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CATALOG



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Our Legacy

Carpets of Kashmir

The alluring mélange of the enchanting valley of Kashmir is inseparable from the exquisite workmanship of handmade hand-knotted carpets and rugs that are available in an astonishing collection of diverse colors, designs, and sizes, hence Carpets of Kashmir has the largest collection carpets of Kashmir. COK are leading carpets manufacturers in India, and proudly served hundreds of global and domestic clients for the past 50+ years.

Softlite Impex Pvt Ltd

SOFTLITE is a 50-year-old family-owned company in the manufacturing and distribution of furniture , wall coverings and window blinds . We have a network of 150 retail outlets that we cater to via our distribution offices spread across Pune , Surat, Jaipur, New Delhi , Lucknow , Kolkata , Hyderabad , Bangalore ,Chennai , Cochin , Chandigarh while the head office is in Mumbai.

The company is run by the second generation directors Mr. Ashish Mehta and Mr. Dipesh Mehta; who have diversified the company's business into a wide array of world-class interior products and expanded its presence with multiple partners across the country.



Ashish Mehta

Meet Ashish Mehta, the director of Art De Rug, a visionary leader in the rug industry. With over three decades of experience and a palpable passion for colors, he has made significant contributions to the art of rug-making, setting new standards of creativity, quality, and innovation. Ashish Mehta has a strong business acumen that has been honed over the years through his work with Art De Rug.

"Art De Rug is going to redefine luxury and art in the coming years," he says.

Dipesh Mehta

With over 25 years of experience in the industry, Dipesh Mehta, the esteemed director of Art De Rug, is a seasoned professional with a deep understanding of sales and a keen eye for innovative and futuristic products. He is constantly in search of the latest and most cutting-edge designs in the market, which has helped Art De Rug stay ahead of the competition. With Mr. Mehta at the helm, Art De Rug is poised for success, and he is always looking for new and exciting ways to redefine art in the industry. He is committed to providing the highest level of service and quality to his customers, and his dedication to his craft is evident in the exceptional rugs that his team produces.

Within and outside business, he says, "Always under-promise and over-deliver."



Rohit Sharma

Rohit started his entrepreneurial journey in 1991 with an internship at the third-generation family-owned company, Kashmir Oriental Carpet Enterprises, Mumbai.

In 1993, he started his own business of Leather products with retail and export operations primarily focused on the European market. Between 1996 and 2014, Rohit started five online ventures and four retail-centered businesses varying from diverse verticals like music, books, jewelry, artifacts and paintings.

Rohit's true calling, however, was always in the intricate world of handmade Carpets, and thus began a lifelong passion that continues to date.

The



Difference

Come from
legacy
carpet makers

Designer-led
brand

NFTs
Luxury owned
in perpetuity

Handcrafted
rugs

Rugs that
tell stories

Own a piece
of art



ART

Each of our rugs is created based on the designs of our curated panel of designers. An original print, of the design comes along with our 10 exclusive rugs. Behind the print will be a write-up on the original design representing the artist's inspiration behind the art.



VR

At Art De Rug, we have extended our exploration with technology to offer immersive luxury experiences. We have a completely new way for you to see all our carpets and experience them through Virtual Reality.

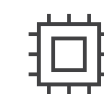
Step into our experience centre and experience the future of interacting with rugs. With our cutting-edge Virtual Reality museum, you can see our exquisite rugs right here in the virtual museum. You can see our exclusive collections and all the hundred carpets. You can walk through the virtual museum using these controllers, and even select the designs you like.



AR

Luxury and technology have always gone hand-in-hand. A great luxury product always has a story to tell. The most exciting part of our rugs is that they actually tell stories. Yes, they tell stories of the designs that inspired them. This is done through Augmented Reality. Each rug comes with an original art print. The NFC chip triggers an AR effect that opens on any smartphone on Instagram. Some of these effects even have little words of wisdom for you, every time you open the effect. Do check the details on our exclusive rugs to discover the unique story behind each exclusive rug.

AR Inspired storytelling is only featured on our exclusive collection.



NFT

As an extension of technology, NFTs are increasingly being associated with luxury and art when it comes to ownership of art. The exclusive Art De Rug collection comes with an NFT for the proud owner. The NFT covers the rug design, the concept and the AR Filter associated with it.

**The NFTs are offered only on our exclusive collection.



Hand Crafted Rugs

Art De Rug is a brand that offers a diverse range of handmade rugs. Our collection includes hand-knotted, hand-tufted, hand-woven, and handloom carpets and rugs. Using traditional materials like pure wool (New Zealand, Highland, Argentinian, Tibetan, Sheridan, and others), pure natural mulberry silk, plant-based silk (derived from Bamboo, Eucalyptus, Jasmine, and others), Eri silk, viscose, Tencel, botanical silk, linen, jute, hemp, sisal, and others, we create exquisite carpets, rugs, and flatweaves. With a design-centric approach, Art De Rug combines unique designs with traditional craftsmanship to create masterpieces.

Our manufacturing looms are located in Bhadohi-Mirzapur, near Varanasi, with over 30 looms and a team of 50+ artisans, weavers, and designers. Sustainability is a priority, with over 90% of their carpets made from natural fibers like wool and silk, which are biodegradable and have low environmental impact. Silk, in particular, is renewable and consumes less water, chemicals, and energy compared to other fibers.



Hand-tufted

Hand-tufted carpets are known for their intricate patterns and vibrant colors, providing a wide range of design possibilities. Despite their affordability, they maintain a high level of quality. The looped yarn construction of these carpets ensures a plush and comfortable feel, making them a favored choice for both residential and commercial spaces.

Hand-knotted

Hand-knotted carpets are crafted with exceptional craftsmanship, as master weavers meticulously create intricate designs and patterns by hand-tying each knot. These carpets are highly durable, making them perfect for areas with heavy foot traffic. Each hand-knotted carpet is a one-of-a-kind masterpiece, treasured for its unique qualities and timeless aesthetic. Utilizing natural materials such as wool or silk, these carpets provide a soft and warm touch while promoting a healthier indoor environment.



Flat-weaving

Flat weaving is a traditional rug-making technique that creates flat, even surfaces without knots. It involves interlocking horizontal and vertical threads on a loom, forming the warp and weft of the rug. Artisans use colored weft threads to produce intricate patterns and designs. Flat-woven rugs are thinner, lighter, and reversible, with captivating symbols and vibrant colors. They are durable, easy to maintain, and blend well with modern interior design trends. This enduring technique reflects cultural heritage and artistic skill, making flat-woven rugs a timeless addition to any home.

Tibetan Weaving

Tibetan weaving is a revered craft known for producing high-quality carpets with unique designs. Skilled artisans handcraft these carpets using traditional techniques, resulting in exceptional durability, intricate patterns, and the use of natural materials. Each meticulously crafted Tibetan weave carpet combines artistry, cultural significance, and lasting beauty into a timeless piece.



Exclusive Rugs



THE SWALLOWTAIL



SANDSTONE PASSAGE OF LIFE

STORM GRAY LOOK-UP



A woman in a long, flowing white dress stands with her back to the camera, looking up at a staircase that leads to a bright, glowing light source. She is positioned in the center of a large, ornate archway. The scene is dramatically lit, with the light from the staircase creating a strong glow and casting long shadows. The architecture is classical, with intricate carvings on the archway's sides. The floor is tiled with a geometric pattern.

NUGGET GOLD
STAIRWAY TO HEAVEN



CHEDDAR YELLOW DUNES



TWAIN



FLORAL CONTOURS



SARAB



OLYMPIAN BLUE TWINKLE



XANTHOS
CORAL REEF



Our Artists



ZOYA KHAN



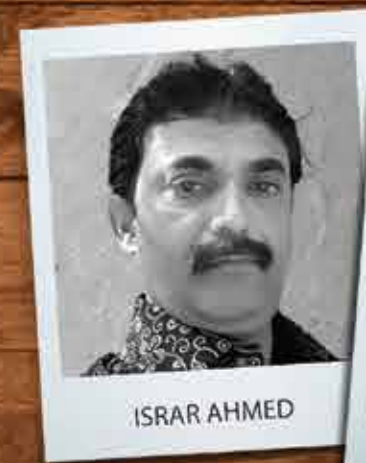
KIRTI GOYAL



SAURAV ROY



NIOMI VAKIL



ISRAR AHMED



SHIVANI SHARMA



REVATI SHARMA SINGH



AKRITI BINJU



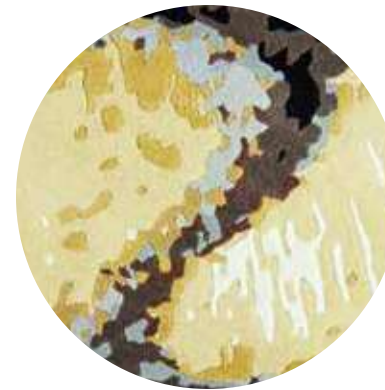
Saurav Roy

A graduate of National Institute of Design, Saurav Roy has gained over two enriching decades a mastery in branding & design programs.

With an extensive experience in working with retail centres, real estate and start-ups, it was only a matter of time before he set up Roy Studio to focus on specialized design programs, including branding, strategy & placemaking. (www.roy.studio)

He is also the co-founder of SWITCH! - a motion design and animation lab along with his partner, Upasana. (www.theswitchstudio.com)

His partner and his deep interest lies in looking at the social and cultural impact of design programs. Currently, he is also exploring how AI systems can augment design workflows within an ethical framework.



