

BATTILOSSI

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THE DIFFERENT DECLINATIONS OF THE BATTILOSSI RUG PROJECT AT THE SALONE DEL MOBILE
@ FIERA MILANO RHO, PAV. 3 BOOTH M23

A journey into the made-to-measure world of Battilossi: the culture of rug for collections, unique bespoke projects and private label creations.

Battilossi, the Turin-based company of rugs characterized by manufacturing excellence, chromatic harmony and calibrated elegance, continues to gain momentum and debuted as a protagonist at the Salone del Mobile, on scene in Milan from 18 to 22 April.

One of the few companies in this field that can make use of two factories, each one expressing the tradition of the country of origin, in Kathmandu (Nepal), where sophisticated hand-knotted and hand-woven carpets are made in natural materials, and in Lahore (Pakistan), where the most innovative textures are developed, Battilossi took part for the first time in the most important global fair for the home-furnishing sector.

A precious opportunity to reveal the 3 possible declinations of its project on rug: collections aimed at shops and end customers that mix traditional techniques seeking new creative results, bespoke rugs created meet the specific needs of a project or the requests of an artist, up to the "private label" collection dedicated to the design studios and furniture industries, in which Battilossi makes its design consultancy and manufacturing skills available to create an 'ad hoc' offer in line with the brand's world of reference.

The exhibition presented the "timeless" icons of the brand, alongside the moodboards with samples of the main collections: mobile elements inject dynamism into the scene, allowing to test the possible combinations of carpets, with a view to the complementarity of the models that pervades the entire offer, designed to reconfigure the space in ever-changing combinations.

Battilossi Collections

Avita

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

The desire behind Avita collection is to add a layer of sophistication to the flatweave carpet. The intention is to create a great product with such complex workmanship that the difference between a hand-knotted carpet and a flatweave creation is blurred.

To achieve this, different weaving techniques and embroidery have been experimented.

Intense yet natural colours, the finest handspun Ghazni wool, kilim weaving and mixed weft wrapping techniques (soumak) come together to give the collection a unique look.

Design. Drizzle (Colors: Mint, Haze, Fire, Slate), Ember (Colors: Glow, Orchid, Jade), Flash (Colors: Cadetgrey, Mulberry, Silverblack), Selva (Colors: Coral, Reef, Walnut, Coal), Stelig (Colors: Baraf, Slate), Storm (Colors: Cactus, Salt, Passionfruit, Nila).

Caleido Concept No.1

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

Caleido Concept No.1 represents the first step towards a style which is highly oriented to interior decoration professionals. Design loses its primary function towards an overall, cosy 'ensemble', composed by a random combination of dense repeated patterns, very difficult and innovative weaving techniques and a highly sophisticated colour palette.

Battilossi goes against the flow of the market by creating a collection that embodies the anti-statement rug by excellence. The pattern is just an excuse to play with textures and colours, 27 combinations where all the elements talk to each other in a delicate dialogue within each individual rug and in combination one to another.

A platform that has been conceived to allow the interior designer to play both with the weaving techniques (Tango, Ibiza and Gamla) and colours in any of the 3 designs (Fracto, Frost and Furosa).

Three colour tones (Light, Medium and Dark) that are easily combined with each other in a harmonious complementarity. The definition of tone, in the case of Caleido, refers to the colour of the background and the

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general perception of the carpet as a whole. The intention is always to obtain a bright and brilliant result, even in dark tones carpets.

Design. Fracto (Colors: Adobe, Autumn, Cactus, Chalk, Ink, Rust, Sand Stone, Tiffany, Yogurt), Frost (Colors: Bermuda, Emerald; Jazzberry, Mamba, Oysterbay, Raincloud, Seashell, Truffle, Vanilla), Furosa (Colors: Capri, Chestnut, Grape, Navy, Starburst, Teal, Thunder, Trueblue, Venice).

Caleido Concept No.2

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN

CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

Caleido Concept No. 2 is an interpretation of the concept of complementarity. The latter plays a key role in the collection and makes the rug a modular element in continuous dialogue with the environment in which it fits.

Concept No. 2 represents a further step in a style highly oriented towards interior design professionals, lighting up the colour spectrum and offering unexplored aesthetic outcomes, in the sign of a new sophisticated decorative style.

