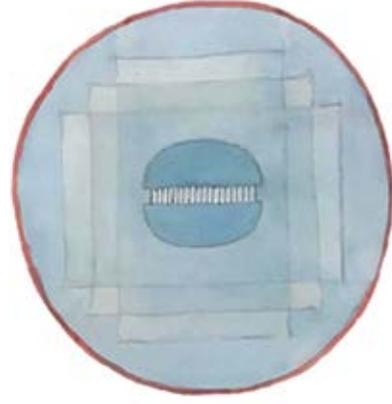


BRAHMAAND





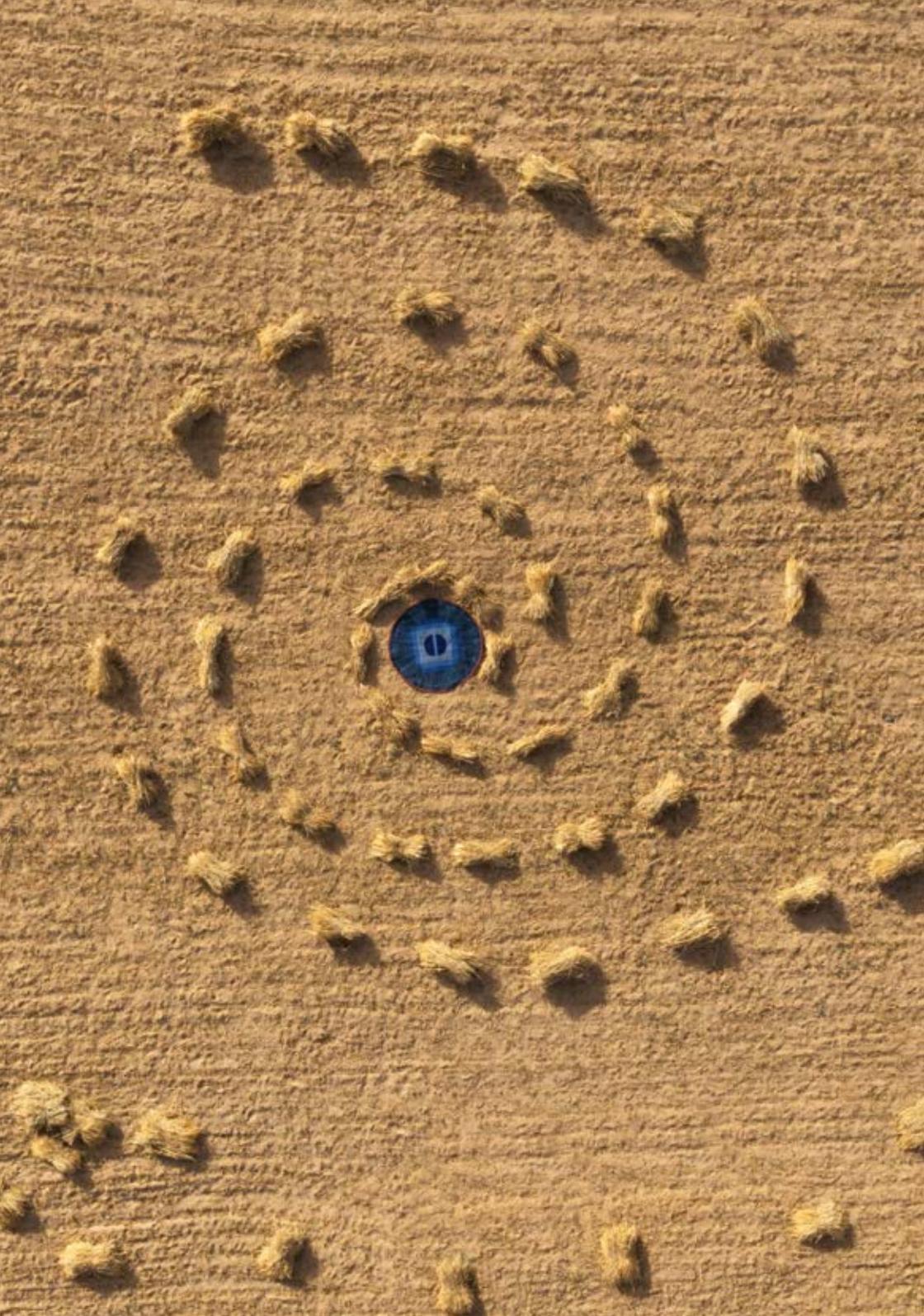




ASHIESH SHAH

With an extensive and diverse portfolio ranging from boutique spaces to penthouses, Shah's aesthetics have found their way to renowned celebrity homes. Identifying a semblance between art, architecture and design, he has been spearheading his namesake practice Ashiesh Shah Architecture + Design.

Rooted in the Japanese philosophy of Wabi-Sabi, the designs reflect his vision of a space and choice of materials that resonate with his characteristic of being a tastemaker in the architectural world. Extending his domain further, he opened his very own atelier in 2017, a fusion of experimentation, craftsmanship and technique towards a cohesive, creative cohort.