The Emperor

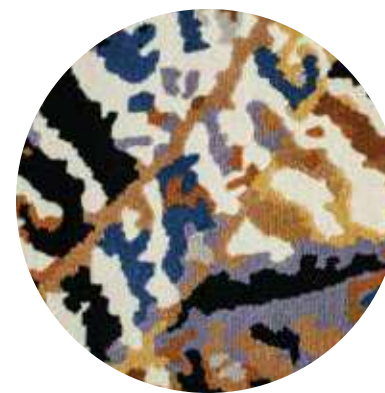
The Emperor brings to life the awe-inspiring sight, the visual symphony of color and pattern, that is butterfly's wings. When life is rushed and everything is fast-paced, there is still time to appreciate the simple, natural beauty that surrounds us. Beauty that can be found in the smallest of details. This rug, which heroes the ornate - Tawny Emperor butterfly known for its striking wing pattern and unique coloration, is a testament to that.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-knotted

New Zealand Wool





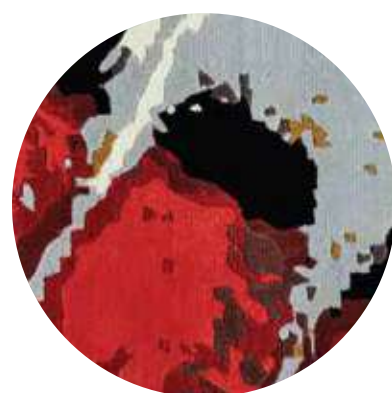
The Buckeye

Butterfly wings are a masterpiece of design, a harmonious blend of color, pattern, and texture. The Buckeye offers a unique look at the beauty and complexity of these creatures, particularly the Junonia coenia or the Buckeye butterfly. The intricate details of each wing of this butterfly come together to create a visually striking composition that is, at once, mesmerising and beautiful.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool



The Monarch

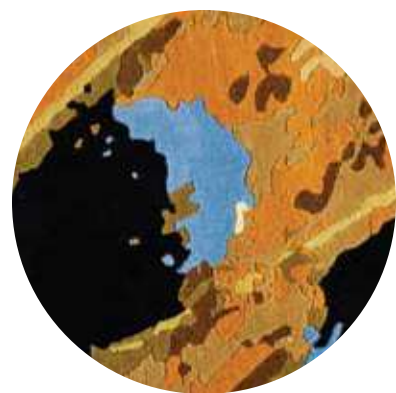
The Monarch is a testament to the infinite creativity of nature. This rug celebrates its namesake, the Monarch butterfly, showcasing the intricate patterns and vibrant colors that are found on the wings of this regal creature. It is a reminder that in a world where everything is mass-produced, there is still beauty to be found in the one-of-a-kind creations of nature.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-knotted

New Zealand Wool





The Swallowtail

The beauty of a butterfly's wings is unlike anything else in nature. Each intricate pattern, each striking color, is a testament to the boundless creativity of the natural world. The Swallowtail captures this wonder, paying homage to the captivating Swallowtail butterflies that sport myriad patterns and colors on their wings. This rug is a celebration of the originality and individuality of each butterfly, a reminder that there is beauty in the differences that make us unique.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-knotted

New Zealand Wool



Sandstone Passage of Life

This rug is inspired by the passage of life and the journey that we traverse through it. The rug's intricate, linear design encourages introspection, reminding us to reflect on our lives and what we've learned along the way. Sandstone Passage of Life is a gentle reminder to appreciate the journey, to take the time to think about where we've been and where we are headed.

5 ft x 8 ft (1.5 m x 2.43 m)

Hand-tufted

High Twist Wool





Storm Gray Look-up

The Storm Gray Look-up is a gentle reminder, that amidst the chaos of everyday life, it is important to take a moment to look up and appreciate the wonders of the world. The deep, stormy gray buildings symbolise the metaphorical blinkers that we have on, while the golden yellow sun shining through represents the hope and inspiration that can be found if we simply take a moment to look up.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-tufted

New Zealand Wool & Viscose



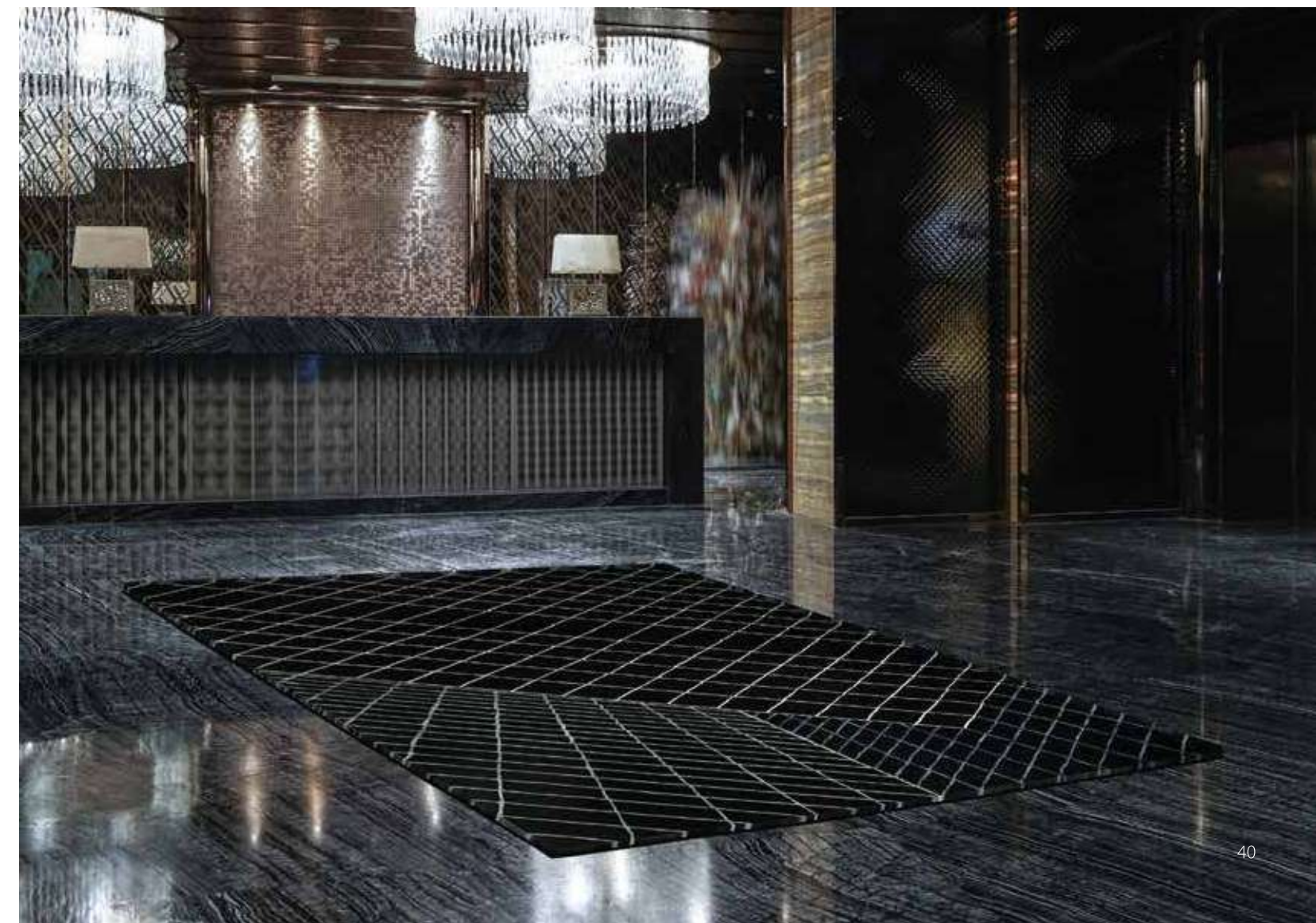
Phantom Knight

Phantom Knight is a celebration of the human spirit, a testament to the idea that we are all capable of being our own heroes. The black color serves as a metaphor for the unknown, while the intricate lines and grids symbolize the obstacles that life throws our way. But, through it all, we have the strength and the courage to take on whatever life may bring.

8 ft x 10 ft (2.43 m x 3 m)

Hand-tufted

New Zealand Wool & Viscose





Nugget Gold Stairway to Heaven

The beauty of the Nugget Gold Stairway to Heaven is not just in its intricate design, but in the message it conveys. Each step is a representation of the challenges we face and the choices we make, and the warm, golden hue is a reminder of the glimmer of hope that keeps us pushing forward, even when the path may be difficult.

6 ft x 9 ft (1.82 m x 2.74 m)
Hand-tufted
New Zealand Wool & Viscose

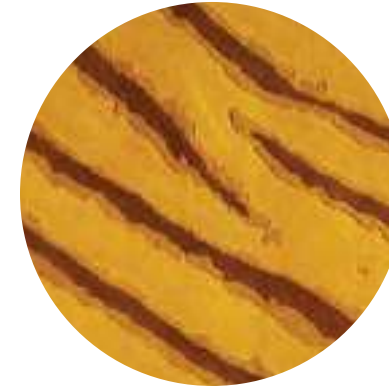


Xanthos Coral Reef

The Xanthos Coral Reef rug brings the beauty of underwater ecosystems to life. The warm and vibrant colors of the Greek city, Xanthos, and the marine colonies of coral are a testament to the majesty of nature and its ability to inspire art. This rug is a tribute to the magnificence of nature and a reminder of the importance of preserving our planet's delicate ecosystems for future generations.

5 ft x 8 ft (1.5 m x 2.43 m)
Hand-knotted
New Zealand Wool & Viscose





Cheddar Yellow Dunes

Artists have long been inspired by the serene beauty of sand dunes, and this luxurious rug continues that tradition, capturing their vibrant colors and fluid forms. Cheddar Yellow Dunes captures the essence of nature's beauty, embodying the golden hues of sand dunes that stretch endlessly across the desert. The way the dunes are formed by the forces of wind and time, creates a mesmerising landscape that is reflective of life itself.

5 ft x 8 ft (1.5 m x 2.43 m)

Hand-knotted

Wool



Coppery-Cognac Rustle

Autumn is a time of transition, a reminder that life is always in flux. The crunching sound of leaves as we walk is a symbol of this change, just as the vibrant hues of cognac and copper are a symbol of the warm and comforting feeling of the season. Artists have long been inspired by autumn, using it to create stunning works of art. The Coppery-Cognac Rustle rug is a perfect example of this.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

High Twist New Zealand Wool





Blooming Shrooms

Blooming Shrooms, inspired by the nouveau beauty of mushrooms, captures the magic and mystery of nature in every stitch. This rug is a reminder of the delicate balance between art and nature, where one inspires the other in a never-ending cycle of creativity. It is a symbol of the infinite beauty that surrounds us, waiting to be discovered in every corner of the world.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Ghazni Wool (Afghanistan)



Vibrant Venation

The design of Vibrant Venation focuses on the intricate vein network that leaves possess, that provides the sustenance that allows plants to thrive, and in art, serves as a metaphor for the connections that sustain us all. The Vibrant Venation rug not only captures the wonder of nature, but it reminds us of the endless potential for growth and renewal that exists within all of us.