Three new designs (Akira, Mifune and Kitano) freely inspired by the iconic motifs of vintage Japanese fabrics and kimonos. Three extremely advanced weaving techniques (Tango, Ibiza and Gamla) to give body and texture to the rugs, in a perfect balance of textures and sculptural surfaces. Three tones (Pastel, Vibrant and Deep) that are easily matched in a harmonious complementarity, designed to work in continuity with Battilossi patterns and qualities.

Design. Akira (Colors: Dove, Falcon, Galah, Owl, Sparrow, Starling, Toucan, Turkey, Warbler), Kitano (Colors: Barbet, Blackbird, Flamingo, Heron, Hornbill, Jay, Mackerel, Quail, Trout), Mifune (Cardinal, Grappa, Greenfinch, Malabar, Monal, Ostrich, Peregrine, Trogon, Woodpecker).

Eclectica

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN

CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

The abstract and organic designs of the Eclectica collection are inspired by the surfaces, made of man-made materials, that we encounter every day and demonstrate how sublime sophistication can be found even in something as prosaic as corroded sheet of metal, enhancing the profound ability of yarns to transform and tell stories.

Designed in Italy and hand-knotted in Lahore in 100% fine Ghazni wool.

Small-pot dyeing heightens the texture in a celebration of colour.

The process entails particularly complex weaving techniques and supreme attention to detail, with the unique surface achieved through the meticulous work of a team of restorers of antique rugs.

Design. Brushpaint (Colors: Brown, Red), Checker Print (Colors: Bronze, Choco), Cosmo (Colors: Night, Sand), Crossroads (Colors: Charcoal, Silver), Earth (Colors: Lava, Moss), Glaze (Colors: Persimmon), I Jean (Colors: Ice, Mud, Stone), Largo (Colors: Cement, Ocean, Sand), Night Vision (Colors: Fire, Petrol), Print on Print (Colors: Sugar, Tangerine), Short Round (Colors: Foliage, Magma), Sideways (Colors: Rust, Steel, Sunset), Tangy (Colors: Biscuit, Dust), Wabi Sabi (Colors: Desert, Sunset).

Kalash

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN

CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

With a bold and sophisticated spirit, the Kalash collection takes inspiration from Verneh rugs, woven between the 19th and 20th centuries in the Soumak style, an ancient technique used to create a thick and durable textile surface.

With this collection, Battilossi highlights the value of complexity, embellishing the base of each carpet with intricate embroideries that give three-dimensionality and dynamism to the dense decorative motifs derived from classical sources. Densely baroque motifs are made more spacious and the curvilinear patterns, which in Caucasian carpets from the 16th to the early 18th century represented dragons, are simplified and become geometric, showing repeated S-shaped and helical abstractions.

Hand-knotted in pure Ghazni wool, the Kalash collection rugs have a wonderful palette of dark reds, ocher, light blue which, combined with the abrage effect, give a suggestive refined and vintage look. Some rugs in the collection feature intense shades of purple and teal in perfect balance with the bright accents in the borders and fields.

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There are three designs (Joya, Kara and Venta), all passed through a dense repetition of patterns. Design. Joya (Colors: Ivory, Medium Blue, Ocher, Rubi), Kara (Colors: Cheri, Light Gray, Medium Blue and Purple Gray), Venta (Colors: Enji, Indigo, Light Blue, Orange, Olive Ocher, Purple).

Pattern Mix

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

Pattern Mix is the result of matching a small technical weaving feature particular to Battilossi workshops in Pakistan with the vision of designer Draga Obradovic, whose fabrics combine hand-printing and painting with the organic look and feel of vintage textiles.

The fabrics created by Draga Obradovic's atelier achieve her signature look and authenticity through layering cloth, pattern and colour; here they are translated into a pile carpet collection with its own signature style.

The Pattern Mix collection has been developed to give a unique and captivating style to modern and informal environments.