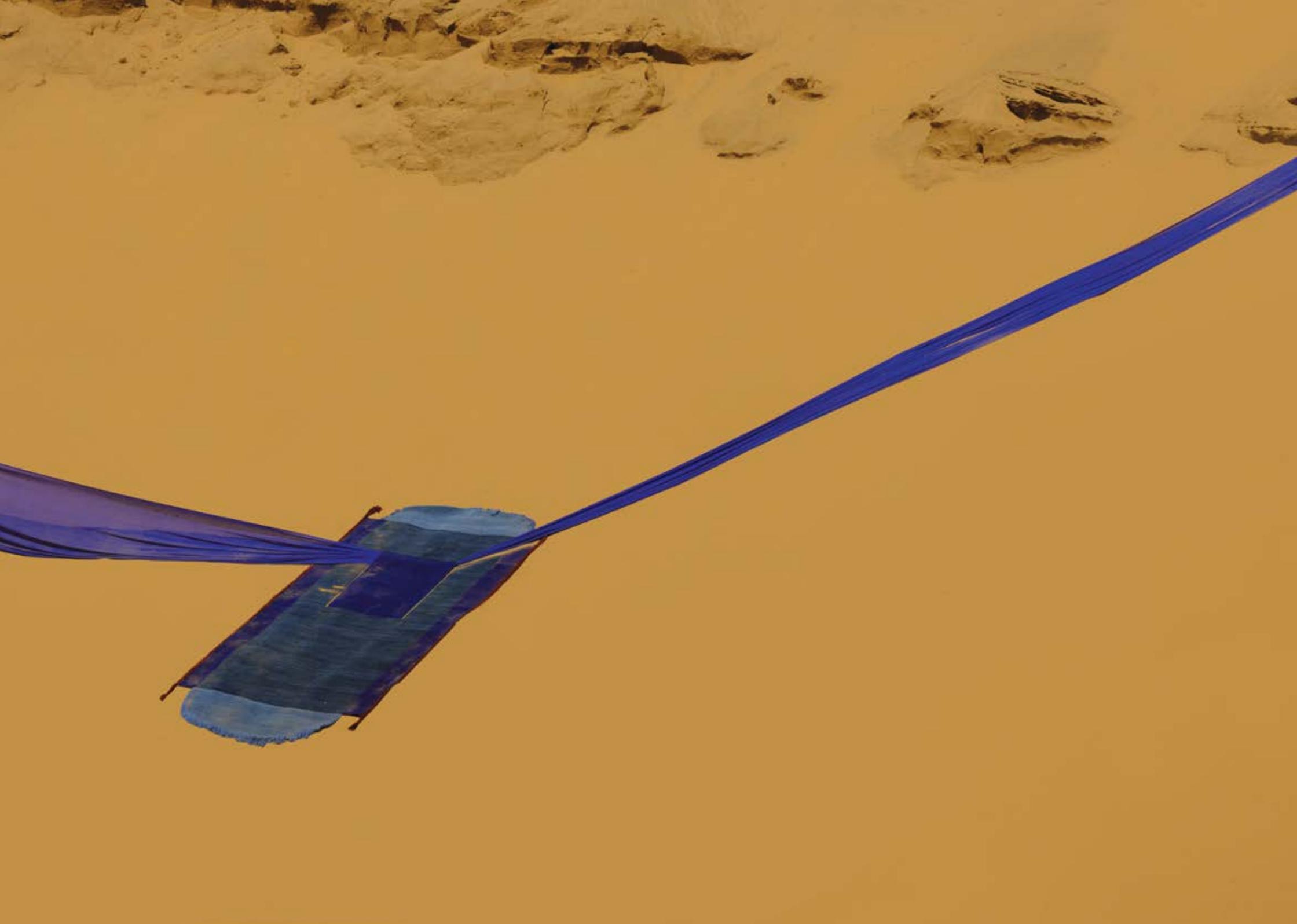


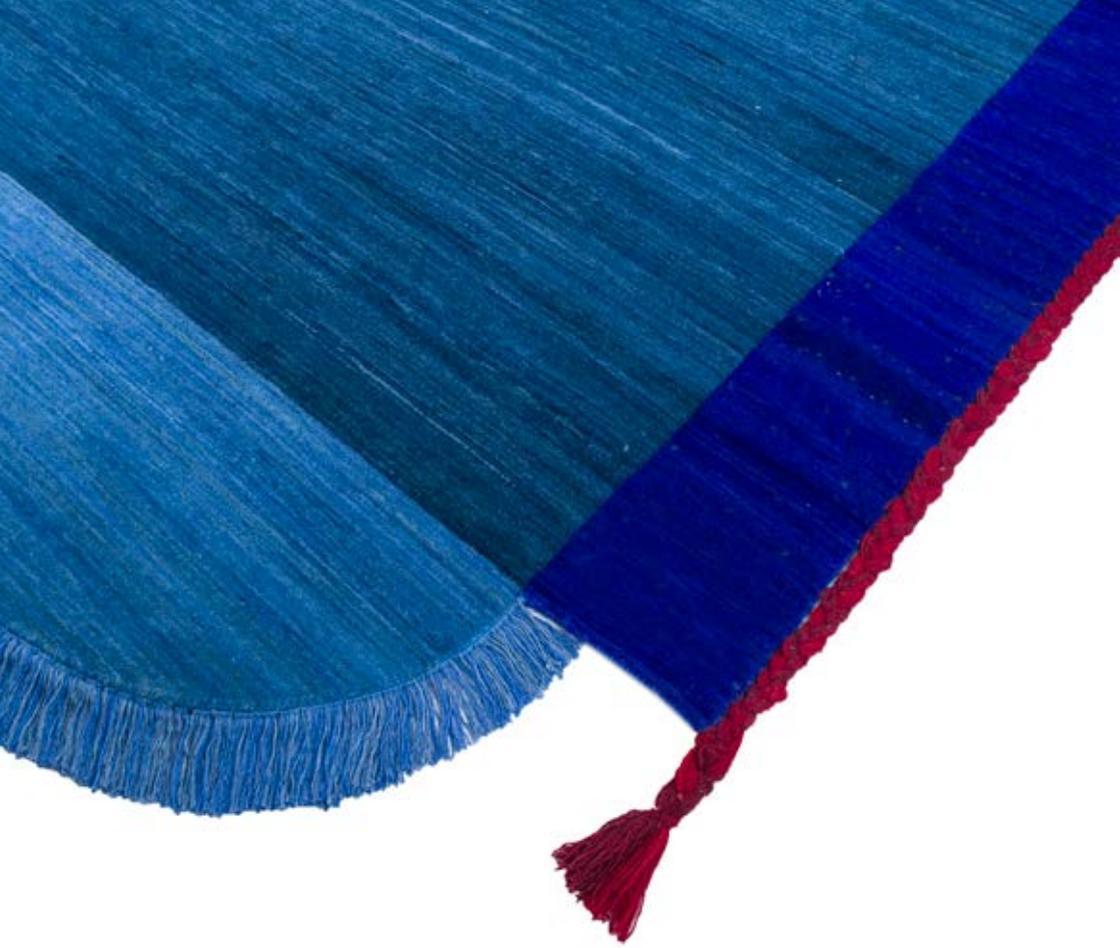
ब्रह्माण्ड

BRAHMAAND

Channeling cosmic energy, the 'Brahmaand' collection dyed in hues of deep indigo is an exploration of visual dimension through gradient, texture and handmade perfection. Shah's watercolor paintings are seamlessly translated into a series of hand knotted rugs through this collaboration with Jaipur Rugs. The collection spews forth the essence of the cosmos serving as a physical manifestation of elements from the universe. Capturing the mysteries of starlit night skies through its soft silhouettes, these effortless contemporary rugs draw inspiration from ancient Indian science and mysticism.

An embodiment of sublimity and simplicity, the rugs are a result of an elaborate and meticulous series of processes. From its picking, hand-carding and spinning of wool into fine yarn to a series of extensive finishing processes, they exemplify this transient craft of weaving through its unparalleled artisanship. Precise 'gultarashi' molds the rug pile like troughs and crests of space-time, while timeless motifs and constellations crafted with intricate weaving and 'zardosi' embroidery illustrate discourses of being and non-being, illusion and reality; while beckoning to a world far out of our reach. The forms of the rugs are rather organic and draw inspiration from the ancient geometry of India, the cosmos and the architecture of the 'Jantar Mantar.' Titled 'Nakshatra, Manthan, Dwaar and Chanda,' a fine concoction of various celestial elements, this collection through its depth, proportions and gradation serves as a mirror, bringing the universe at your feet.





द्वार DWAAR

A celebration of fine artisanship, 'Dwaar', in hues of indigo, exemplifies the essence of the cosmos. A gate to an alternate reality, Dwaar paints an imaginative rendition of the infinite universe in living spaces.



SPR-7155 Navy / Navy





चंद्रा CHANDA

A tribute to the ephemeral beauty and fluidity of the Moon, 'Chanda' truly encapsulates the phases of the Moon in the radiant night sky. Hand-knotted and detailed with intricate zardosi embroidery, 'Chanda' with its soft silhouettes and curvy outlines is sure to lend a sense of calm to its interior environment!



SPR-7157 Twilight Blue/ Twilight Blue





मंथन MANTHAN

Inspired by moments of deep contemplation, collaboration, and creation, 'Manthan' celebrates fine craftsmanship with its subtle gradients and organic forms, and is an ode to the infinite universe. The design is available in two color variations: Indigo and Beige.