4 ft x 6 ft (1.21 m x 1.82 m)

Hand-tufted

New Zealand Wool

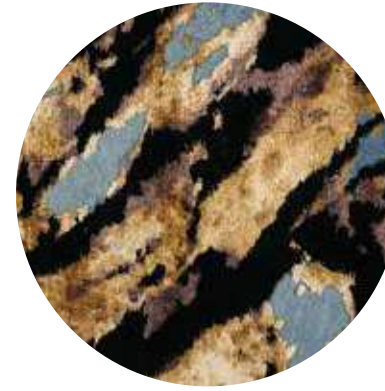




Lunar Tides

The colors of the moon, from the brilliant whites to the deep blacks, symbolize the ebb and flow of life, the changing tides that guide us. Just as the moon creates lunar waves, Lunar Tides mimics the same fluidity in its design. The textures of the rug embody the magic of the night sky, reminding us of the wonders that exist beyond our reach.

5 ft x 7 ft (1.5 m x 2.13 m)
Hand-knotted
Sheridan Wool (Australia)



Glacial Haven

With its intricate weave and deep hues of shimmering crystals and aquamarines, Glacial Haven mirrors the breathtaking colors of the glistening glaciers of the Himalayas. These colors are not only breathtakingly beautiful, but they hold immense significance in art, symbolizing purity, calmness, and tranquility. This luxurious rug will transport you to a glacial sanctuary, in the midst of the majestic Himalayas.

8 ft x 10 ft (2.43 m x 3 m)
Hand-knotted
Wool & Viscose





On The Horizon

On The Horizon is an invitation to escape reality and bask in the beauty of nature. With each stitch, the deep blue of the lapis lazuli, the rich purple of the amethyst, and the regal gold of the yellow sapphire come to life, reminding us of the endless horizons that define the earth's beauty. This rug is not just a mere reflection of nature. It's a piece of art that will transport you to the horizon and beyond.

6 ft x 9 ft (1.82 m x 2.74 m)

**Hand-knotted
Wool & Viscose**



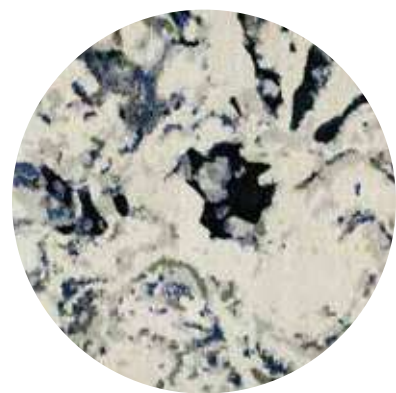
Cliffside Vista

Cliffside Vista embodies the beauty and elegance of nature. Crafted with rich hues of turquoise, emerald, and sapphires, this tapestry of colors and patterns evokes the same emotions that one feels when standing at the edge of a cliff, surrounded by the stunning beauty of the natural world. The significance of these gemstones in art and nature makes this rug a true piece of art that can elevate the ambiance of any room.

7 ft x 10 ft (2.13 m x 3 m)

**Hand-knotted
Wool & Tencel**





Onyx Oasis

Onyx Oasis is a stunning tribute to the beauty of onyx gemstones and the role they play in art. The black and white of the onyx symbolize the balance between light and darkness, life and death, and the unity of opposites. This rug is a perfect reminder of the significance of gemstones in art and the role they have played throughout history in capturing the essence of the natural world.

7 ft x 10 ft (2.13 m x 3 m)

Hand-knotted
Wool & Tencel



Mistletoe Green Art Deco

The Mistletoe Green Art Deco rug embodies the art deco movement's fascination with luxury, glamour, and the beauty of geometric forms, showcasing how the power of design can transform even the simplest space into a breathtaking work of art. It is a tribute to the iconic design movement that swept the world in the 1920s and 1930s. The bold geometric shapes, clean lines, and rich colors of the art deco style are all present in this stunning piece of art.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-tufted
Wool & Viscose





Terra-Cotta Art Deco

The Terra-Cotta Art Deco rug is a masterpiece of design and craftsmanship that evokes the spirit of the Art Deco movement. Its rich terra-cotta hue brings a touch of warmth and earthiness to every room. This color, inspired by the natural tones of the earth, represents a connection to our roots and a celebration of the beauty of nature. The rug's abstract compositions, arranged in symmetrical patterns, pay homage to the movement's emphasis on architecture.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-tufted

Wool & Viscose



Caviar Black Art Deco

The rich and luxurious Caviar Black Art Deco rug is a nod to the glamour that characterised the Art Deco era of architectural and design brilliance. The bold shapes and lines are a testament to the mastery of geometry as an art form. The abstract compositions honour the iconic design style of the 1920s and 1930s. This rug is a true work of art, a symbol of beauty, luxury, and timeless elegance.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-tufted

Wool & Viscose





Ultramarine Blue Art Deco

The Ultramarine Blue Art Deco rug is a stunning representation of the Art Deco movement, capturing its essence with its bold geometric shapes, clean lines, and luxurious appeal. The use of the deep, rich ultramarine blue color adds a sense of sophistication and glamour, making this rug a true masterpiece. With shapes arranged in symmetrical patterns, you can see the influence of Art Deco architecture in its design.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-tufted

Wool & Viscose



Earthy Elegance

The rich, warm colors of Earthy Elegance remind us of the solid foundation provided by the earth beneath our feet. The rug's design features abstract compositions that pay homage to the core of the earth, with its rugged textures and deep hues. This rug is a celebration of the beauty and power of nature, and a symbol of our connection to the earth and all it provides. It is a tribute to the grounding force of nature and the unbreakable bond that unites us all.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-knotted

Wool & Viscose





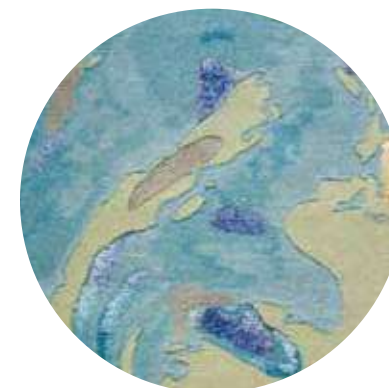
Amethyst Aura

Amethyst Aura is inspired by the hues of its namesake, which symbolises wisdom and spirituality. The rich purples of amethyst, characterised by its deep colors and shimmering facets, embody the complexities and magnificence of the human spirit. It reminds us that life is a journey of self-discovery and growth and that the knowledge and understanding we acquire along the way bring us true wealth.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-knotted

Wool & Viscose



Gemma Maris

Gemma Maris, meaning gem of the sea, is inspired by the deep blues of the aquamarine gemstone and is a symbol of the mystery and depth of the human experience. The rich, saturated blues of lapis lazuli, with its flecks of gold, reflect the many complexities and contradictions of life. It reminds us that there is always more to learn, more to explore, and more to discover about ourselves and the world around us.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Wool & Viscose



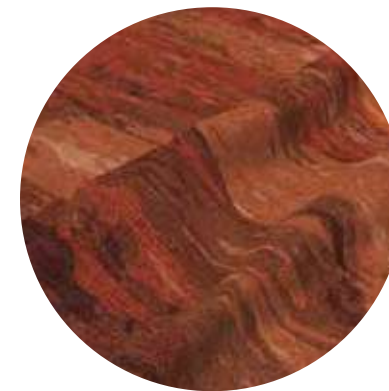
Mineral Mosaic

Inspired by the swirling patterns of sand jasper gemstone, Mineral Mosaic is a work of art that brings the beauty of nature into our homes. The deep, rich colors of sand jasper, with its unique blend of warm earth tones, reflect the complexities and contradictions of real life. It is a reminder that beauty can be found in the most unexpected places and that even the toughest of circumstances can be transformed into something magnificent.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Wool & Viscose



Canyon's Edge

₹4,51,000

Canyon's Edge, inspired by the warm coral and rich tiger's eye gemstones, reflects the fiery beauty of the sun. At the same time, the intricate geometric patterns mimic the stunning rock formations of a canyon. These colors symbolize passion, vitality, and balance, and they bring energy and life to this luxurious rug that is truly breathtaking.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

Wool & Viscose



Begonia Pink Clouds

Begonia Pink Clouds captures the delicate appeal of nature with its artistic representation of begonias and clouds. The begonia plant's vibrant, yet soft pink hues embody a sense of tranquility and peace, while the pink clouds evoke a feeling of limitless wonder and imagination. This rug is a celebration of the beauty of nature and its endless inspiration for art.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool





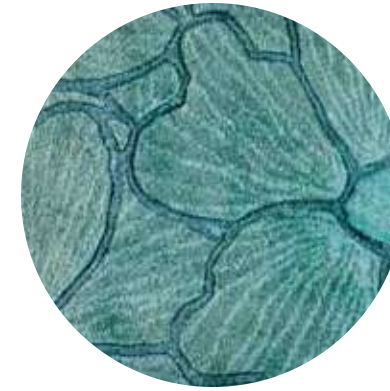
Kirti Goyal

A bachelor's degree in textile design from the National Institute of Fashion Technology (NIFT) is not something to sneeze at, but Kirti Goyal's quest and connection with artisanal traditions took her beyond classrooms to numerous clusters in India like in Aspura, Bhadohi, and Mirzapur for a more hands-on experience.

This conscious designer, finds value in artisanal work and her source of inspiration can be found in both stories and visuals for artistic endeavours.

She carries her experiences through the stories that are depicted in her work and in designs. Her keen observational skills have always been key to her successful design.

With the same unyielding perspective, she looks for details and intricacies in small things, with a great interest in enhancing them with yarn materials, colors, textures, and patterns.



Zinnia

Zinnia features delicate carving on the petal motifs creating an imaginative composition while enhancing the delicacy of the pattern. The rug transforms spaces with its organic nature and furnishes the room in an innovative way with its distinctive shape.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-knotted

Tencel





Adagio

Designed to take centre stage in any setting, Adagio is a part of Anomalous Art collection by Art De Rug. The design twists and creates contorts across the composition to create an illusion of movement of bold abstract lines which works beautifully in a contemporary setting.

