

# The true essence of the home

The carpet sets the stage for tranquil living, architectural grounding, cultural oasis and contemporary rituals.

**TAPIS ROUGE**

***One step ahead of trends. Essentially sustainable.***

Contemporary design that brings to the surface the complexity and quality of a hand-made rug.

Atelier Tapis Rouge is a luxury rug company based in Milan. We carry forward the rich legacy of rug-making, tracing back centuries. Our story is rooted in the traditions of ancient Persia where spirituality, tradition, and craftsmanship were blended, and it continues in the contemporary rituals of everyday life, within interior design projects, drawing new expressive languages and new meanings.

We produce our rugs in Nepal, using sustainably sourced raw materials and hand-knotting techniques that embody the care and tradition of the past, and respecting the values of the communities we work with. Each rug is a testament to the company's dedication to preserving the traditions of the past while embracing the challenges of the future.

In respect and love for the continuity of time, today, Atelier Tapis Rouge is run by Aaron Meilech, who carries on the heritage of his Persian family, moving from dealing in the rarest and intricate carpets, to rugs that better exemplify the contemporary historical moment and the demand of a market that also serves interior design, contract, and the luxury world in general.

Tapis Rouge chooses the language of contemporary art and scenarios to weave the future by designing high quality products which, with the right care and maintenance, can be handed down to the history of future generations.



Tratto Collection 2023 - Tratto Magenta; wool 100%; 60 knots/inch<sup>2</sup>; 8 mm pile height; hand knotted.

Atelier Tapis Rouge, in each step of its entire *production cycle*, reflects on trends, modern innovations, and architectural and interior design demands.

Our collections with 330 designs are a portrayal of our approach. To make our rugs, we use a variety of techniques designed to make the most intricate details and diverse surfaces look their best. Hand knotting, hand weaving and carving are among the main techniques used by our artisans.

Our production helps to support community of skilled artisan craftsmen and their families to ensure that the ancient techniques are passed onto the next generation.

Like all of Tapis Rouge's rugs, each design is created to last lifetime bringing warmth and energy to the home like a work of art.

#### OUR PRODUCTION PROCESS

- *Concept & Design*
- *Sample drawing*
- *Thread Confirmation*
- *Thread dyeing*
- *Hand-knotting*
- *Pre-washing*
- *Knot Leveling*
- *Carving & Finishing*

# Production stages

## ***Concept & Design***

We draw ***inspiration*** from various sources, be it nature's enchanting beauty, architectural masterpieces or research into the rich tapestry, fabric archives and cultural heritage. Each pixel is translated into knot combining identities of the past with possible future scenarios.

## ***Sample drawing***

From gradients to the finest lines or different pile height, every new design is a wonderful ***creation***. We offer a wide range of carpet samples, allowing our clients to see the small details before ordering a full-size carpet or a custom design.

## ***Thread Confirmation***

Our production is ***sustainable*** and handcrafted with individually colored threads. Once the colors are confirmed by our designers the production can really start.

## ***Thread dyeing***

Our ethical commitment is intrinsic to ***preserving*** authentic, ***traditional processes*** from the past, that's why we continue to use natural formulas that eliminate the environmental impact of dyeing the yarns.

## ***Hand-knotting***

is a precise manual weaving technique involving vertical or horizontal looms carried by highly skilled artisans. This technique permits various finishes, from simple to elevated loop piles or the combination of different and multiple fibers. Detailed design often requires a higher ***knot-density*** per unit of area of the rug, while production time is longer, the result is the very finest and top-quality product.

## ***Pre-washing***

After the rug is hand knotted, we wash it with special equipment, before stretching it for drying.

## ***Knot Leveling & Stretching***

To ensure that the pattern lines are exactly as on the sketch, an alignment and stretching step is included in the production process of our rugs. This process is carried out by master craftsmen, as it requires high precision.

## ***Carving & Finishing***

Is one of the most important and exciting stages in which the design comes to life, revealing, through the carving, its different volumes, shadows, and pile heights.



