

# BATTILOSSI

Est 1959

## COMPANY PROFILE

### PHILOSOPHY

Deep knowledge of textile art, exquisite craftsmanship, fine yarns and an exclusive palette of 1200 shades with which to experiment with innovative textures identify Battilossi, a Turin-based company engaged in a never-ending design research aimed at passing on the millenarian tradition of oriental rugs, projecting it into contemporary design. For 30 years, Battilossi contemporary rugs have been the result of a refined intertwining between East and West where Italian creativity, style, know-how and culture are combined with the ancient experience of the master craftsmen of Nepal and Pakistan, in a continuous exchange of connoisseurship and in mutual evolution.

### HISTORY

The history of Battilossi has its roots in the late 50s when Romolo Battilossi, after his apprenticeship as a restorer in a renowned Turin carpet shop, becomes passionate about the world of antiques and started his business as an antique carpet merchant. An enthusiasm that also infects the children Maurizio and Marina, who grow up with the same passion for carpets, learning their secrets through their father's words. Still very young, they support their father in a path of international affirmation that sees the apex in the auction dedicated to Battilossi in 1998: one hundred and twenty-two masterpieces sold by Christie's at record prices, placing the family among the most important textile antique dealers in the world. In the 90s, with the generational change, Maurizio and Marina grow the desire to explore new territories; they create a new company, a new identity and above all a new product: the contemporary carpet. Battilossi, today, is the refined synthesis of its past, in which a unique expertise gained in auctions, travel, markets and museums together with an eye accustomed for generations to cultivate beauty, converge together in an intangible way, expressing it in the smallest details.

### FACTORIES

The company is one of the few in this field that can make use of two factories, each one expressing the tradition of the country of origin: in Kathmandu, Nepal, sophisticated hand-knotted and handwoven carpets are made in wool, silk, linen, nettle and other natural materials, and in Lahore, Pakistan, the most innovative textures are developed, original techniques with the precious wool from Ghazni, in Afghanistan. The common trait, between Nepal and Pakistan, is a thoroughly manual skill utilized in all the manufacturing processes. From the original idea to the artwork, up to the dyeing, the weaving and the finishing, each phase of the carpet production is under Battilossi's direct control, which thus has the possibility to test new and exclusive stylistic and technical solutions, ensuring the desired visual, spatial and tactile effect to each creation.

### MATERIALS, TEXTURES & COLOURS

More than a mere decorative object, Battilossi rugs are conceived as fundamental complements of an interior, they can be used to transform a space and a starting point for inventing a room, merging its various elements into a visual unicum. The idea behind the Battilossi philosophy is that the carpet is a blank canvas on which to fix a concept: a surface to be interpreted starting from a careful study of the interior design. A palette of 1200 shades in silk and raw wool, and a weaving construction that is unique each time allow Battilossi to obtain the perfect combination of elements and colors in every project, in highly refined solutions designed to give the right balance to the space, enhancing it to the most.

### COLLECTIONS

Manufacturing excellence, chromatic harmony and calibrated elegance are the leitmotif of the Battilossi proposal, which is composed around collections that, by mixing traditional techniques, seek out new creative outcomes. With numerous international partnerships, Battilossi rugs embellish interiors all over the world, from Europe to the United States, to Australia and China: a universe of unprecedented textures and unexpected shades targeted to authentic connoisseurs, able to satisfy the wishes of private clients, designers, brands or artists drawing from an inexhaustible cultural background.

### BESPOKE

# BATTILOSSI

Est 1959

Unique bespoke rugs, created to meet the specific needs either for interior or artist. The wide choice of finishes and colors, the attention to detail and the handicraft production make the Battilossi collections easily adaptable to the various design requirements, up to the creation of made-to-measure rugs giving the desired content to any environment.

## PRIVATE LABEL

Battilossi makes its design consultancy and manufacturing skills available to the design studios and furniture industries for "private label" collections, created 'ad hoc' by translating the peculiarities of the clients' brand and distilling its essence.

## GALLERIA BATTILOSSI

Inside Galleria Battilossi, the Turin showroom and flagship store since 1985, the company also continues the tradition for conservation and restoration of antique carpets and textiles. This magical space hosts regular presentations of the brand's new collections and is the stage for unique, antique and vintage pieces jealously guarded in its underground vault and presented with a curatorial slant that reflects the personal point of view on textiles of the Battilossi family.

Battilossi Italia  
Via Giolitti 45 g  
10123 Torino – Italy  
Te. +39 011 18951830  
Email: [customerservice@battilossi.com](mailto:customerservice@battilossi.com)

Battilossi North America  
The Merchandise Mart  
222 Merchandise Mart Plaza Suite 6-160  
Chicago Illinois 60654 USA  
Tel.+1 312 321 0090  
Email: [sales\\_us@battilossi.com](mailto:sales_us@battilossi.com)

Press Office: R+W, 02 33104675, [barbara.barbato@r-w.it](mailto:barbara.barbato@r-w.it)