Design. Pattern Mix 2 (Colors: Carbon, Coffee, Steel, Suede), Pattern Mix 3 (Colors: Linen), Pattern Mix 4 (Colors: Mist, Moss), Pattern Mix 5 (Colors: Ivory, Lapis), Pattern Mix 6 (Colors: Castagna), Pattern Mix 7 (Colors: Linen), Pattern Mix 9 (Colors: Ivory, Spice), Pattern Mix 10 (Colors: Ivory), Pattern Mix 12 (Colors: Black, Cream, Taupe), Pattern Mix 14 (Colors: Apricot, Denim, Pebble), Pattern Mix 15 (Colors: Fog, Honey).

Series #1

DESIGNED IN ITALY AND HAND-KNOTTED IN NEPAL
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

Contrasts inspire the Series 1 collection but colour and its interaction with tactile material underpins its success. The clarity of the design and colours throughout the collection is achieved through the use of an innovative weaving technique and a carefully chosen mixture of materials.

Silk is used in fields of confident hues interspersed with wool throughout the pile, giving a softer texture to the Series 1 carpets; this is in contrast to the plain and colored sari-silk used to embellish the sides and ends.

The rich materiality of the pile contrasts with the textured weave in an unexpected design harmony. The high quality makes this collection perfect for elegant and formal interiors.

Design. Edge (Colors: Charcoal, Grey), Flame On (Colors: Silver, Natural White, Indigo, Green, Blue), Niwas (Colors: Brown, Charcoal), Pipes (Colors: Blue, Red, White), Rhapsody (Colors: Blue, Purple Brown, Red), Skyfall (Colors: Blue, Grey, Red).

Series #2

DESIGNED IN ITALY AND HAND-KNOTTED IN NEPAL
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

Innovation driving all the Battilossi collections, and finding a new spirit from the traditional weaving techniques from Tibet, is the starting point for Series 2. The handmade and organic feel, is successfully combined with the artisans' ability to weave complex patterns with the material associated with the best Nepalese carpets.

Designed in Italy and hand-knotted in Kathmandu, in Tibetan wool, natural silk and linen.

Each composition, each motif has its own cut finish, meaning that each carpet has its own character. The collection is intended for elegant and refined contexts.

Design. Arrival (Colors: Charcoal Brown, Dark Blue), Hendrix (Colors: Cream, Purple Haze, Red), Orma (Colors: Brindle, Poppy B, Turtle), Pixel (Colors: Blue, Fog, Silver), Quantum (Colors: Ivory, Magenta, Raspberry), Spiro (Colors: Beetle, Slate).

Tocca

DESIGNED IN ITALY AND HAND-KNOTTED IN NEPAL
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

Perfectly pitched colour, alluring texture, subtle design, complex weave and precise detailing. Tocca designs have extremely complex woven structure with more than six overlaying textures that give the rugs a unique handle and visual texture.

The Tocca collection is realized in Tibetan wool and fine linen and is hand-knotted in the Kathmandu Valley. It has been designed to be inserted in urban and elegant contexts that are well suited to the richness of colors and the quality of the materials that this collection offers.

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The Tocca collection rugs consist of three elements, geometry, colour and texture, working together to create a movement, a dance.

Design. T1 (Colors: Lemon Grey, Shadow, Silver), T2 (Colors: Argento, Dune), T3 (Colors: Grey, Spring, Steel Dune), T4 (Colors: Orange, Persian Plum, Sahara), T5 (Colors: Copper, Petrol), T6 (Colors: Cream, Pearl, Smoky Quartz).

Veldt

DESIGNED IN ITALY AND HAND-KNOTTED IN PAKISTAN
CUSTOM MATERIALS, COLORS AND SIZE AVAILABLE UPON REQUEST

An unprecedented collection that combines new creative suggestions with existing motifs, obtaining a contemporary proposal that can be inserted with ease in all interior projects.

With Veldt, Battilossi revisits the decorative patterns used in previous collections, simplifying them in the name of lightness and versatility. The zigzag pattern that distinguishes Drizzle (Avita collection) is proposed here in a tempered version, as well as the checkered pattern typical of the Gamla technique used for the Caleido No.1 and Caleido No.2 collections, takes on a new look, a discreet elegance that reveals itself in the details.

The rugs of the Veldt collection, hand knotted in pure Ghazni wool, present a wonderful palette of reds, ocher, ultramarine blue which, combined with different textures (flat weaves, embroidery, Scandinavian weaving, etc.) give a sophisticated look to each carpet. Ten different combinations with seven decorative motifs are available.

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