

The true essence of home. Italian design and sustainability.

Rug creates the basis of a cohesive interior, maintains cultural traditions, following the modern rhythm of life

Atelier Tapis Rouge Milan is a high-end rug company with headquarters in Milan. We combine rug craftsmanship with creative design ideas and manufacturing innovation, using traditional hand weaving techniques and the highest quality materials. We can confidently guarantee that, thanks to the high quality, our rugs are long-lasting and will enhance your home for years to come. The production of a rug depends on the complexity of the design and size and can take up to several months.

We can assist our customers in choosing a rug, our experts have the knowledge to advise and simplify the buying process from sizing and design to delivering your rugs to your place.

Our new carpet showroom in Milan's historic Brera district: in via Borgonuovo 26, entrance Via dell'Annunciata, Milan.



TAPIS ROUGE
MILAN



2024 - Atelier Tapis Rouge - Milano Showroom Entrance - via Dell'Annunciata 33

One step ahead of trends

Italian Contemporary Design that brings to the surface the complexity and quality of a hand-made rug



Tratto Collection 2023 – Tratto Magenta;
wool 100%; 60 knots/inch²; 8mm pile height; hand knotted.

Atelier Tapis Rouge is a *luxury Italian 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 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 scenarios to weave the future by designing high quality products imbued with Italian Design which, with the right care and maintenance, can be handed down to the history of future generations.

Press

We have been featured in several international design and furniture publications



L'Officiel Homme — Vanity Fair — Marie Claire — Coté Ouest — CotéParis
AD Italia — AD Germania — AD Spain — Elle Decor — Elle — iO Donna — Barche

Awards

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
2021



NYCxDesign Awards
2022



NYCxDesign Awards
2023



New York Product
Design Awards 2022



Sustainability
(ADA 2021 + IFI GAP 2022)