Knot density - detail © Tapis Rouge



Different Pile Height - detail © Tapis Rouge

At our company, we believe that true beauty lies *in harmony with nature*. **Sustainability** permeates every aspect of our work as a reflection of our ongoing commitment to producing, according to ecological and ethical practices, rugs that are meant to last for generations.

We use primarily materials derived from nature, from *natural wool* and *silk* to *bamboo* and *alpaca*, with the exception of *100% recycled PET* that we recently introduced for the *new outdoor collection*.

Every strand of yarn fiber undergoes a careful selection process and is expertly woven using traditional techniques by our artisans in Nepal. Through their artistry, rich color palettes, intricate knot schemes, and captivating textures, every carpet is a singular journey.

With each creation, we aim to weave together an immersive experience that celebrates the magnificence of natural materials and showcases their timeless beauty.





Sketch for Ambience Collection © Tapis Rouge



Ambience - Millennium Bridge - detail © Tapis Rouge



Our main priority is to ensure that our collections have a ***minimal environmental impact***; to this end, our rugs are carefully hand-knotted, carved, and washed by our team of experts in Nepal, using only ***eco-friendly tools*** and techniques and ***sustainably-sourced raw materials***.

We have created unique formulas that significantly reduce the environmental impact of dyeing the yarns.

Our commitment lies in preserving and cherishing ***Nepal's rich heritage*** of craftsmanship, using natural fibers that include ***wool, silk, cotton, mohair, allo, and linen***. Moreover, we are ceaselessly exploring new routes to source premium materials of unparalleled quality.

We are also proud to announce that Tapis Rouge has been awarded a ***special mention for sustainability*** in the prestigious Archiproducts Design Awards 2021. This recognition further validates our continued efforts to use recyclable and biodegradable materials and adopt environmentally friendly production techniques.





Tratto Collection 2023 - Tratto d'Oro; wool 100%; 60 knots/inch<sup>2</sup>; 8 mm pile height; hand knotted.



Valcamonica Outdoor Collection - 100% recycled PET - Hand-knotted



Monumenti Collection - Anfiteatro; silk 85% , wool 15%; 80 knots/inch<sup>2</sup>; Hand-knotted

We create hand-made rugs for *every type of interior, outdoor, style* and desire of our customers. Each of our designs can adapt to the needs of our clients whether they are consumers, architects or interior designers.

***Custom-made*** projects can produce unique artifacts and endless possibilities.

At the center of the production process, there is the desire to create a unique product for every room, tailor-made for every type of owner, space and project. Our ***hand-made rugs*** can be ***customized*** for every need in ***sizes, colors within a palette of 560 shades and shapes***.

After a design consultation we can help turn every vision into reality.

When designing a ***bespoke carpet*** we can recreate a piece from its existing collection in any size, shape and color, as well as add or remove elements, or design a unique piece from an inspirational mood-board, in order to fully realize our client's vision.

To begin the process of creating a bespoke rug we arrange an initial meeting face to face or a phone/video call to discuss the creative brief for the project. We consider future allocation of the rug, dimensions, color palette, creative themes and inspiration for the piece to be designed.

A Tapis Rouge expert can guide our customers through the details of every ***non-standard project*** and discuss possible ***customizable*** options.

Designs can be turned into:

- ***circles***
- ***octagons***
- ***staircase rugs***
- ***runners***
- ***wall-to-wall carpets*** and every ***unusual shape***.