4 ft x 6 ft (1.21 m x 1.82 m)

Hand-tufted

New Zealand Wool & Viscose



Twain

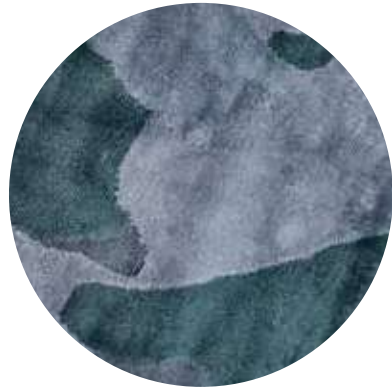
Twain rug transforms the bold abstract lines with fluid rippling effect which brings a feeling of movement within the rug, perfect for adding intrigue to a space. The unconventional shape passes on the notion of time and space in constant mutation, getting closer to the time ahead with each glance.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-knotted

New Zealand Wool & Viscose





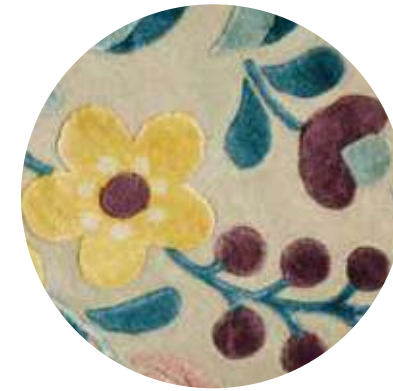
Gneiss

Gneiss rug is a part of Anomalous Art collection by Art De Rug. An interplay of textures and shades of greys and blues with accents of green and beige, it draws the inspiration from the shape and natural veining of stone or marble. Its organic pattern bring rich depth and textural interest to interior spaces.

4 ft x 6 ft (1.21 m x 1.82 m)

Hand-knotted

Tencel



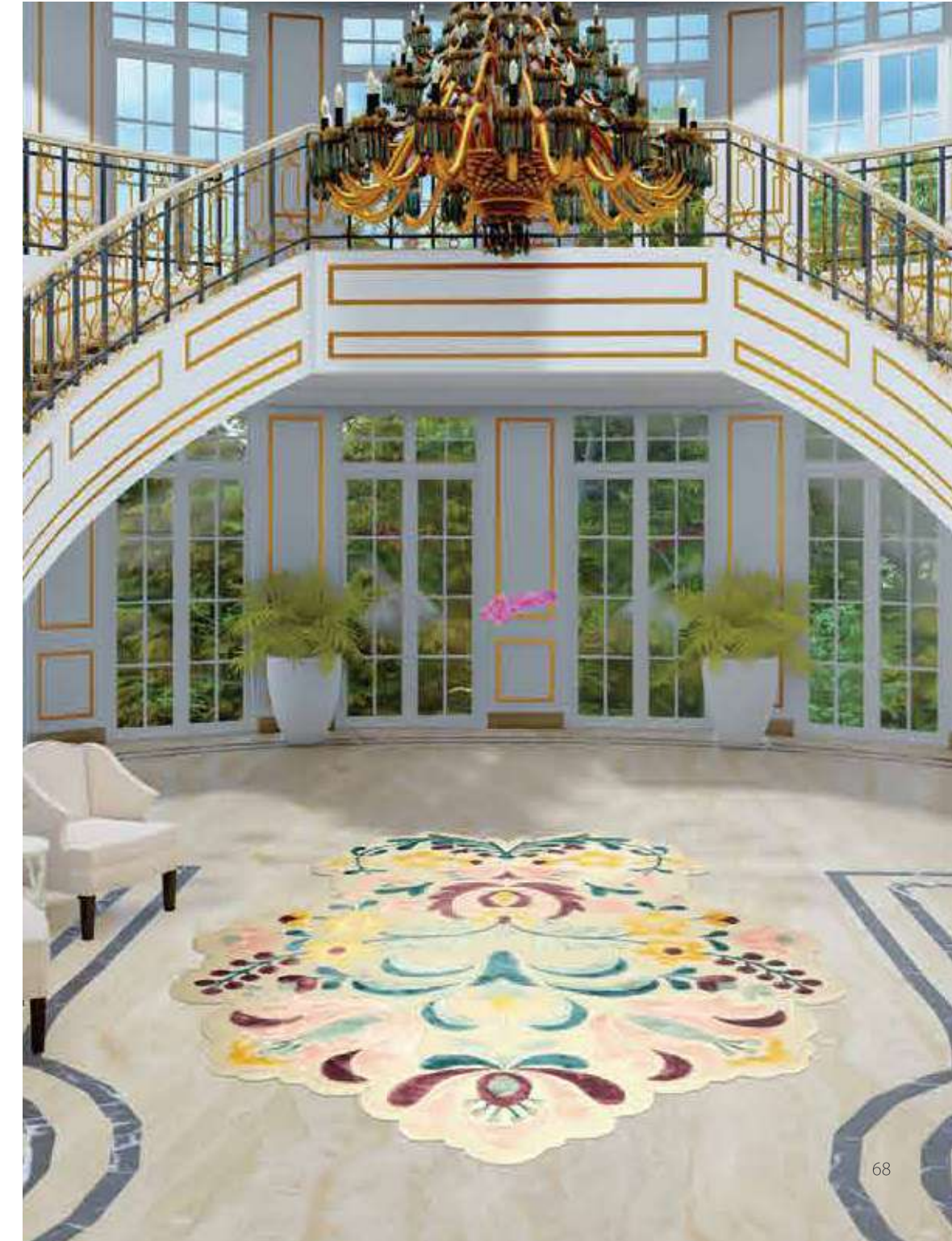
Efflorescent

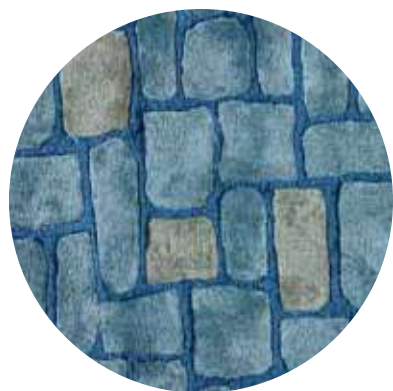
Efflorescent rug features a neutral background with bold highlighted florals which flourishes across the rug. With scandinavian motifs in botanical silk in a bright spectrum of colors, it injects optimism that every space needs.

6 ft x 8 ft (1.82 m x 2.43 m)

Hand-knotted

New Zealand Wool & Viscose





Quad-Tile

Quad-Tile is rug from Anomalous Art collection proposed by Art De Rug with a minimal design that suits contemporary scapes perfectly. Its fragmented shape is incredibly adaptable and breaks away from traditional ordered composition and makes the eyes lay on the floor.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-tufted

Tencel



Boulevard

Boulevard rug from Anomalous Art is a design with the power to transform the perception of the interior with a strong character that will take the lead. This unique geometric design with an eclectic color palette and different pile heights in tencel forms a visually stunning rug.

6 ft x 8 ft (1.82 m x 2.43 m)

Hand-tufted

Tencel



Valerius

The Valerius rug is from our Roman Tessera collection by Art De Rug. The rug is inspired by the recent archaeological dig in London. The design is a reinterpretation of the same with the classic roman motifs incorporated in a mosaic setting.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-tufted

New Zealand Wool



Massimo

Massimo rug is from our collection Roman Tessera. The rug incorporates a monochromatic color palette that never goes out of style and blends with the interior spaces it is in. The geometric design elements brings an edge and a sense of order and harmony while the mosaic cuts brings an equal amount of distortion to create an ideal balance.

4 ft x 5.6 ft (1.21 m x 1.70 m)

Hand-knotted

New Zealand Wool



Augustus

Augustus rug from our collection Roman Tessera is inspired by the floorings of ancient Rome. Geometric shapes set in a symmetry with harmony of colors, this rug brings a vintage aura to the interiors.

6 ft x 6 ft (1.82 m x 1.82 m)
Hand-tufted
New Zealand Wool



Crepusculum

Crepusculum (Twilight) is a rug from the La Dolce Vita collection by Art De Rug. Created from finest wools and silks, this rug exhibits opulence using symmetry, balance and order. The design features an elegant border and foliage occupying its surface which adds to the opulence of the living place.

6 ft x 7 ft (1.82 m x 2.13 m)
Hand-tufted
New Zealand Wool & Viscose





Aere Perennius

Aere Perennius (more lasting than bronze) is a rug inspired by the Historic Roman Architecture from the La Dolce Vita collection by Art De Rug. The harmonious colors and decorative design elements will add a refined elegance to the living spaces.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-tufted

New Zealand Wool & Viscose



Aurora Borealis

Aurora Borealis (Northern Light) is a rug from the La Dolce Vita collection by Art De Rug. It is inspired by ceilings of the Roman architecture experienced on our travels. The rug emphasises on a style which is theatrical, with a flair of dramatic and undeniable sense of grandeur.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose



Lux Brumalis

Lux Brumalis (The Light of Winter) one of the timeless classic rug from the La Dolce Vita collection by Art De Rug. With an array of foliage and brocade pattern, blue and golden shades are predominant in this deluxe rug which adds a character to the space.

6 ft x 8.3 ft (1.82 m x 2.52 m)

Hand-tufted

New Zealand Wool & Viscose





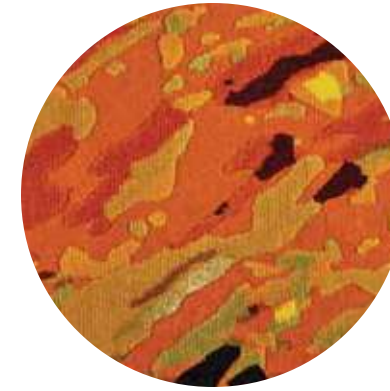
Shivani Sharma

Coming from a world of fashion, textiles and clothing, colors and creativity are as natural to Shivani as breathing and sleeping are to most folks. Her entrepreneurial journey started with the designer label, Semantika, which saw her fashion eclectic saris, exquisite shawls and dandy scarves sourced from Kashmir and various other corners of India.

Even the tumult of the pandemic lockdown could not reign in her prolific creativity. From painting with acrylic, water color, and palette knife, to dabbling in sculpture, within only a year, the walls of her living room looked more like a museum of art.

Her husband Rohit Sharma, saw a lucrative opportunity in converting some of her art into handmade carpets. And so began this beautiful partnership between the carpet, the artist and her muse.

Ever the rolling stone, Shivani now has her eyes set on learning mixed media art and is actively pursuing her passion of intertwining art, carpets, textiles, and color.