archiproducts®
DESIGN AWARDS
—
WINNER 2020

Archiproducts Design
Awards 2020



archiproducts®
DESIGN AWARDS
—
WINNER 2021

Archiproducts Design
Awards 2021



archiproducts®
DESIGN AWARDS
—
WINNER 2022

Archiproducts Design
Awards 2022



MUSE Design Awards
2022

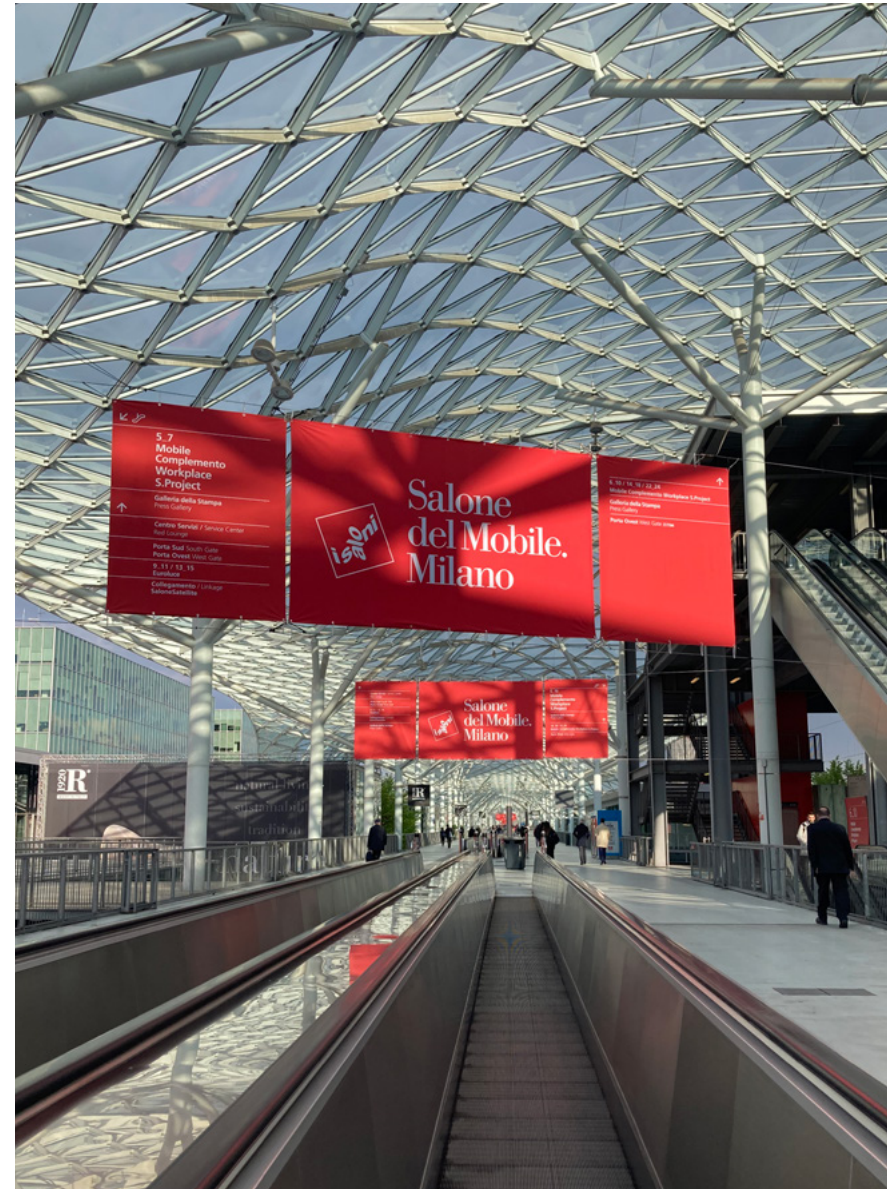


MUSE Design Awards
2024

Public Activities

Fuorisalone 2024; 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 and more...

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.

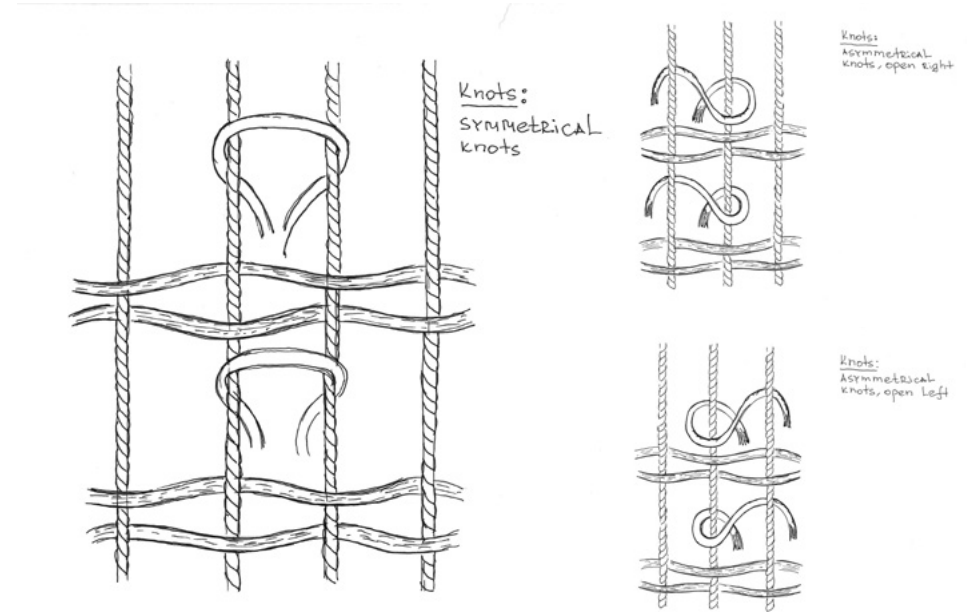


Production

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 a 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 a lifetime*** bringing warmth and energy to the home like a work of art.