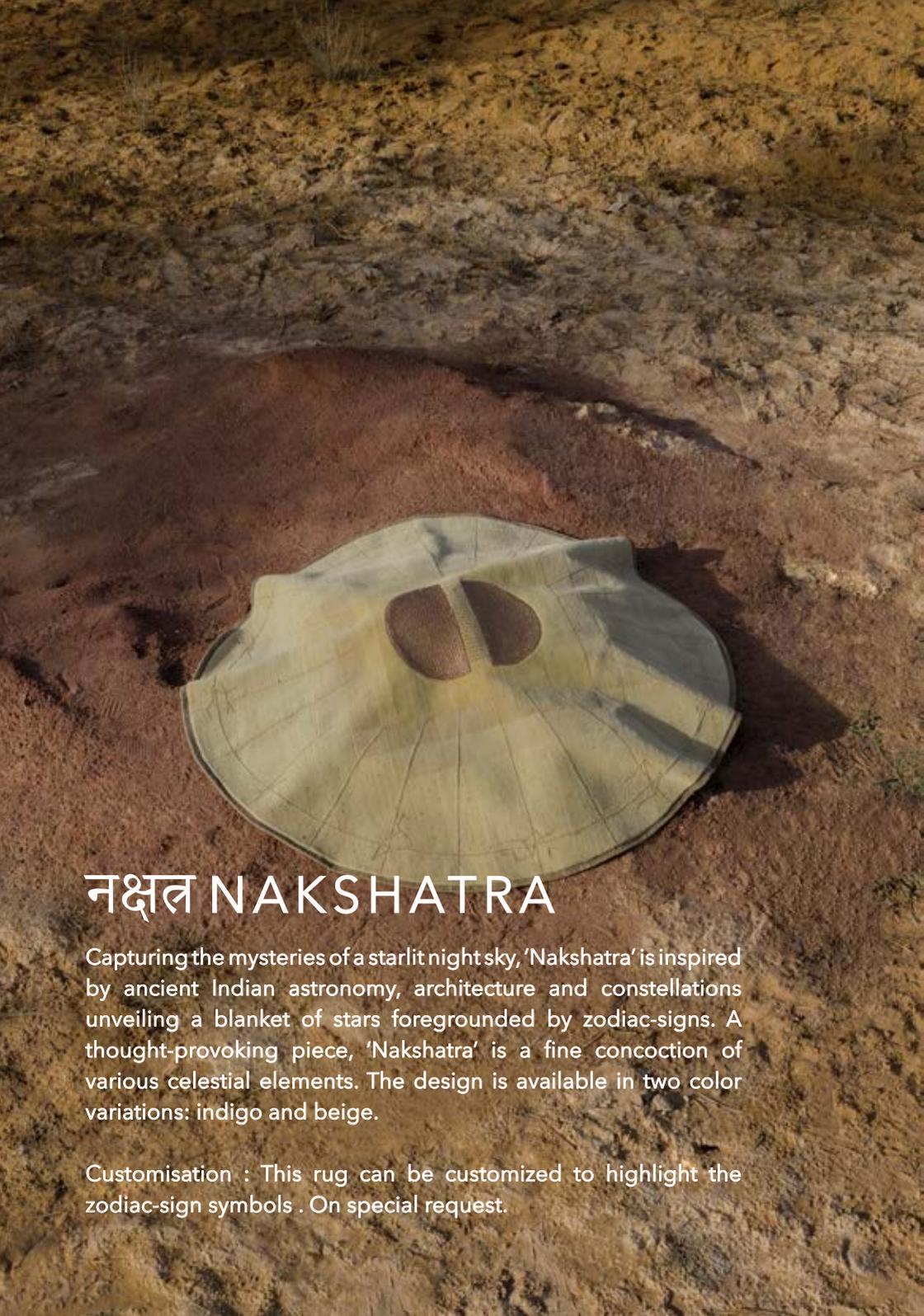


JBR-7003 Blue Berry / Blue Berry



JBR-7003 Winter White / Winter White



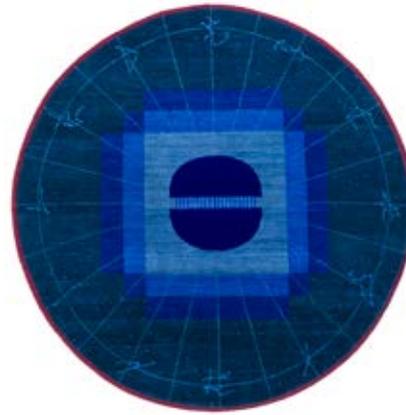


नक्षत्र NAKSHATRA

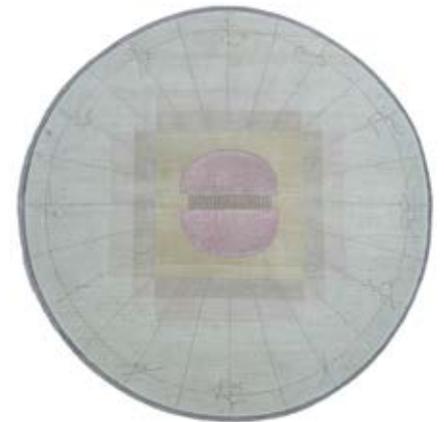
Capturing the mysteries of a starlit night sky, 'Nakshatra' is inspired by ancient Indian astronomy, architecture and constellations unveiling a blanket of stars foregrounded by zodiac-signs. A thought-provoking piece, 'Nakshatra' is a fine concoction of various celestial elements. The design is available in two color variations: indigo and beige.