Amber-Mahogany Vesuvius

Inspired by the fiery and powerful Mt. Vesuvius in Italy, Amber-Mahogany Vesuvius exudes energy and vibrancy through its use of bold and vivid colors. It symbolises the unbridled passion that drives artists to create meaningful art and represents the unveiling of an artist's masterpiece, where they can share their creation with the world and bask in its glory.

5 ft x 8 ft (1.5 m x 2.43 m)

Hand-knotted

Wool





Bosphorus Rhapsody

Bosphorus Rhapsody represents the ebb and flow of an artist's journey. The pastel shades of green, pink and yellow depict the rebirth of inspiration and the intricate design shows the artist's unwavering passion, even in the face of obstacles. It serves as a reminder that art is a constant presence in our lives, providing hope and beauty through even the toughest times.

5 ft x 8 ft (1.5 m x 2.43 m)

Hand-knotted

Wool



Floral Contours

Floral Contours is the embodiment of the stage of an artist's journey where the idea is shaped and moulded into a tangible piece of art. The long-stemmed flowers depict the artist's ambition to reach new heights and the green-grey background symbolizes the grounding and stability necessary for their growth. The colors and elements in this rug symbolise the artists' moulding process as they bring their vision to life.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-knotted

Wool & Sari silk





Muses & Musings

The vibrant Muses & Musings rug depicts the inner workings of an artist's mind and the intense passion that drives the artist forward. An artist's process is a rollercoaster of thoughts, and often, does not make sense to others. However, the end product unfailingly amazes everyone. It's a reminder that the beauty of art lies in the journey, and not just the final result.

7 ft x 9 ft (2.13 m x 2.74 m)

Hand-knotted

Wool & Viscose



Porcelain Tane Mahuta

Inspired by the magnificent Tane Mahuta tree in New Zealand, Porcelain Tane Mahuta is a beautiful representation of the creative spirit, where every stroke and color has a purpose and every detail is carefully crafted. The tree serves as a metaphor for the artist's vision and the delicate brushstrokes represent the time and effort put into refining their work.

3 ft x 10 ft (0.91 m x 3 m)

Hand-tufted

New Zealand Wool



Petal Palette

Petal Palette symbolises the earliest stages of an artist's journey. The delicate red tulip buds depicted on the rug represent the inception of an idea, the birth of creativity. This rug is a reminder that every work of art starts as a simple thought, waiting to be given the chance to bloom. It encourages artists to immerse themselves in their process and trust in their creativity.

6 ft x 4 ft (1.82 m x 1.21 m)

Hand-knotted

Wool & Viscose





Akriti Binju

Born and raised on the land of Kota-doria-Kota Rajasthan, it was only natural that the intricacy of craft, its preserved heritage, and the whole culture around it ignite the creative senses of this designer.

Akriti Binju loves to work on this evergreen, 'modern-vintage' mélange. The heritage of the times gone by always speak to her heart. But like she says, many things have been already said, but many things are yet to be heard and to be discovered.

After graduating from NIFT, Gandhinagar in Textiles Designing, she was raring to leverage her skill expertise and material knowledge. Joining as design head at Art-De Rug, gave her just the canvas she needed. Not only to paint her thoughts and imagination but also to weave them into reality.

She brings to the table a huge passion for details, art, traditions and the stories behind them. As far as she is concerned, 'Art has a lot to say, one should always listen, only then can you speak its language.' She looks forward to exploring the possibilities of all the impossible. And fuelling this quest for art is her mission.



Arsh-o-Farsh

ARSH-o-FARSH means sky and earth. The stylized patterns of clouds on blue sky with detailed and high piled sinuous motif in the centre with an accent of VIVA MAGENTA- color of the year 2023 in it. All that is earth has once been sky, Afterall!

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Jasmine Silk





Sarab

Sarab- an Urdu term which means mirage/illusion in English. An image you think you see in very hot weather, for example water in a desert, but which does not really exist. A hope or wish that cannot be achieved. The traveler walks through many mirages before he finds water. But the greatest challenge in life is to discover reality. Isn't it? The design is inspired by the colors of sand forming a mirage of water in desert.

5 ft x 7 ft (1.5 m x 2.13 m)

Hand-tufted

Wool & Jasmine Silk



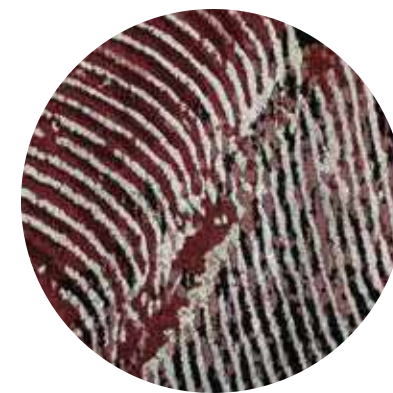
Ho-Bahoo

Ho-bahoo means an exact copy or likeness. The design has been created by refining and giving a mirror effect to a flowing pattern found and clicked by a khanabadosh. Reflection of thoughts, coming straight out of the diary of a wanderer.

7 ft x 10 ft (2.13 m x 3 m)

Hand-knotted,

Wool & Viscose





Patthar-e-Araish

Patthar-e-araish means decorative tile of stone. This design is inspired by a photograph that showcased a carved tile of stone, with a faded impression of history. As they say: Such is the strength of art, rough things to shape. What about reshaping that art into a rug?

4.6 ft x 6.6 ft (1.40 m x 2 m)
Hand-knotted
Wool



Talaatum

Talaatum is a single word meaning the topsy-turvy movement of waves in sea during a storm. This word has been used in Urdu poetry by various poets and is often used to denote the unsteady or chaotic state of the mind and heart in which uncertainty or despair prevail. The inspiration for the design has been taken from the swirling patterns of tides during storms.

5 ft x 7 ft (1.5 m x 2.13 m)
Hand-knotted
Mohair



Niomi Vakil

Niomi Vakil was born in Mumbai, and the city of dreams was just the place to nurture a deep creativity within her. Even though she came from three generations of chemical engineers, she found her true calling as Textile and Surface Designer, Artist, Illustrator, Interior Stylist, Set designer and Curator of Exhibitions.

With a degree in Bachelor of Design from Srishti Manipal Institute of Art, Design & Technology, Bangalore, she was soon pursuing a career in designing textiles for interior spaces. Ever inspired by faraway cultures, Niomi is admittedly geeky about traditional, layered textiles, and will easily jump at the thought of anything related to Japanese culture. To her, this is something correlated to her ties with Kobe from her maternal side.

Her work has been featured in several magazines as well as international exhibitions, and she's always keen to get stuck into the design process. Learning and excelling along the way is just a happy side-effect.



Violet Ice Newness Rug

This rug is designed to offer a subtle accent of color within a whimsical layered design. Originally portraying the pollution observed and photographed on roads and in waterbodies, this rug has become an amorphous reflection which speaks through its colors.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-tufted

Tencel



Pincho Blues

As collection Midtown Modern is an anthology of playful aesthetics aimed at adding comfortable, yet stylish charm to your décor space, the Pincho rug is the perfect blue piece that brings out a place for high spirits, entertainment, lots of energy. And just like that, the game is on. This rug can speak its way to a children's bedroom, entertainment room or den, coffee corner or even a library. Remarkable versatility.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-tufted

Wool & Viscose



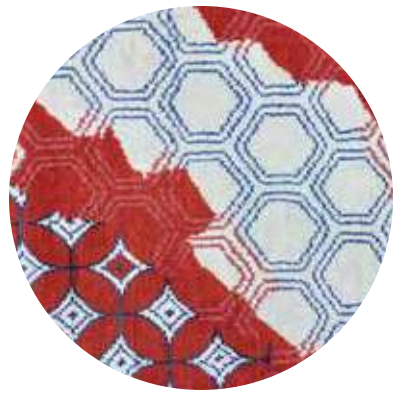
Aakar Rug

The very first rug I have designed in the collection has truly enchanting details. It is the ultimate feature rug for our contemporary living space, or spaces that require a little design twist. Aakar is simple, artistic, playful, futuristic and hours may pass adoring its plush, striking, one of a kind pattern. Certainly dramatic.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

Wool & Viscose



Witty As Can Get Rug

Perfect pop of color to lift an achromatic space. No describable beginning or end, this rug is a mind map hive of beautiful design.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

New Zealand Wool & Viscose



Monstera B

The Monstera B rug invites you to create a space that celebrates the wild and untamed, to embrace the natural world and find inspiration in its intricacies. The graphic style of the leaves, combined with a warm color palette, creates a stunning depth of design that is both soothing and invigorating. It brings a slice of nature into your home, filling it with a sense of wonder and vitality.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted,

Wool & Sari Silk

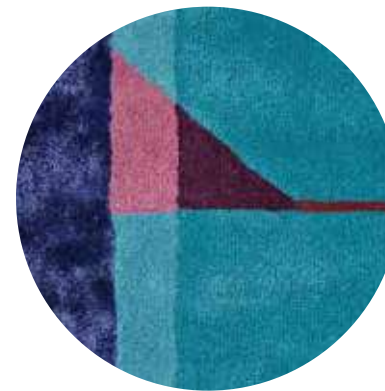


Jungle Project

The design of the Jungle Project rug represents the diverse and interconnected ecosystem of the jungle in a subtle yet striking way. The pastel greens and cream colors evoke the soft, tranquil atmosphere of the forest, creating a peaceful and calming aura in your space. This rug uses the jungle as a metaphor for your own being and invites you to discover the hidden gems within.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted
Wool & Tencel



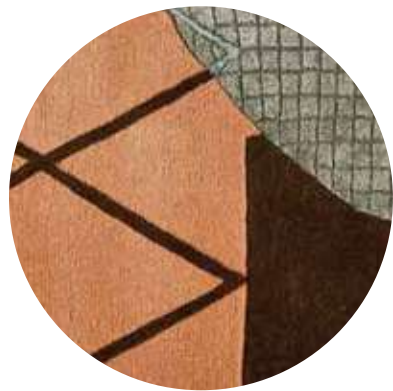
Sienna Green

Sienna Green speaks of a futuristic world, where technology and art coexist. The abstract shapes and muted shades of magenta, blue, and green create a sense of tranquility and serenity as if we are looking into a calm oasis amidst the chaos. This rug is an invitation to create a peaceful oasis within our own homes, where we can find balance and harmony in our busy lives.