Custom project - Stairway



Custom Project - Wall to wall floor covering



Custom project - Super Yacht



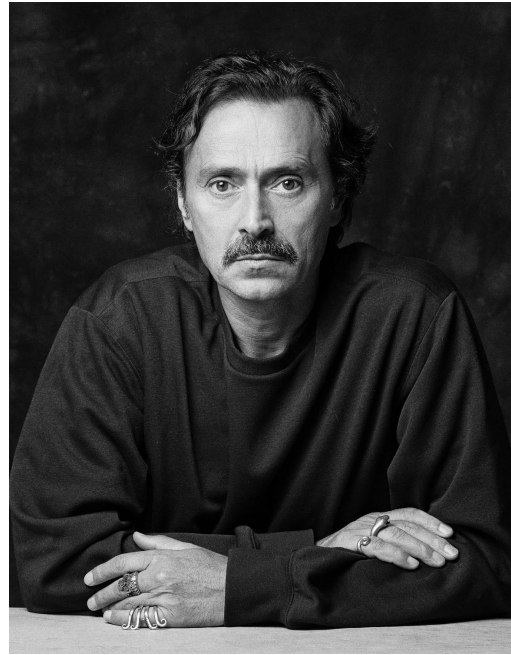
Custom Project - Private Jet

## Our Collaborations

*We celebrate the coming together of creative minds worldwide to inspire and innovate.*

Our international team consists of the most talented designers, architects, graphic artists and skilled craftsmen who work together to create, express and share their passion for Art and Design.

We collaborate with a network of professionals who share our vision to help promote the philosophy of sustainable and timeless design.



## Natalia Enze

Is based in Milan where she works as a Creative Director, Architect and Product Designer managing interior design, residential, hospitality and commercial projects.

Natalia's work is internationally renown; she has been awarded with the German Design Award 2022, Archiproducts Design Awards in 2021 and 2020, NYCxDESIGN Awards 2021 and Longlisted at the Archiproducts Design Awards 2022.

## Novembre Studio

Born in Lecce in 1966 and graduated in Architecture. Today he works and lives in Milano. He collaborates with design companies such as Bisazza, Cappellini, Triade, and Casamania. He owes his fame to the numerous interior design projects and to his experience as Director of the Domus Academy, as part of the scientific committee for the new Triennale Design Museum, for his Art Direction for Triade, and as a Curator of numerous exhibitions.

## Margo Trushina

She has an extensive experience exhibiting internationally: her works were presented at the Royal Academy of Arts (London), Museum of Modern Art (Turin), 5th Moscow Biennale of Contemporary Art, SFER IK Museum (Mexico) and many others. Her artistic practice reflects on the latest discoveries in the field of neuroscience, environmentally oriented practices and sustainability.

## Mike Shilov

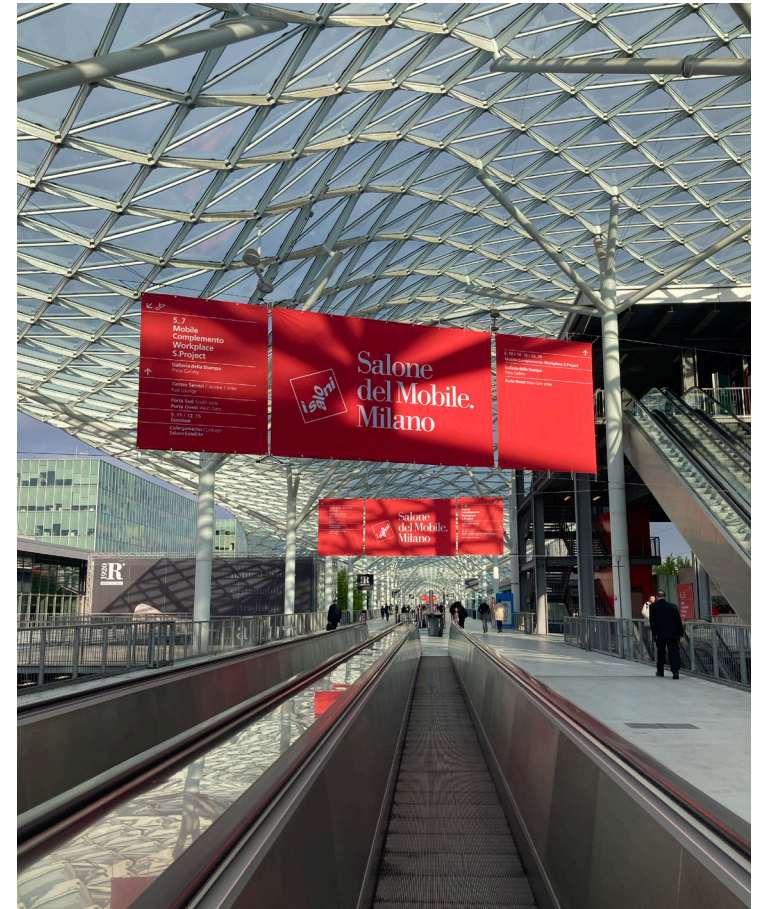
Is known for his impeccable work in creating private and contract spaces that blend modern lifestyle and discreet luxury. His notable project for the Bosco Verticale skyscraper in Milan was featured in Architectural Digest's prestigious "The Very Best of Design" issue. He performs with master classes and lectures at important design events and International Design School.