Customisation : This rug can be customized to highlight the zodiac-sign symbols . On special request.





AKWL-7129(CS-01)
Navy Blue / Navy Blue



AKWL-7129(CS-01)
Winter White / Winter White







BRAHMAAND MANCHAHA COLLECTION

Artisans of Jaipur Rugs

x

Ashiesh Shah





मनचाहा

MANCHAHA

A unique design initiative by Jaipur Rugs that started off as a social experiment, the Manchaha rugs feature designs conceptualized by the weavers themselves with motifs and patterns inspired from their surroundings and daily lives .

The Manchaha rugs for Brahmaand are inspired by conversations between two designers : Ashiesh Shah and the weavers. Ideas, myths, and folklore about the solar system, celestial bodies far beyond and the unperceivable universe are translated into intricate symbols and motifs paired with fine craftsmanship.



दर्पण DARPAN

by Nathi, Sunita, and Godhi
Aaspura, Rajasthan

Knitting the familiar Moon and stars into designs often brings back memories of childhood and reminds them of their ever-present curiosity about the world and what lies beyond it. For Nathi, Sunita, and Godhi, weaving is when they think of new ideas as well as a time for self-reflection and introspection. They believe that the answers to most mysteries lie inside us, and so have named their Manchaha 'Darpan' which, in Hindi, means 'a mirror'.



LE-9201 Navy Blue / Navy Blue





कल्पना KALPANA

by Sumitra and Bimla
Aaspura, Rajasthan

This Manchaha is called "Kalpana," which means, 'imagination.' This carpet is a creative trip to the minds of Sumitra and Bimla. It is a depiction of their imaginary mindset. They portrayed phases of the Moon with different colors. A person is sitting on a chair with zig-zag



LE-9202 Navy Blue/ Navy Blue



चाँद के रूप CHAND KE ROOP

by Soniya, Aaspura, Rajasthan

Soniya has named her carpet "Chand ke Roop " which translates to 'phases of Moon'. Soniya loves the Moonlit nights and has weaved the scene of the night sky that she adores every night. She has also made a shooting star through which she wishes that her rug will be liked by all and sell quickly. Soniya learned how a person can travel to Moon through a spaceship and so she has also designed a small spaceship in the middle-right of the rug.



LE-9203 Navy Blue /Navy Blue



मन MANN

by Sumitra and Bimla
Aaspura, Rajasthan

Sumitra and Bimla named their Manchaha "Mann" which translates to 'heart and soul.' This carpet embodies the love and bond that this duo shares. The carpet encaptures the scene of them swinging in a hammock with their children at the side serving them tea. The creation of this carpet stretched between different festivities. This is why symbols of different festivals can be spotted on the carpet. This carpet became a centerpiece of celebration in their home.



LE-9204 Navy Blue / Navy Blue

जीवन का उजाला JEEVAN KA UJJALA

by Santosh, Aaspura, Rajasthan

"Jeevan Ka Ujjala" which means 'light of life' is a sentimental Manchaha woven by Santosh. Through this carpet, she expresses her love for stargazing. Stargazing helps her in thinking positively and relaxes her mind. Every day she waits for the night time eagerly, so she can lay down and gaze at the stars near the village river. The zigzag lines are the formation of the village river. She used abstract shapes to depict stars in the sky.



LE-9205 Navy Blue / Navy Blue



नौ ग्रह NAU GRAHA

by Bimla & Dhafali, Aaspura, Rajasthan

Bimla and Dhafali have named their Manchaha 'Nau Graha', which, in Hindi, means 'the nine planets'. Through designs and motifs, the weavers have woven the night sky, its stories, and its mysteries into the Manchaha rug. Dhafali often takes walks at night while admiring the stars and other celestial bodies. She shares that ever since she heard of people landing on the Moon, she has had a secret wish to do the same. 'Nau Graha' is her own way of walking on the Moon and leaving her footprints.