4.6 ft x 6.6 ft (1.40 m x 2 m)

Hand-tufted
New Zealand Wool & Viscose





Mustang Join The Props

The Mustang Join the Props rug captures the raw spirit of nature. The rug's bold design evokes a sense of freedom, adventure, and a deep connection to the natural world. With its rich earthy tones of brown and green and its abstract shapes, let it be a reminder to always follow your instincts and stay true to yourself, a wild mustang running free in its natural habitat.

5 ft x 8.6 ft (1.5 m x 2.62 m)

Hand-tufted

New Zealand Wool & Viscose



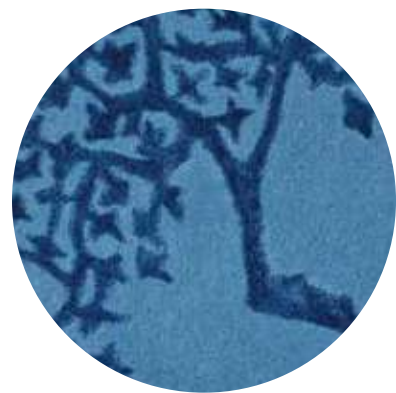
Warlu

Warlu is a perfect tribute to the rich and intricate Warli art form, which has been celebrated for centuries for its striking beauty and unique style. The rich, earthy tones symbolize the importance of staying connected to our roots. With the Warlu rug in your space, you will instantly feel a sense of connection to the natural world and a deep appreciation for the beauty of traditional art forms.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Wool & Tencel



Cerulean Dogwood

Cerulean Dogwood is a stunning rug that embodies a beautiful interplay of color and design. Together, the cerulean blue color and the dogwood tree motif create a beautiful and peaceful environment, a space where we can feel safe, secure, and inspired. This rug is a reminder that life is full of beauty, and it is up to us to surround ourselves with it.

7 ft x 10 ft (2.13 m x 3 m)

Hand-tufted

Wool & Viscose



Pineneedle Unventa

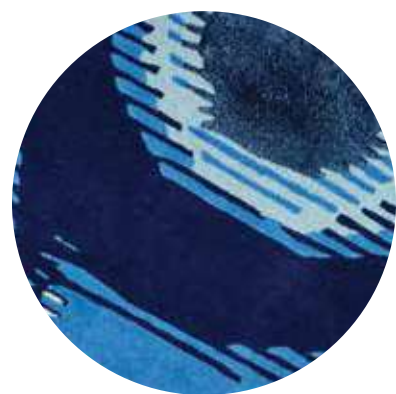
At the heart of Pineneedle Unventa's design lies the expression of freedom and a brilliant interplay of colors and shapes, inviting you to step into a world of imagination and creativity. The rug's abstract motifs evoke a sense of mystery and intrigue as if it holds a secret that is waiting to be discovered. As if it is a gateway to a world of boundless possibilities.

4 ft x 6 ft (1.21 m x 1.82 m)

Hand-tufted

Wool & Viscose





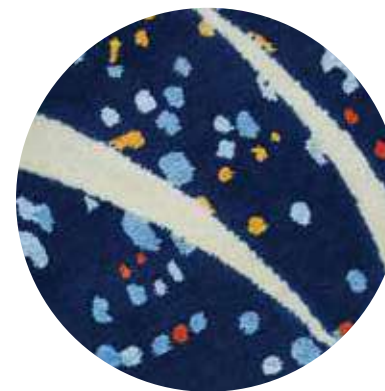
Blue Comes Around

Blue Comes Around is not just a rug, it's a statement piece that transcends space and time. Its intricate design is a beautiful combination of shades of blue, that evoke a sense of calmness and tranquillity. The rug features three evil eye motifs, an ancient symbol that is believed to have the power to protect its owner and their space from harm.

5.4 ft x 8 ft (1.64 m x 2.43 m)

Hand-tufted

Wool & Viscose



Olympian Blue Twinkle

The Olympian Blue Twinkle rug is more than just a floor covering. The striking Olympian blue color is symbolic of the power of the gods and goddesses of ancient Greece who lived atop Mount Olympus. The rug's concentric circles evoke images of ripples on a pond, drawing your eye into the centre, like a vortex of energy. Playful aesthetics come to life in this piece, bringing a touch of whimsy and charm to your space.

6 ft x 6 ft (1.82 m x 1.82 m)

Hand-knotted

Wool & Linen





Plum Sunbrella

The Plum Sunbrella rug is a story of versatility, endurance, and poetic beauty. The medley of colors, from plum to lavender, grey to Castleton green, creates a symphony of shades that carries meaning beyond the canvas. The design forms a poetic narrative that inspires, calms, and elevates. It is a piece that resonates with your soul, and uplifts your space, whether indoors or out.

5.6 ft x 8 ft (1.70 m x 2.43 m)

Hand-tufted
Wool & Viscose



Bayou Beautiflora

The unique, asymmetrical outline takes part in diverting from the formal nature of this rug, forming a connection between the light and dark floral arrangements. I cannot think of a reason NOT to want this rug in a décor space!

5 ft x 5 ft (1.5 m x 1.5 m)

Hand-knotted
Viscose





Zoya Khan

Kashmir. It's among the few places on this planet that inspire as much curiosity as awe. Its historical imprint, its legendary ski slopes, its magical lakes, what is it that shapes the life and people of Kashmir? It's usually a question obsessed over by the world, except Zoya Khan spent her growing years here so she could live the question pondered over by the outside world. About Kashmir's physical attributes, its cultural ethos, the lives of people, and how it conditions social behaviour, which in turn influences how they collectively shape and interact with the built environment.

The works of this 33-year-old architect, urban planner and artist based in Srinagar, Kashmir, are heavily influenced by her understanding of how human beings interact with their built environment, and her key areas of interest are the architectural heritage and vernacular building traditions of Kashmir. The contrast between particular and universal, between individual and collective, emerges from the city's construction, and that is the central theme of her works.

Just recently, she finished her second master's at Oxford Brookes University in International Architectural Regeneration and Development under a fully funded Chevening scholarship.



Aatish-e-Chinar

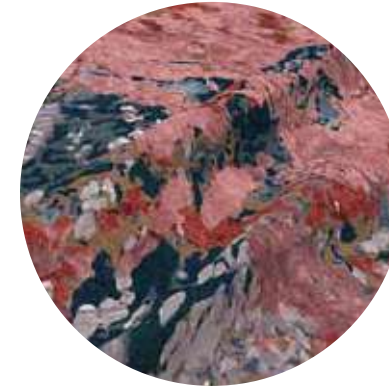
In Kashmir, the fiery orange Chinars are the first thought that come to one's mind when we think about Autumn or Harud as we call it. But a similar orange also lights up the gardens with the most distinct fragrance in the summer months in the form of these roses – this is a rather unusual color but I was drawn to its hues and the rather compact and small form. This abstract piece draws its colors from the orange roses in the corner of my garden that often make their way up to my bedside table and pressed in many a books later.

6 ft x 9 ft (1.82 m x 2.74 m)

Flat-weave

Wool & Linen





Gulab

Growing up in Kashmir has deeply impacted my understanding of colors. With one of the very few places in the world with four proper seasons, one can only immerse themselves in all of nature's bounty and beauty. Be it the majestic Mughal gardens or every little backyard in the city, the wild creepers or manicured baghs in the mansions – colorful and mostly fragrant roses bloom in all their glory in the Summer months & even winters. That is the inspiration behind this series a period.

8 ft x 8 ft (2.43 m x 2.43 m)

Hand-knotted

New Zealand Wool & Jasmine Silk



Mazaar Posh

The other fascinating flower that one finds in a rather unusual place – that is graveyards of Kashmir is the Iris. Said to keep mice away and hence planted near graves, the flower also symbolizes transitioning into the afterlife in many cultures. The rich purple color against the summer skies and the velvety texture of the petals is something I have always loved and associate with Kashmir. The backdrop for this piece draws inspiration from the iris colors and gels perfectly with the summer roses I painted using my bare hands.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Jasmine Silk





Israr Ahmed

With more than 30 years in the carpet industry, there is very little that Israr has not experienced first-hand about the knit and nuance in the carpet designing space.

He began his joy ride in the carpet world as a salesperson for a carpet store in Mumbai. But his passion for carpets and design soon took him on varied journeys in the exploration of the finer aspects of carpet designing.

Till date, his sound knowledge of the production aspect allows him to create masterpieces that factor in the feasibility challenges of the carpet industry. And as he likes to put it, 'A good carpet design should have as much the feminine detail of design, as it must, have a perfect blend of colors.'



As Old as Time

As Old as Time is an invitation to experience the beauty and majesty of an ancestral art form that has stood the test of time. Every knot, every thread, is a symbol of the artisans' devotion to their craft and the stories that have been passed down from one generation to the next. The intricate patterns and bold colors pay homage to the roots of this time-honoured tradition.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

New Zealand Wool





Unveiling Charisma

Unveiling Charisma, from the Riwayat collection, is a rug that radiates unmatched charm and legacy. The luxurious rug is inspired by the old-world charm that only rugs that have been a part of our families for generations can possess. It is an invitation to embrace the riches of your ancestry and let the beauty of the past inspire and uplift you in the present.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

New Zealand Wool



Nuptials

Nuptials, which resembles a beautifully crafted regal wedding invitation, is not just an accessory to your home, it is a window into the soul of your ancestors. The Herati motif woven into this masterpiece speaks of a time long gone, yet so alive in the hearts of those who bear witness to its glory. It is a celebration of age-old bonds that unite us across generations.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Merino Wool



Palette of Fables

Palette of Fables is a luxurious rug that tells a story. Its rich colors evoke a sense of warmth and richness, harkening back to the ancient tales of royalty and wealth. It creates a sense of comfort and familiarity that speaks to the importance of tradition and the timeless beauty of heirlooms.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose



Moonstone Medallion

The Moonstone Medallion features two stunning medallions conjoined and expanded to form an elegant and eye-catching design. The soft, soothing colors of the Moonstone are a nod to the gemstone's reputation as a symbol of peace, harmony and stability. This serene palette is perfectly paired with the traditional Gul motif, breathing life into generations of art.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose



Changing Tides

Changing Tides is a magnificent tapestry that features bold splashes of blue and yellow, carefully arranged to create a stunning visual effect. The geometric and architectural motifs used in this rug symbolise the importance of preserving the rich cultural heritage that has been passed down from generation to generation.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

New Zealand Wool & Viscose





Sapphire Renaissance

The intricate patterns and weaves of the Sapphire Renaissance evoke a sense of growth and renewal, of the world coming back to life after a long winter. It is a celebration of the Renaissance spirit of creativity, innovation, and imagination that has inspired generations. This rug is a reminder of the power of art to uplift us, even in the darkest of times.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose



Cerulean Celebration

Cerulean Celebration is a symphony of art and tradition, where every thread tells a story of past generations. The floral motifs and soothing shades of cyan and cerulean blue invite you to take a step back in time and bask in their splendour. This rug is a true work of art that will inspire artists for years to come.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

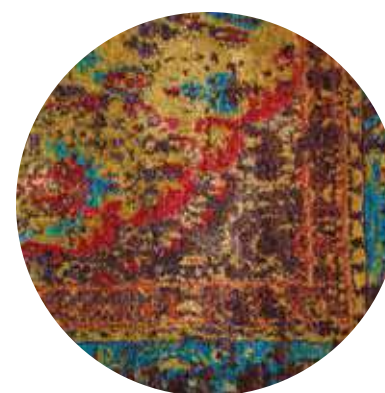
New Zealand Wool



Amethyst Ancestry

The luxurious Amethyst Ancestry is a visual celebration of swirling, symmetrical patterns that symbolise a rich heritage. The deep hues of the Amethyst are showcased in a mesmerising dance of color and texture. Stepping on this rug is like being transported back in time, surrounded by a history that has been woven into the very fabric of the carpet.