OUR PRODUCTION PROCESS:

- Concept & design
- Sample drawing
- Thread confirmation
- Yarns preparation and dyeing
- Knotting
- Pre-washing
- Knot leveling and stretching
- Carving and finishing



Knots Types and Yarns Preparation



Maison Six Nine White - Sample



Ambiance Jeanneret Coupe de Rose - Sample

Production stages – Knotting

HAND-KNOTTING

A precise manual weaving technique involving vertical or horizontal looms, a contraption of carefully selected materials, typically made from sturdy wood, which forms the foundation for the entire production process. Skilled artisans meticulously tie individual knots by hand, each securing a fiber strand into the rug's weft threads. This technique permits various finishes, from simple to elevated loop piles to combining different and multiple natural fibers like wool, silk, and bamboo silk, each possessing unique characteristics that contribute to the final product's texture and durability. Combining different fibers adds depth and richness to the design, creating a visually stunning and tactilely pleasing rug.



HAND-TUFTING

A rug-making technique produced by master artisans employing specialized handheld tufting guns or needles. These tools enable controlled yarn insertion through a meticulously stretched canvas, tightly fastened to a robust frame. As the yarn is intricately pushed through the canvas, it forms loops or piles on the rug's surface, enabling artisans to craft distinctive textures and patterns. The depth of intricacy within the design is calibrated through the manipulation of knot density. This parameter dictates the number of yarn loops per unit area, ranging from sparse, open designs to densely packed, plush patterns. Knot density is a pivotal technical aspect that artisans carefully adjust to attain the desired visual and tactile effect. The palette of colors chosen for the yarn also plays a central role, offering an extensive spectrum of creative possibilities. Compared to other methods like hand-knotting, the production timeline for hand-tufted rugs is relatively shorter. However, it remains a time intensive process due to the manual nature of the technique. Hand-tufted rugs often require skilled labor and premium natural materials.



Hand Knotting & Tufting – knotting techniques

Materials & Techniques

At our company, we believe that true beauty lies *in harmony with nature*.

Sustainability permeates every aspect of our work. We use primarily materials derived from nature, from *natural wool* and *silk* to *bamboo* and *alpaca...*, with the exception of **100% recycled PET**, introduced for the new outdoor collection, and **Econyl** yarn: a *hypoallergenic* material obtained from regenerated Nylon.



New Zealand Wool



Tibetan Wool



Mohair



Chinese Silk



Bamboo Silk



Allo



Hemp



Econyl

Design Service

We create hand-made rugs for *every type of interior, outdoor, style* and desire of our customers

TAPIS ROUGE is specialized in *creating custom-made rugs*.
With our *Design Service, every custom project is crafted in detail according to our client's requests*, whether private customers or designers.
Our handmade rugs, unique designs, and highest quality adorn the most beautiful and prestigious homes worldwide.

STAGES:

- Design (study of shape, design, and dimensions)
- Best technique's choice
- Choice of the Materials
- Choice of the finishing
- Quotation
- Calculation of the production time
- Production control and updates
- Quality control
- Shipping

What is essential to know when ordering a rug from Tapis Rouge:

- **Excellent quality:** We offer very high quality and maximum honesty.
- **Maximum customization:** You can choose the shape, color, and material. We create the rug according to your design or your idea. Alternatively, you can customize the design of a rug already present in our collections; you will have visibility into every phase of creation.
- **Material selection:** We choose the most suitable materials together with you. We offer consultancy on the shapes and colors that best suit your needs and home decor.
- **Sustainable production:** We work with respect to the local artisan communities. Our rugs are created within the framework of "fair trade." Additionally, all our handmade products are environmentally friendly, being 100% ecologically sustainable.
- **Respect for budget and deadlines:** The budget defined during the design phase will be observed without unexpected costs. Moreover, we will stick to the agreed deadlines: you will receive the rug directly at home on the day you indicate.
- **Customer service:** Our Customer Service is active every day, which means we will be ready to inform you about the production process and every phase of the rug's creation.

Design Service

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.



Moodboard Creation



Concept & Design



Design Building



Project Scale

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**

We apply the same care and attention in all the steps of creating our rugs.