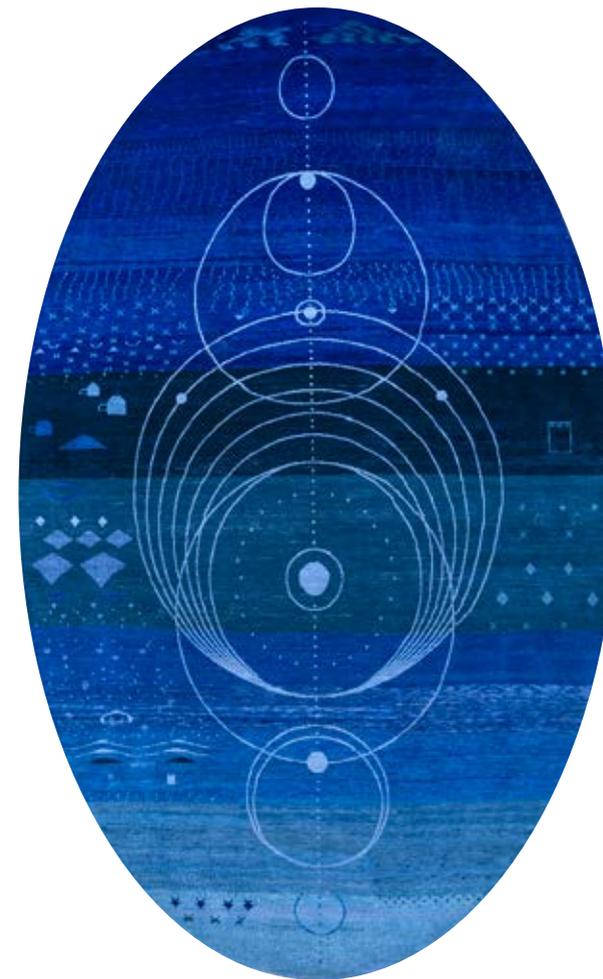
LE-9206 Navy Blue / Navy Blue



ग्रह GRAHA by Koyli, Aaspura, Rajasthan

The designs for the Manchaha rugs in Brahmaand are inspired by conversations between two designers: Ashiesh Shah and the weavers. Ideas, myths, and folklore about the solar system, celestial bodies far beyond and the unperceivable universe are turned into intricate symbols and designs.

Koyli's has named her Manchaha 'Graha', which is the Sanskrit word for 'planet.' Koyli has created her own planetarium through the designs of her Manchaha. Twinkling stars and spinning planets are speckled all over the carpet, which is dark blue like the night sky. The circles on different shades of blue yarn represent the different planets. She has also woven a smartphone on the carpet which she uses for hours looking at the differences between various celestial bodies.



LE-9207 Navy Blue / Navy Blue





रात की रोशनी RAAT KI ROSHNI

by Sundari, Aaspura, Rajasthan

"Raat Ki Roshni" is a symbol of strength for Koyli. It translates to 'Night's Light' but it is an allegory of finding light in the darkness. Elements that bring brightness at night like the Moon, stars, firecrackers, and earthen lamps are woven on the blue carpet. This carpet is dedicated to her beloved daughter. After the death of her husband, Sundari's daughter became a pillar of strength for her. Her daughter brings light to her life.



LE-9208 Navy Blue / Navy Blue



चाँद के रूप-2 CHAAND KE ROOP - 2

by Soniya, Aaspura, Rajasthan

The designs for the Manchaha rugs in Brahmaand are inspired by conversations between two designers: Ashiesh Shah and the weavers. Ideas, myths, and folklore about the solar system, celestial bodies far beyond and the unperceivable universe are turned into intricate symbols and designs.

Soniya says that the Moon has always held a special place in her heart, and that the Manchaha is a homage to it, of sorts. Soniya has named her Manchaha 'Chand Ke Roop', which, in Hindi, means 'phases of the Moon'. She remarks how every night—through slow and subtle waning and waxing—it takes a new avatar. Her Manchaha features clouds, stars, the Moon in its different forms.



LE-9209 Navy Blue / Navy Blue

बिगडी का नाम फैशन BIGDI KA NAAM FASHION

by Nathi, Sunita, and Godhi
Aaspura, Rajasthan

The trio named this Manchaha as "Bigdi Ka Naam Fashion" which means 'Another name for Fashion is Error.' It is because this extravagant carpet is the result of the mistakes they committed while weaving. They initially wanted to design a flower but due to the misunderstanding between them, it turned out to be something else, a design more unique than before. Other elements like mountains, cup-plate, giant wheels, and flowers are also incorporated into the carpet.



LE-9210 Navy Blue/ Navy Blue

नीलू NEELU

by Kamli, Manisha, and Nirmala
Aaspura, Rajasthan

The designs for the Manchaha rugs in Brahmaand are inspired by conversations between two designers: Ashiesh Shah and the weavers. Ideas, myths, and folklore about the solar system, celestial bodies far beyond and the unperceivable universe are turned into intricate symbols and designs.

Kamli, Manisha and Nirmala have named their Manchaha 'Neelu' which alludes to the ever-changing colors of blue indigo in the rug. On the carpet, the contrast between the morning and night sky blends across with different shades of blue yarn. The rising of the Sun to fading away of stars shows the gradual rotation of the Earth. The difference in the indigo color denotes the changing appearance of celestial bodies. The symmetrical division of Moon phases on Neelu was inspired by Hindu folklore to depict the friendship, kinship and pleasant nights that these women shared.



