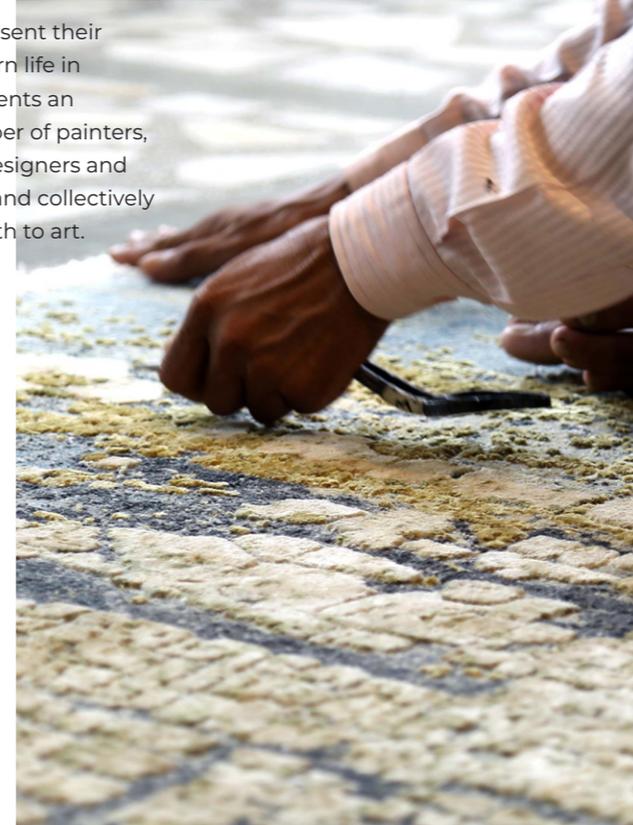


/ We see Art
EVERYWHERE

We treasure art form, in all its forms

DAAA HAUS treasures art form, and is constantly in search of new talent promoting freedom of expression and creating opportunities where artists and entrepreneurs meet to give life to new art. For us at DAAA, modern art is the World's creative response to rational/irrational practices and perspectives of life.

We work closely with artists to represent their experience of the newness of modern life in innovative forms. Modern art represents an evolving set of ideas among a number of painters, sculptors, writers, photographers, designers and performers who - both individually and collectively - sought new approaches giving birth to art.



"We work closely with artists to represent their experience of the newness of modern life in innovative forms."



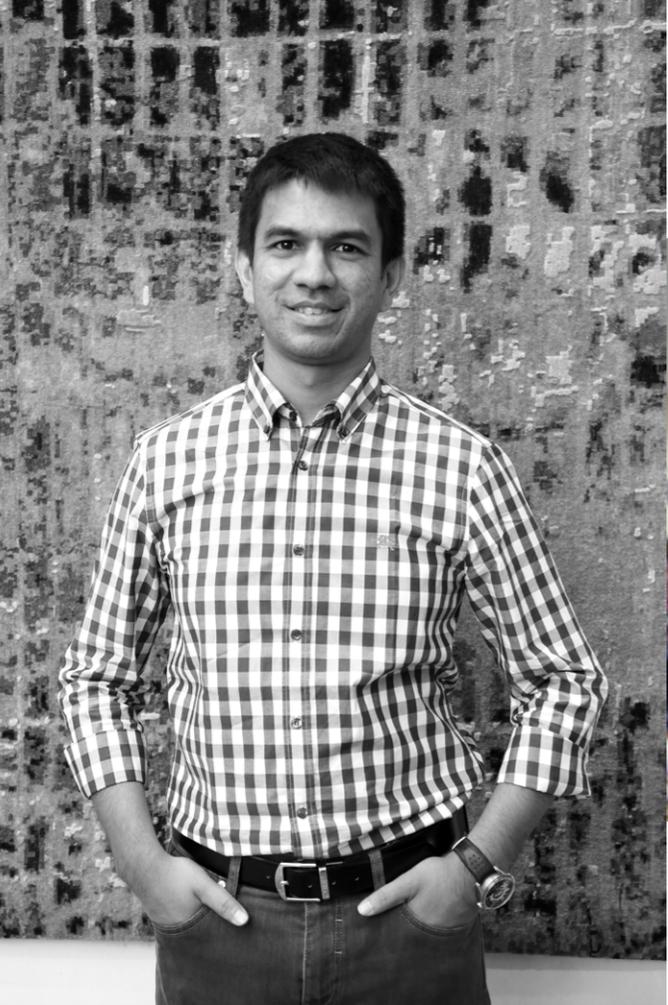
With the flagship Cocoon gallery in Mumbai having recently completed its 10th year, Ayush has now also brought his exclusive range of designer carpets to connoisseurs in Bangalore, Jaipur & Kolkata. Cocoon also has a beautifully curated website, through which they ship their rugs worldwide!

Having graduated from University of Illinois and completing dual Master's degrees from London School of Economics and ESADE, Barcelona, Ayush Choudhary established Cocoon Fine Rugs in Mumbai, India in 2009.