Research the style that best suits your project.

Our **Collections** originate from a careful sensitivity to contemporaneity, the nature of time and its identity and can meet the needs of professionals and anyone with an exclusive vision.



Contemporary / Modern



Chinoiserie



Designer rugs



Textured



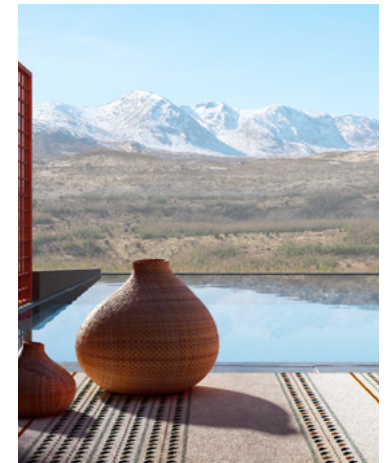
Modern classic



Neutral Tones



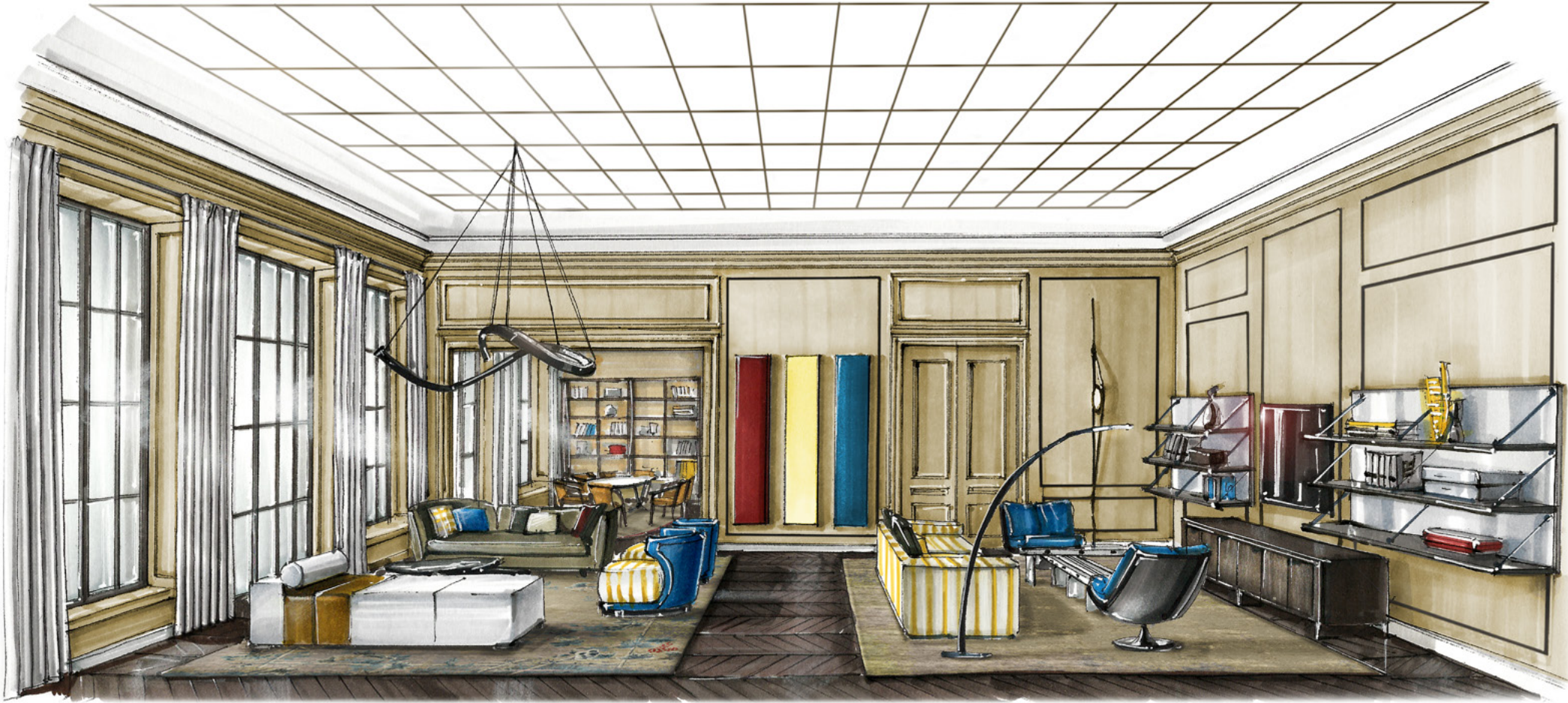
Archive



Outdoor

Case Study

Living Room Project – sketches

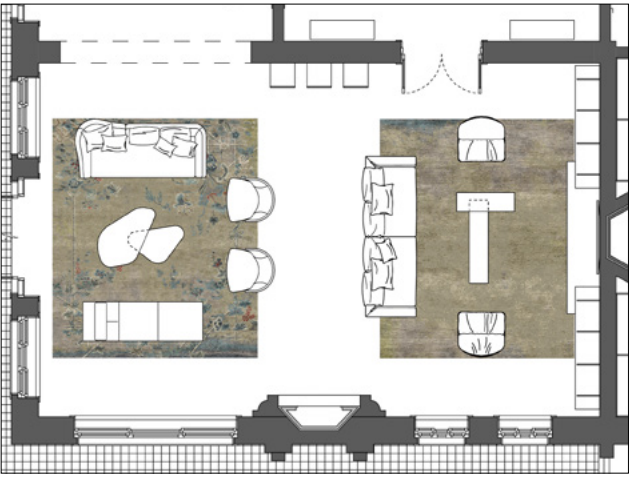


Case Study

Living Room Project – development



Moodboard



Floor Plan

Visualization



Rug 01



Rug 02

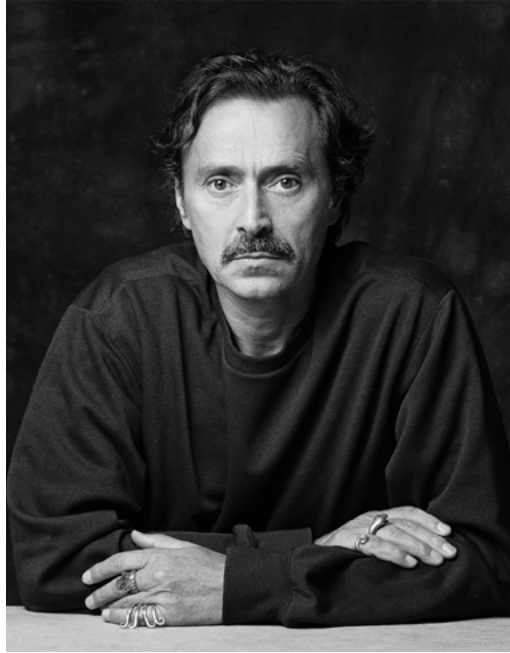
Our Collaborations

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



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 several International Awards including the German Design Award, Archiproducts Design Awards, NYCxDESIGN Awards.



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.



Armando Milani

A. Milani was born in Milan in 1940. He studied as a graphic designer with Albe Steiner. Member of the AGI (Alliance Graphique Internationale) since 1983, is an expert in Corporate Identity, Editorial Design, and Humanitarian and Ecological posters. He grew his experience working alongside the most outstanding designers in New York. He published several books. In 2002, A.M. designed the "War/Peace" poster for the United Nations, his most renowned work.



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.

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



Rug: Grovigli – Inganni Spaziali Collection 2024 – wool 57%, silk 43%; 6 mm pile height; 80 knots/inch²; hand knotted.

Contacts

Showroom

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Pinterest: ateliertapisrouge
Facebook: AtelierTapisRougeOfficial
Linkedin: tapis rouge
Little Red Book: TAPIS ROUGE

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