LE-9211 Navy Blue / Navy Blue

मोतीयो से भरी MOTIYON SE BHARI

by Kamli, Manisha and Nirmala
Aaspura, Rajasthan

The designs for the Manchaha rugs in Brahmaand are inspired by conversations between two designers: Ashiesh Shah and the weavers. Ideas, myths, and folklore about the solar system, celestial bodies far beyond and the unperceivable universe are turned into intricate symbols and designs.

Nirmala, Kamli and Manisha's Manchaha is a remembrance of their trip to a fort. It is called "Motiyon Se Bhari" which in Hindi, means 'filled with pearls.' The theme of the carpet is determined by the stars. Inspired by their moments of star gazing from the fort, the celestial objects are woven in the form of constellations.



LE-9212 Navy Blue / Navy Blue



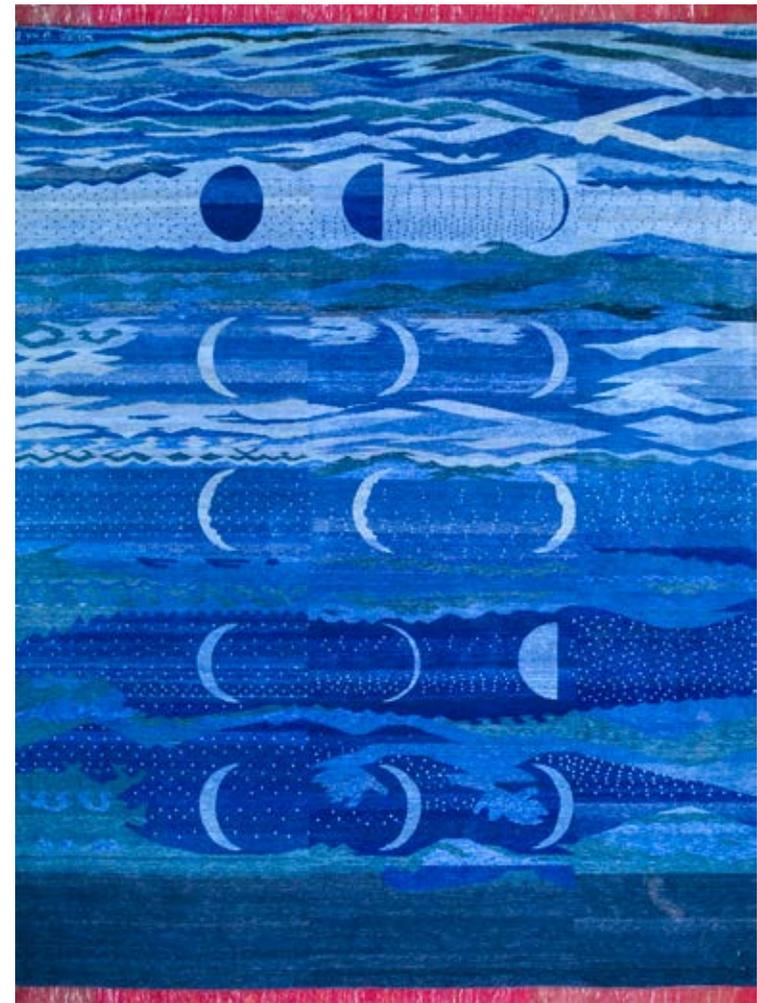


चांद के उस पार CHAND KE USS PAAR

by Amarchand, Dausa Jail, Rajasthan

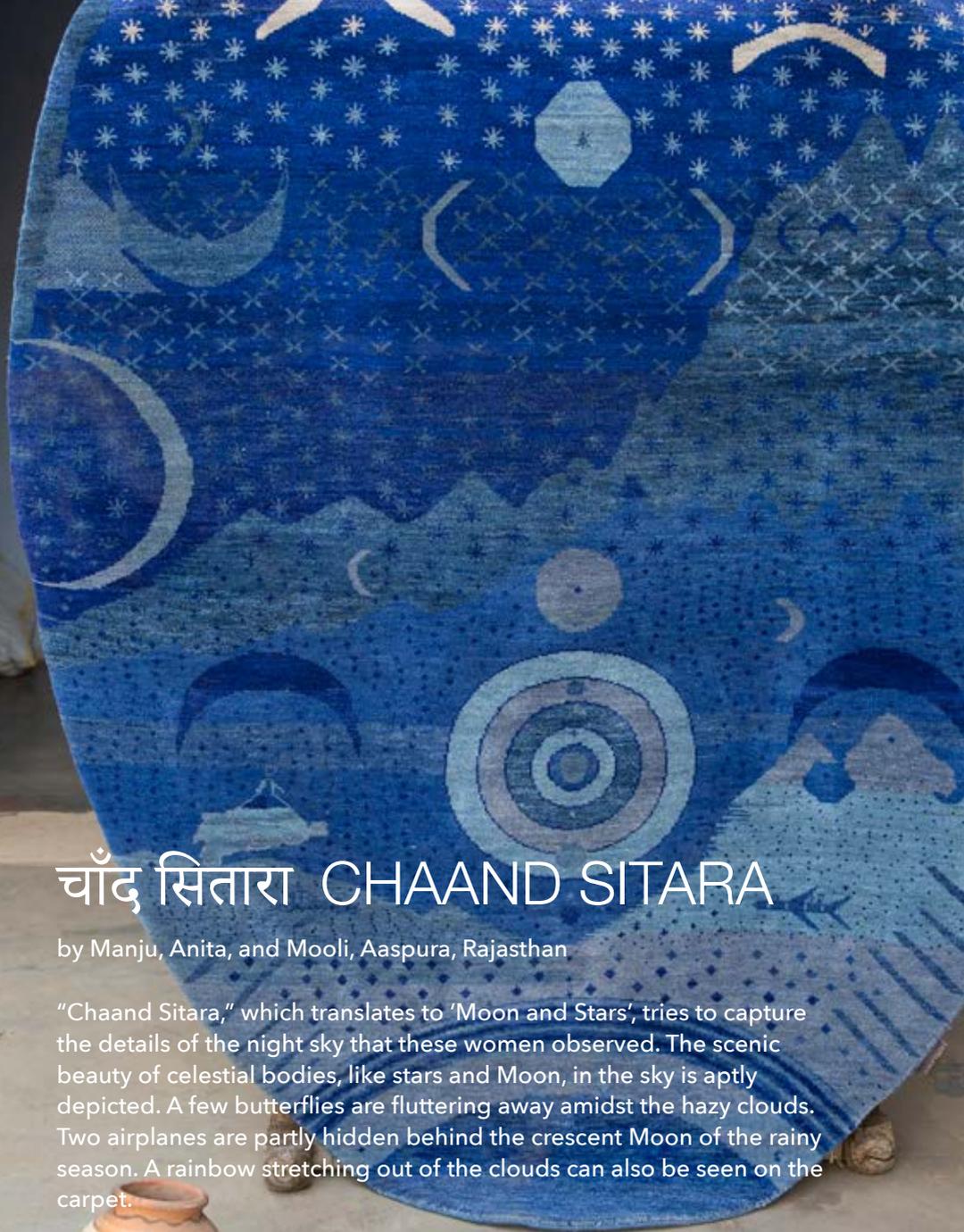
The designs for the Manchaha rugs in Brahmaand are inspired by conversations between two designers: Ashiesh Shah and the weavers. Ideas, myths, and folklore about the solar system, celestial bodies far beyond and the unperceivable universe are turned into intricate symbols and designs.

The Freedom Manchaha is named "Chaand Ke Uss Paar" which in Hindi, means 'across the Moon.' The phrase is an allusion to a 'happy ever after' from a romantic hindi song about people in love walking all the way to the Moon and is one of Amarchand's favourite songs.



LE-9213 Navy Blue / Navy Blue





चाँद सितारा CHAAND SITARA

by Manju, Anita, and Mooli, Aaspura, Rajasthan