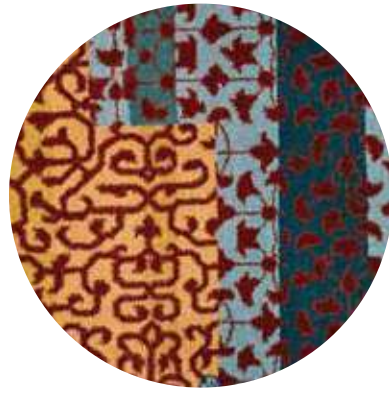
8 ft x 10 ft (2.43 m x 3 m)
Hand-knotted
New Zealand Wool & Viscose



Ancestral Palace

The Ancestral Palace rug from the Riwayat collection is a true masterpiece of tradition and artistry. The telltale blue weft threads and the traditional floral style are hallmarks of its heritage and the intricate patterns and motifs are considered symbols of balance and harmony. This rug is a testament to the rich heritage of the Persian Sarouk.

6 ft x 9 ft (1.82 m x 2.74 m)
Hand-knotted
New Zealand Wool & Viscose



Heritage Estate

A beautiful celebration of history and tradition, Heritage Estate embodies the timeless elegance of the past. With block patterns, earthy tones and an effortless blend of tradition and modernity, this rug is a beautiful embodiment of our shared heritage and the unbreakable bond that links us to our past.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool



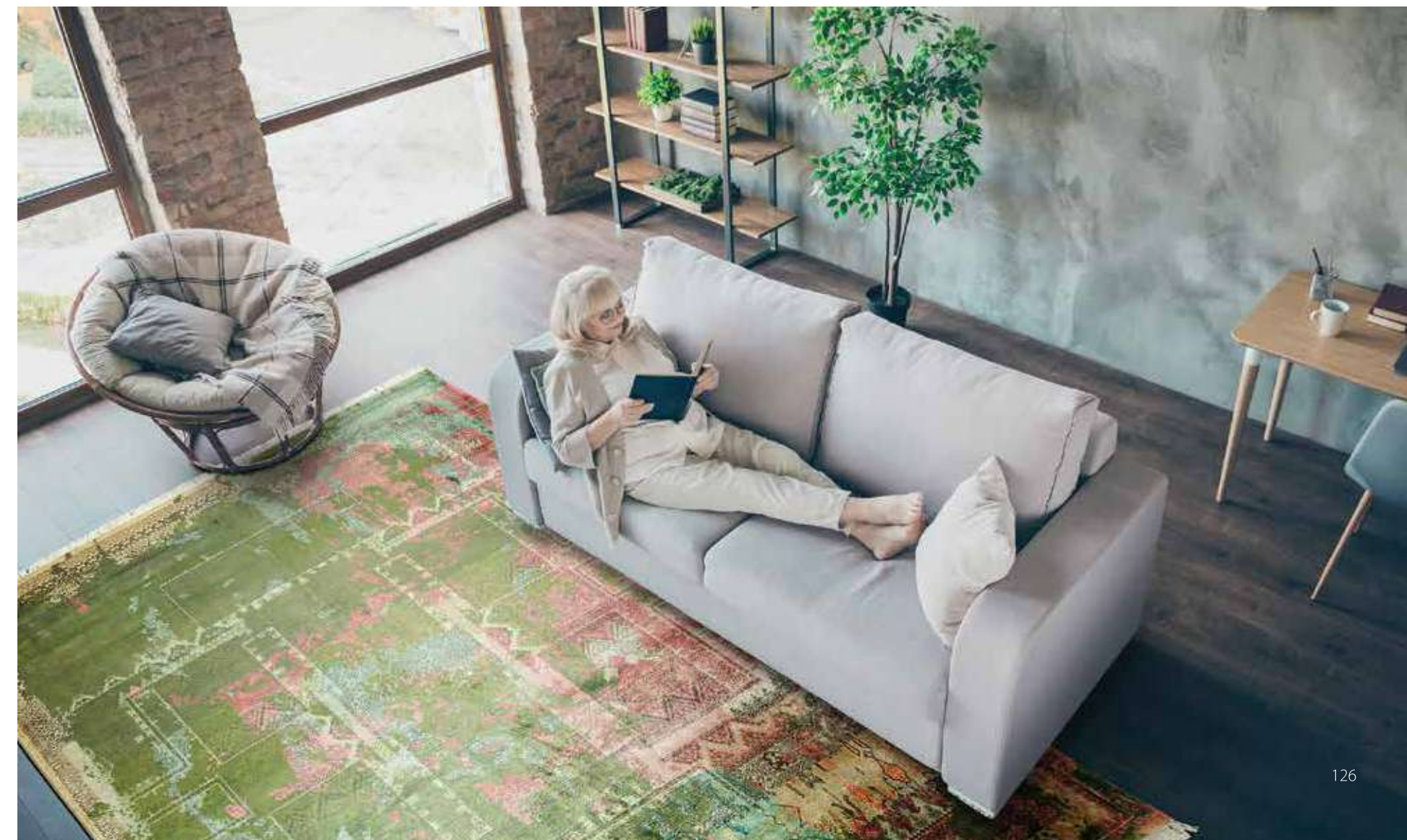
Jasper Crescendo

Jasper Crescendo from the Riwayat collection is a true masterpiece that embodies the essence of tradition and modern art. Inspired by the rich and vibrant hues of the jasper gemstone, this rug is a symphony of colors woven into an intricate tapestry of weaves. Each strand of this rug is a testament to the timeless beauty of tradition, art, and beauty.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

Mulberry Silk





Russet Reckoning

Russet Reckoning tells a story of tradition, heritage and timelessness. The intricate Mina Khani motif, an eon-old floral lattice pattern, has been preserved and weaved into this beautiful rug, lending it a unique character and soul. The harmonious blend of weaves and shades of brown results in a perfect representation of how tradition and modernity can coexist, resulting in a beautiful and timeless creation.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

New Zealand Wool & Viscose



The Queen's Gambit

The Queen's Gambit from the Riwayat collection is a beautiful representation of strategy meeting art. This rug is a perfect blend of rich colors like sage green, olive green, lilac, and lavender that evoke a sense of timelessness. The Shah Abbasi and Paisley motifs embodying a chessboard-like layout take center stage in this masterpiece, lending themselves to the enduring appeal of this classic design.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Natural Wool / Dyed Wool & Copper



Paradise Found

Paradise Found is a breathtaking work of art that embodies the essence of nature's paradise. With its lush shades of green and floral patterns, it brings the beauty and serenity of the natural world into your home. It brings to mind rolling fields and verdant gardens, reminding us of the simple pleasures of life and the importance of cherishing the world around us.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose



Tourmaline Tangle

Tourmaline Tangle weaves together the rich hues of the Tourmaline gemstone with ancient Persian motifs, showcasing the best of both worlds in one stunning piece. The use of vivid color in the rug symbolizes a bold step forward in tradition, taking the ancient art form and elevating it to new heights.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Jasmine Silk



Aurora Temporis

Aurora Temporis, which means the dawn of time, will transport you back to an era when craftsmanship and artistry reigned supreme. It is a symbol of the rich history and vibrant culture that have shaped our world, and a celebration of the spirit of tradition that continues to inspire us today. This rug reminds us that we are all connected by our origins and that the past is never truly gone, as long as we keep its legacy alive.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose



Mughal Mosaic

The Mughal Mosaic rug from the Riwayat collection tells a story of unity and strength, especially inspired by the Mughal reign in India. Its warm, earthy and organic colors give the rug a grounding and comforting presence. The two supplementary patterns that adorn this piece are a true testament to the beauty of collaboration and the power of bringing together two different elements to create something truly stunning.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Viscose





Revati Sharma Singh

Shuttling between UK and India, between global hunger and abundance, between various disciplines of art, for Revati Sharma Singh it's been a quest to bridge the great divide over the last 23 years.

This interdisciplinary artist doesn't fight shy of using clay, handmade sterling silver, 18 karat gold, cast metal, tapestry, embroidery, pigment and paints. Of late, grains have become central to her work and fractal-like repetitive compositions are the basis of her artistic and spiritual practice.

She's a regular contributor to the LAPADA Fair, Saatchi's Starata Art Fair, the Affordable Art Fair, London and Singapore, Masterpieces Art Fair, London, Art Monaco and the Venice Biennale, where she has been invited to take part twice.

Her fast-gaining reputation as an international artist and her frustration at not being able to transform injustices has awakened in Revati a new, more political angle to her work. Most of which, now carries a very strong social message.