## Public Activities

*Salone del Mobile 2023; Artemest Fuorisalone “L’appartamento” 2023; Archiproducts Fuorisalone 2022; Salone Del Mobile 2022; Rossana Orlandi Gallery 2019 - 2020; Dubai Design District 2019; Design Miami - Basel 2018*

Every year we participate in the most important international events and fairs dedicated to design, creating valuable moments to share our know-how and history with the main players in the furniture and interior sector. Being present is essential for us to strengthen our presence in the market and, first and foremost, to spread the culture of handmade, contemporary rugs.





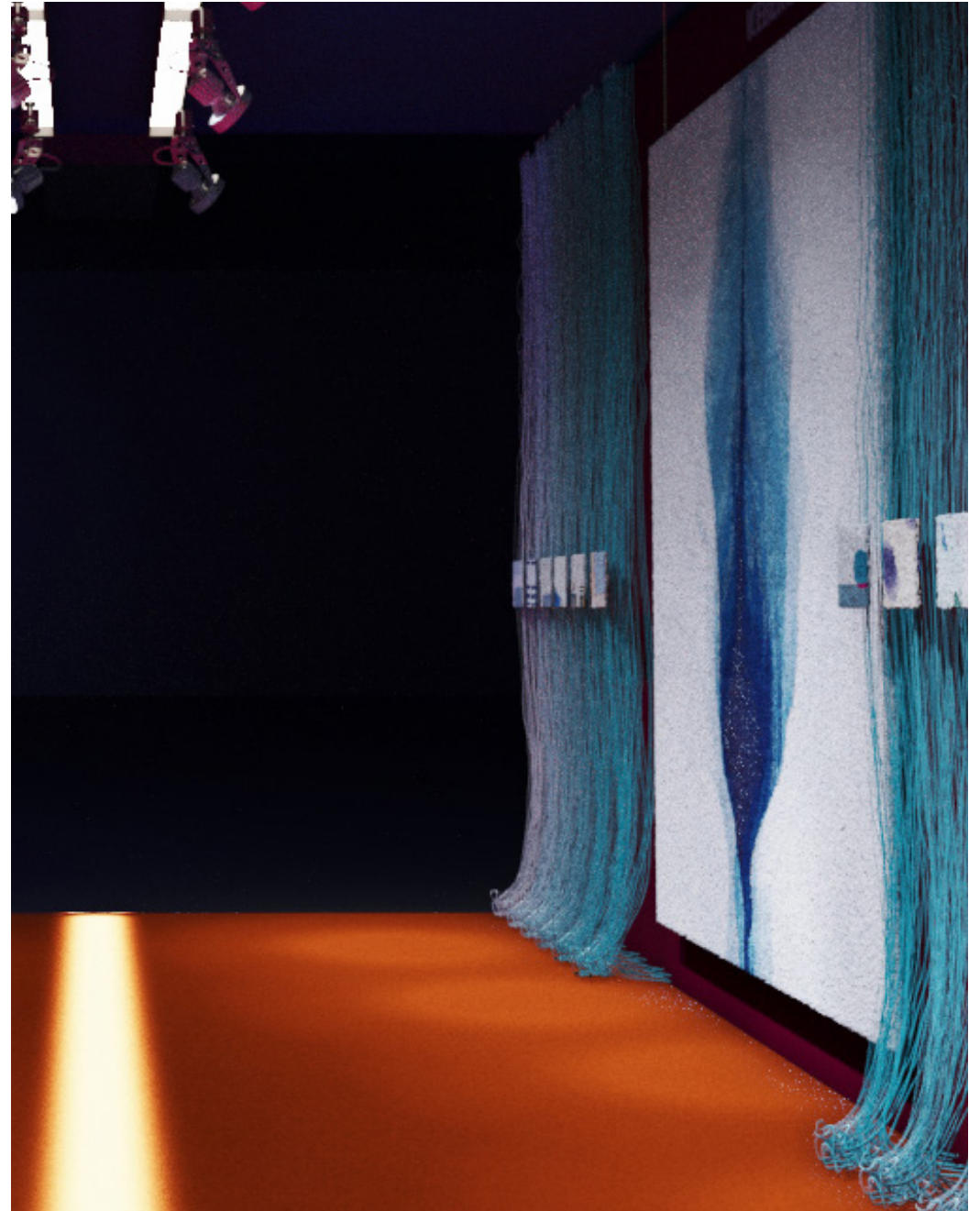
Anne-Sophie Pailleret at L'Appartamento 2023, ©Artemest



