

## Preview Artissima 2023

GRAPHIC COUTURE. A SIGNATURE COLLECTION BY MILTON GLASER  
@ GALLERIA BATTILOSSI, VIA GIOLITTI 45G, TURIN  
3-5 NOVEMBER 2023

Chromatic vibrations, fine yarns, unprecedented textures. On the occasion of Artissima 2023, the main contemporary art fair in Italy, Battilossi opens the doors of its Turin showroom dedicating a special display to the carpet collection of the legendary American graphic designer Milton Glaser.

Battilossi releases the carpet from the constraints of tradition, leaving room for the imagination of Milton Glaser, famous for inventing the "I Love NY" logo and revolutionizing graphics in the 1960s, creating the iconic image of Bob Dylan with psychedelic hair, with forays into the world of design such as the collaboration with Ettore Sottsass for the launch of the Valentine typewriter.

From 3 to 5 November, Galleria Battilossi welcomes some of the most emblematic pieces of the collection, a series of astonishing rugs hand-knotted in Nepal in soft Tibetan wool and fine silk characterized by unique designs, which attract attention by bewitching the gaze with graphic features, animalier flowers and mystical symbols. Haute couture surfaces where the weaves pay homage to craftsmanship and the color combinations reveal multiple research keys and inspirations, from impressionism to tribal painting. Among the various pieces on display, are the "Mandalas" inspired by the elements Water and Air: a splendid fusion of geometric and symbolic shapes, circle, square and triangle, and colors which, blending into each other, take on depth and an engaging dynamism.

Sensitive to beauty in all its forms, with this event Battilossi confirms its passion for textile art conceived as a territory of infinite experimentation. In Battilossi carpets, tradition is constantly reinvented, enhanced from collection to collection by new expressive languages which, in line with the company's DNA, testify to its continuous research path aimed at giving life to new stories waiting to be told, and new paths ready to be undertaken.

Dal 3 al 5 November 2023  
H. 9:30am – 1pm | 2:30pm – 7pm  
Cocktail: 3-5 November 2023, H. 5-7pm

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# BATTILOSSI

Est 1959

## **Milton Glaser**

DESIGNED IN U.S.A. AND HAND-KNOTTED IN NEPAL  
ONE-OFF PIECES

Fine yarns, passion for colour and curiosity in exploring parallel universes: Battilossi presents the collection of rugs signed by the legendary American graphic designer Milton Glaser, famous for inventing the iconic "I Love NY" logo and revolutionizing graphics in the 1960s, with forays into the world of design such as the collaboration with Ettore Sottsass for the launch of the Valentine typewriter.

An all-encompassing talent, Glaser has conceived a miscellaneous series of carpets without a single common thread, but multiple research keys and inspirations, from impressionism to tribal painting, from abstract art to graffiti.

A series of amazing hand-knotted carpets made in Nepal in soft Tibetan wool and fine silk characterized by unique designs, which catch the eye with graphic strokes, animalier flowers and mystical symbols.

Design. Applique (Colors: Salsa/Radish), Art Nouveau (Colors: Alpine, Swan), Eclipse (Colors: Chalk), Mandala (Colors: Air, Earth, Water), Monster (Colors: Onyx, Poplar), Paper Dragon (Colors: Stratus, Shiraz), Paper Flower (Colors: Jasmine/Petal), Snakes (Colors: Charcoal, Orzo), Stems (Colors: Guava), Tantra (Colors: Tomatillo), Vines (Colors: Beryl/Pond).

## BATTILOSSI

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 millenary 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. 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 hand-woven 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.

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