The Earth Song

We unconsciously groove to the rhythm of the earth. Beneath a seemingly calm exterior, she hides a rather profound melody. Audible to only those who listen. The Earth Song is inspired by this continuous and elusive melody that's omnipresent, yet so rare. Every little detail in this piece is indicative of the urge to evade the everyday chaos of life to forge deeper, more meaningful connections. With the silent chatter of great big whales in oceans, the continuous rumble of the ground beneath our feet and of the seafloor below the water.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Jasmine Silk





The Core of Life

It's what inside that matters. The core beneath the surface, the very ground we stand in. That grounds us. The Core of Life is inspired by and draws a deep connection to the earth's core. The many swirls are an ode to the inward journey we must all come to undertake at some point in our lives. One that isn't easy. But one must carry on, nevertheless. Because being there is what leads us to the secrets of life, afterlife and beyond. Of what is and what's to come.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

New Zealand Wool & Jasmine Silk



The Pulsating Earth

The earth is alive. She's breathing. And just like you, she has a pulse too. The Pulsating Earth is a stunning piece inspired by the heartbeat of the earth. Its myriad patterns are a celebration of life, on the planet and within it. The pulse of the Earth with a cadence so strong is the symphony of life itself. One that goes on and on. With every beat and thread, it weaves a spell, a tale of beauty, that tales can't tell.

4.6 ft x 9 ft (1.40 m x 2.74 m)

Hand-knotted

New Zealand Wool & Jasmine Silk



Art De Rug Sandook



Cornhusk Metron

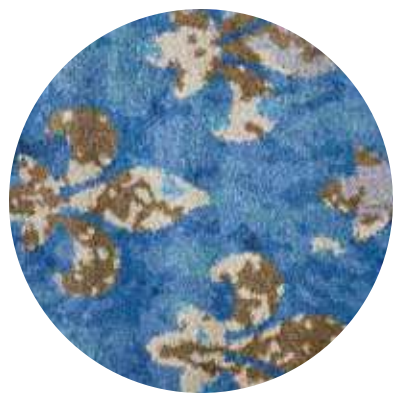
Cornhusk Metron is a celebration of the role that nature plays in art. The light brown and cream hues of dried cornhusks are a nod to the natural world and its geometry, with the Ancient Greek unit of measurement, the metron, inspiring the use of lines in this captivating artwork. The use of lines in art has long been a tool for creating harmony and balance, and this rug is no exception.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Heathered Wool & Bamboo Silk





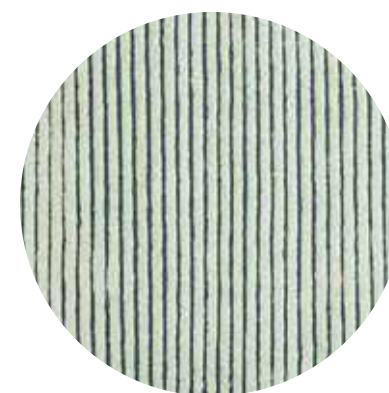
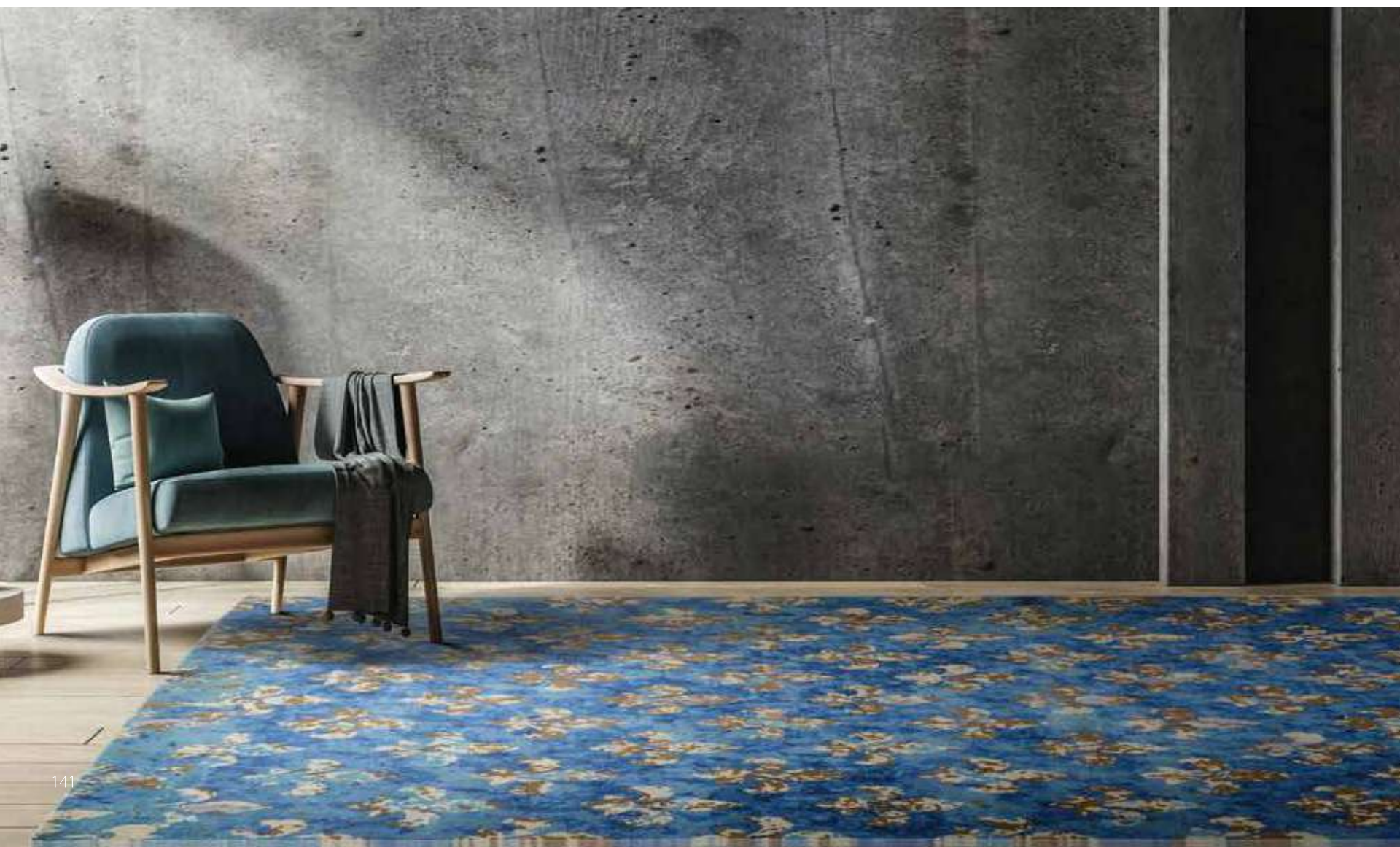
Legacy of the Lily

The Legacy of the Lily rug captures the elegance of the iconic fleur-de-lis motif. This symbol holds a rich history and significance, having been used for centuries in architecture, and art to represent power, royalty, and purity. The intricate and delicate design of the fleur-de-lis is beautifully showcased in this piece, reminding us of the timelessness and versatility of this motif.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Sheridan Wool (Australia)



Moon Mist Sulbas

In the Moon Mist Sulbas, geometry and nature come together to showcase the beauty of simplicity and the power of artistic expression. The word Sulba, meaning rope, cord, or string, highlights the importance of these elements in art, as they bring order and structure to a piece, and the moon mist color adds a soft, ethereal quality to the rug, imbuing it with a dreamlike characteristic.

8 ft x 10 ft (2.43 m x 3 m)

Hand-knotted

Wool



Woodland Weaves

Woodland Weaves is a tribute to the intricate patterns found in nature. The whorls and knots in tree barks are the focus of this piece, symbolising the cyclical nature of life and the continuity of growth. The colors are inspired by the vivid hues of the forest in all its seasons, making this rug an embodiment of the power and magnificence of nature.

6 ft x 9 ft (1.82 m x 2.74 m)

Hand-knotted

Heathered Wool & Jasmine Silk



Etched in Nature

Depicting the mottled bark of the Sycamore tree, Etched in Nature is a testament to the beauty of nature and the power of art to preserve it for generations to come. The colors of this tree evoke feelings of growth, renewal, and life, inspiring artists for centuries. The use of these patterns in art, especially in murals of nature, showcases the timeless appeal of nature's designs.

5 ft x 8 ft (1.5 m x 2.43 m)

Hand-tufted

Wool

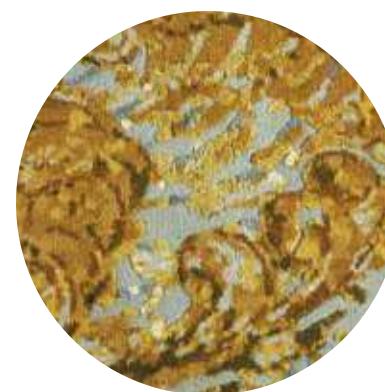


Jiroft

Rug inspired by the aesthetics of the antique board game - Backgammon. The exquisite design of the rug weaves in the timeless elegance and the unique pattern of the board. Premium materials, intricate design and earthy tones confidently enhance any decor. Immerse yourself in the allure of vintage art with the Jiroft rug - where style meets history.

5 ft x 7 ft (1.5 m x 2.13 m)

**Hand-knotted
Wool**

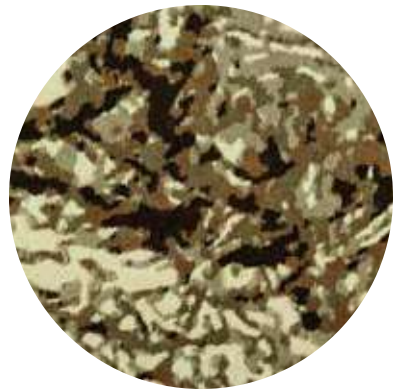


Butterum Da Vinci

The soft and warm hues of freshly brewed butter rum come to life in our luxury rug, Buttercream Da Vinci. The intricate details of the rug capture the swirling patterns of the creamy drink and its unique textures. From its soft and inviting textures to the rich and warm colors, our rug is perfect for anyone looking for comfort or indulgence.

5 ft x 8 ft (1.5 m x 2.43 m)

**Hand-knotted
Wool**



Biscotti Da Vinci

The Biscotti Da Vinci rug is a celebration of the exquisite beauty and rich history of Italian biscotti. With its warm, golden hues and delicate textures, this luxurious rug is a tribute to the traditional, handcrafted biscotti that have been loved for centuries. Inspired by the flavors of almond, vanilla, and anise, the Biscotti Da Vinci rug brings to life the exquisite, crunchy sweetness of this beloved Italian treat.

5 ft x 8 ft (1.5 m x 2.43 m)

Hand-knotted

Wool



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