Archiproducts, Fuorisalone 2022 ©Archiproducts



Rossana Orlandi Gallery Milano, 2019 ©Rossana Orlandi



Design Miami Basel 2018

Press

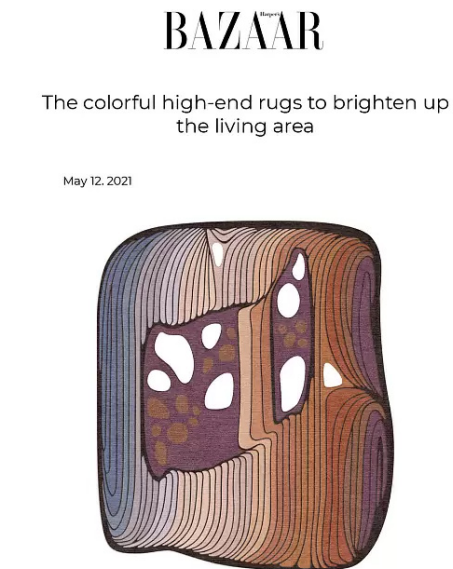
*We have been featured in several international design and furniture publications.*



Marie Claire Maison, Italy



AD China



Harper's Bazaar - digital



Mansion, Taiwan



Planet Earth Collection 2023; Mysterious Moss © Tapis Rouge



Planet Earth Collection 2023; Mysterious Moss - detail © Tapis Rouge

We constantly research trends on contemporary living, from domestic spaces to contract and are proud to have received several ***Awards*** to honor our efforts.

**NYCxDesign Awards 2023, 2022, 2021**

**Archiproducts Design Awards 2020, 2021, 2022**

**New York Product Design Awards 2022**

**MUSE Design Awards 2022**

**Sustainability (ADA 2021 + IFI GAP 2022)**

Through their artistry, rich color palettes, intricate knot schemes, and captivating textures, every carpet is a singular journey that reflects the values of our conscious consumers.



Elettrico Collection 2022 - Magnetic Soil; wool 98%, silk 2%; 6 mm pile height; hand knotted.