"Chaand Sitara," which translates to 'Moon and Stars', tries to capture the details of the night sky that these women observed. The scenic beauty of celestial bodies, like stars and Moon, in the sky is aptly depicted. A few butterflies are fluttering away amidst the hazy clouds. Two airplanes are partly hidden behind the crescent Moon of the rainy season. A rainbow stretching out of the clouds can also be seen on the carpet.



LE-9214 Navy Blue / Blue Berry





दास्तान-ए-यादेँ DAASTAN-E-YAADEIN

by Daujiral, Surana, Rajasthan

Live through the poetic love story of Daujiral with his Manchaha "Daastan-E-Yaadein" which means 'Tale of Memories.' This carpet is dedicated to his fiancée, Pooja. When he is away working, he loves to watch the Moon and remember Pooja. The circle patterns represent the Moon on the carpet. While watching the Moon, he recollects all the cherished memories of his lover. Blushing, he mumbles how his fiancée is ethereal just like the Moon.



LE-9215 Blue Berry / Blue Lake



रात की चांदनी RAAT KI CHANDNI

by Godhi and Priyanka, Aaspura, Rajasthan

The duo named their Manchaha "Raat Ki Chandni" which translates to 'Night's Moonlight.' They depicted a night scene inspired by the famous festival of Teej. The ritual of women celebrating in a swing is weaved into the carpet. The carpet is also decorated with grapevines which can be seen running all around. An airplane is weaved like it is moving towards a half-moon. This is because of their naive assumption that airplanes can take people to the moon.



LE-9216 Antique Blue / Blue Lake

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