With a fresh perspective on carpet designs and textures, Ayush is creating a completely new generation of carpet users through his concept rug brand – Cocoon!

Ayush has deep emotional roots with carpets: he is the second generation in a rug family. As a young boy, he and his father used to visit carpet weavers around Rajasthan and Gujarat. These experiences trained his eye tremendously and helped to shape his unique design sensibilities with great understanding of textures, color combinations and design.

Ayush explains that his signature collections are heavily inspired from his extended stays in vibrant world cities – Chicago, San Francisco, Barcelona and London. His travels continue to inspire him and he loves to collaborate with cutting-edge architects, designers and artists from around the world to create exclusive designs which have a contemporary twist but yet in sync with the Indian culture and heritage.



/ Ayush Choudhary

CREATIVE DIRECTOR / *Owner*
at COCOON FINE RUGS

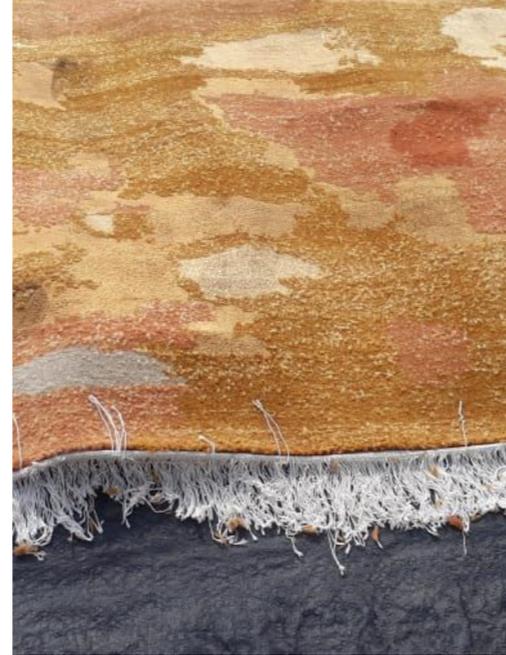
/ The Convergence
SERIES Collection

In 2016, James Vella Clark started exploring the 'abstracted' traits in his past works and sought to re-interpret these traits into a completely abstract dimension. Therefore, his abstract works need to be viewed with the premise that they are the product of an ongoing process that started many years ago.

The starting point that led to his current abstract work was the source of light as the one and only focal point, which in turn becomes a source for all the colour plains surrounding it.

In fact, when viewing an art piece, we tend to first want to establish a point of contact – a reference point to which we can relate. Only then, we feel prepared to venture our look to other parts of the work.

The work over the past few years led to a collection of works that formed the main body of paintings for "CONVERGENCE" - his solo exhibition hosted in February 2019. In this latest abstract work, the viewer is now being



challenged to assess the work as a whole – a destination constituted by many different plains without one clear reference point. In most works however, different masses of colour interrelate with each other and seem to converge to a more specific, yet not so obvious, reference point.

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[instagram.com/jamesvellaclark](https://www.instagram.com/jamesvellaclark)



Photographs by **Kunal Shah**
Furniture available at **www.thehouseofthings.com**



The Pink Collection

Sizes available on order: 2.1 mts by 1.5 mts – 3 mts by 2.5 mts – 2.5 mts by 3 mts – 3 mts diameter

Material: Wool and Silk

INR 1,25,000 Including taxes

Limited edition collection



The Orange Collection

Sizes available on order: 2.1 mts by 1.5 mts – 3 mts by 2.5 mts – 2.5 mts by 3 mts – 3 mts diameter

Material: Wool and Silk

INR 1,25,000 Including taxes

Limited edition collection



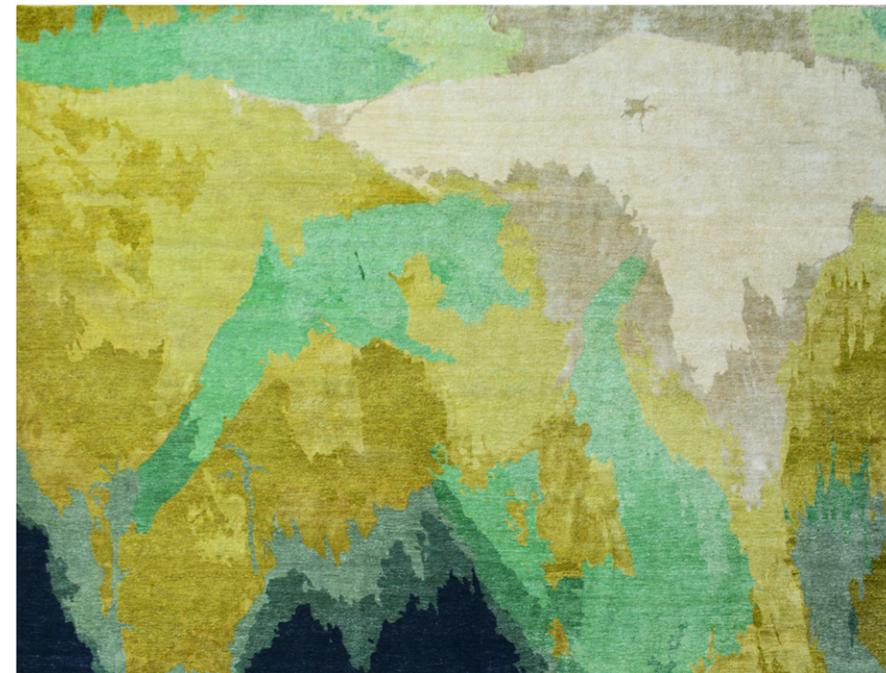
Photographs by
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The Green Collection