# Contacts

## **Showroom Milano**

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## **Social Network**

[Instagram: @tapisrouge\\_atelier](https://www.instagram.com/atapisrouge_atelier)

[Pinterest: ateliertapisrouge](https://www.pinterest.com/ateliertapisrouge)

[Facebook: AtelierTapisRougeOfficial](https://www.facebook.com/AtelierTapisRougeOfficial)

[Linkedin: tapis rouge](https://www.linkedin.com/company/tapis-rouge)

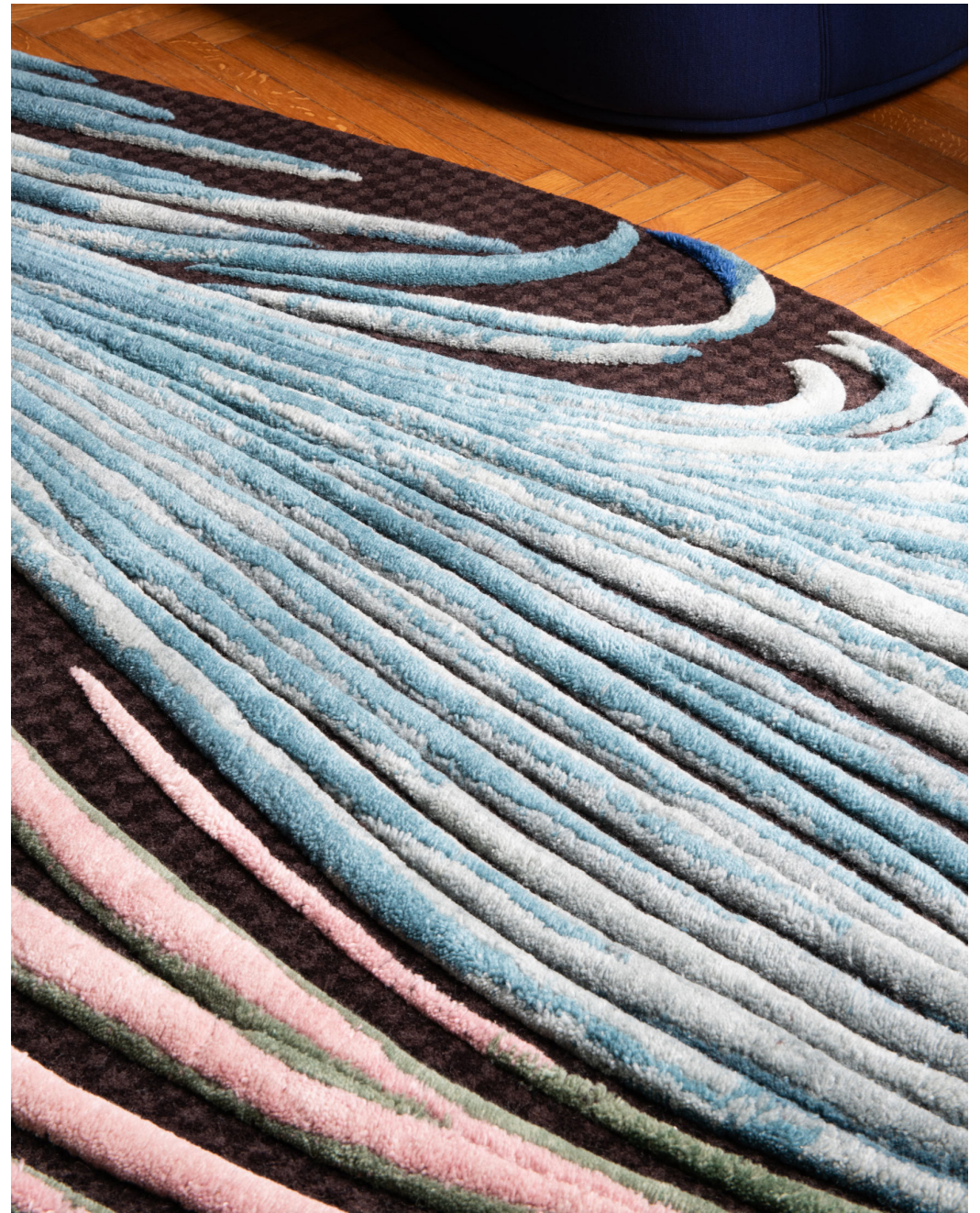
## **Press Office**

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Elettrico Collection 2022 - Laser Mercury © Tapis Rouge



Elettrico Collection 2022 - Laser Mercury - detail © Tapis Rouge

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