

BATTILOSSI

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Battilossi for Gervasoni's Indoor 2023 and Samet Catalogues

BATTILOSSI CARPETS CONFIRM THEIR SOPHISTICATION AND VERSATILITY IN GERVASONI'S INDOOR 2023 AND SAMET+SAMET LOW CATALOGUES.

The collections are presented through a journey across various living contexts, from refined city penthouses to contemporary lofts and elegant residences immersed in nature. Each carpet not only embellishes the rooms with its distinctive charm, but also reflects the craftsmanship and attention to detail that characterise both brands. This collaboration was made possible thanks to the concept and design by Choice-Studio, with photography by Max Rommel and styling by Ilaria Baccocchi Studio.

VELDT

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.

Custom materials, colors and size available upon request.

Hand-knotted in Lahore, Pakistan.

Gervasoni BRICK 23 Chair design Paola Navone + Battilossi VELDT Gridiron Autumn.

Gridiron is a further example of Gamla weaving currently available in the Autumn color: burnt browns, tobacco shades and oranges with warm shades.

Gervasoni YAKU design Gabriele and Oscar Buratti + Battilossi VELDT Tic Tac Toe Owl.

Tic Tac Toe, a dense and repetitive all-over pattern, takes inspiration from a detail of the Akira design, Caleido Concept No2 collection.

Gervasoni DAEN 72 Library design Federico Peri + Battilossi VELDT Orloff Blue.

Orloff is the perfect synthesis between Gamla weaving and Avita embroidery. The dynamic box motif is highlighted in a first combination with a gold background and a pattern in blue tones.

ECLECTICA

Designed in Italy and handmade in Pakistan from 100% Ghazni quality wool. The uniformity of the surface is achieved through the meticulous work of a team of experienced antique carpet restorers. Small-pot dyeing heightens the texture in a celebration of colour. The abstract, organic designs in the collection demonstrate how sublime refinement can be found in something as prosaic as a corroded sheet of metal, and the profound abilities of yarn to transform and tell tangible stories.

Custom materials, colors and size available upon request.

Hand-knotted in Lahore, Pakistan.

Gervasoni SAMET Conf. D design Federica Biasi + Battilossi ECLECTICA Sideways Rust.

Rust demonstrates how sublime refinement can be found in something as prosaic as a corroded sheet of metal, and the profound abilities of yarn to transform and tell tangible stories.

Gervasoni SAMET LOW Conf. A design Federica Biasi + Battilossi ECLECTICA Crossroads Charcoal.

Charcoal's abstract and organic designs are inspired by the surfaces, made of artificial materials, that we encounter every day.

AVITA

The desire behind Avita is to give a flatweave carpet, usually associated with Kilims and Dhurries, a more refined and sophisticated taste. Our intention is to create a great product with such complex workmanship that the Battilossi, Piazza Maria Teresa (via Giolitti 45g), 10123 Torino, T. +39 011 18951830 E. info@battilossi.com

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difference between a handknotted carpet and a flatweave creation is blurred. To achieve this, we have experimented with different weaving techniques and embroidery (soumak), implementing a more pronounced and substantial flat surface (kilim). The use of phenomenal shades with exceptional color variations, mixed weft wrapping techniques (soumak), and the finest handspun Ghazni wool give the rugs in the Avita collection a unique taste, offering an additional level of depth. Avita is the scent of the sea, the roughness of sand, the brilliant tones of nature.

Custom materials, colors and size available upon request.

Hand-knotted in Lahore, Pakistan.

Gervasoni SAMET Conf. F design Federica Biasi + Battilossi AVITA Storm Nila.

Nila is the scent of the sea, the roughness of sand, the brilliant tones of nature. The use of phenomenal shades with exceptional color variations, mixed weft wrapping techniques (soumak), and the finest handspun Ghazni wool give the rugs in the Avita collection a unique taste, offering an additional level of depth.

Credits:

Concept + Design: Choice-Studio

Product design: Federica Biasi, Federico Peri, Gabriele e Oscar Buratti, Paola Navone.

Photo: Max Rommel

Styling: Ilaria Bacciocchi Studio

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