Sizes available on order: 2.1 mts by 1.5 mts – 3 mts by 2.5 mts – 2.5 mts by 3 mts – 3 mts diameter

Material: Wool and Silk

INR 2,95,000 Including taxes

Limited edition collection



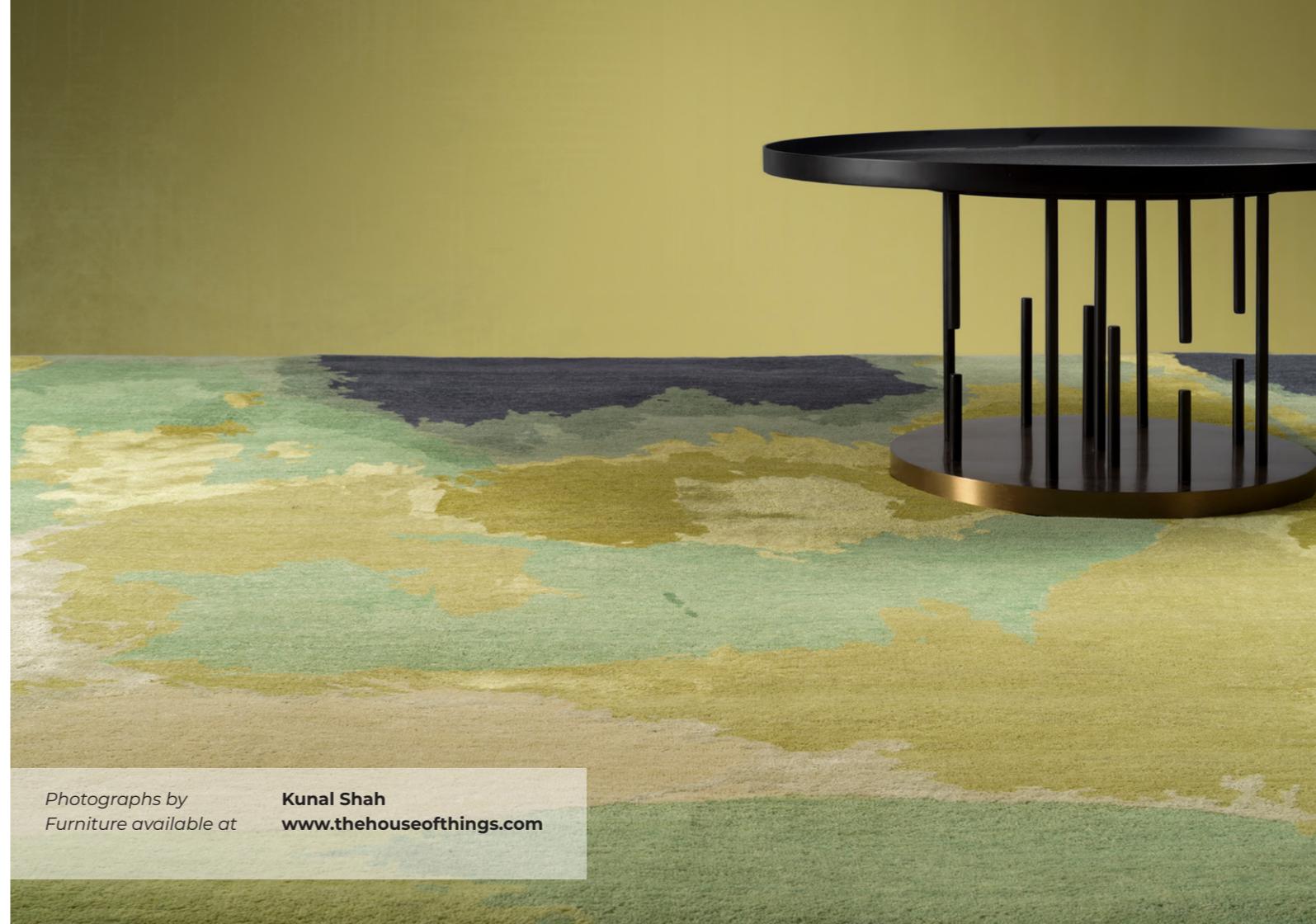
The Blue Collection

Sizes available on order: 2.1 mts by 1.5 mts – 3 mts by 2.5 mts – 2.5 mts by 3 mts – 3 mts diameter

Material: Wool and Silk

INR 3,75,000 Including taxes

Limited edition collection



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