

Jaanwar

The Wild Ones



JAIPUR RUGS





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Kunaal Kyhaan Seolekar's Jaanwar Collection for Jaipur Rugs, defies conventions with its departure from the rectangular form typical of floor rugs. This collection is a harmonious celebration of organic, sculptural shapes inspired by the enigmatic beauty of our ancient Indian culture, tribal communities, and the exotic allure of wild animals.

Aptly named 'Jaanwar,' meaning 'creature' in Hindi, the collection embodies a vibrant expression of the untamed. Kunaal's designs breathes life into mythical tigers and snakes, their forms rendered in contemporary graphic colors and strokes. The addition of semi-precious stone embellishments and yarn fringes imbues each carpet with a talismanic quality. The auspicious shapes are inspired by lingams with motifs of evil eyes and organic lines, creating an ensemble that exudes a protective, live spirit.

The influence of tribal art, particularly the inherently contemporary Gond Art from Central India, inspires the rendering technique and understanding of color, resulting in illusions and movement, weaving tales within the intricate patterns. The interplay of colors balances vibrancy with a soothing contrast, reminiscent of the tropical landscapes these wild animals call home. Every piece bursts with an indigenous palette featuring deep blues, fiery reds, lush greens, and radiant yellows; heightened with wavy patterns in varying pile heights and fringed trims, that celebrate texture. The collection includes a set of rugs inspired by shed serpent skins that are skillfully woven using vibrant PET yarns, specifically designed for outdoor use, bringing an artistic touch to external spaces but also boast durability and resilience.

Photographed by Hansraj Dochaniya in Pushkar, Rajasthan, the campaign's exotic imagery pays homage by incorporating various indigenous tribes from the region. Among them are the Sahariyas, a tribal dancing community situated on the borders of Madhya Pradesh and Rajasthan. The name "Saharia" is derived from the Hindi word "sahar," meaning "jungle." Originally forest dwellers, the Sahariya dancers form troupes, traveling between villages adorned with leaves, vibrant colors, and patterns, enacting the personas they represent. Another tribe showcased is the Bhil community that take part in an annual dance-drama dedicated to the Goddess Gavari. In this performance, participants collaborate to form a distinct shape resembling various forms; like a human elephant. The theatrical presentation is a fusion of storytelling, incorporating myths, dance, tribal traditions, re-enactments of historical events, and satirical political commentary.

In the Jaanwar Collection, Kunaal Kyhaan Seolekar has woven a narrative that transcends time by inviting you to immerse yourself in the wild elegance of ancient cultures and untamed landscapes. The rugs transport you to an unknown era, evoking an air of the exotic that captivates the senses. Each rug, a piece of art, stands as a testament to the fusion of creativity and craftsmanship.

Welcome to the Jaanwar Collection, where the extraordinary becomes an everyday experience.



Kunaal Kyhaan Seolekar

Architect, Designer, Creative.

Multiple award winner, including the Winner of Elle Decor India's EDIDA "Designer of the Year" 2019 and "Young Talent Award" 2017.

From New York City to India, from cinema to the Milano Design Week. Introducing the spectacular melting pot of Indian contemporary designer Kunaal Kyhaan Seolekar, an Architect and Interior Designer by profession and an acting career in Bollywood. Founder of KOY, KOYTOY and studioHAUS, the multifaceted Indian designer has created an extensive body of work in the design fraternity that has been showcased around the globe and published in leading home decor magazines, recognised for his bold and playful design.

An ode to originality, his work has introduced biomorphic forms in Indian design where his flair for referencing natural motifs with novel materials and unique body massing. With a unique imaginative and creative spirit, Kunaal continues to innovate and explore the realm of design and opportunities in exciting new ways. His bold design attitude and warm inviting personality positions himself as an iconic go to designer for a unique masterpiece.

An architecture graduate from Parsons School of Design, Kunaal Kyhaan Seolekar founded studio HAUS in 2012 and soon after launched his brand KOY. The multifaceted Indian designer holds a vision to bring the ingenuity of Indian craftsmanship to the international arena. The brand leverages the plethora of hand-crafting traditions and the diversity of material in India to create delightful customisation options that celebrate individual style. KOY is one of the few contemporary brands that showcase collections in Milan Design Week consecutively. KOY is a testament to Kyhaan's unwavering commitment to honoring materiality, individuality, and the rich tapestry of Indian culture. Kyhaan has been appointed by renowned luxury design brands to design collections. The collaboration with Jaipur Rugs unveils a range of contemporary indoor and outdoor hand-knotted rugs that celebrate tradition, innovation, and a touch of mystique.



KAALI

"Kaali", embodies the protective gaze of generations. The oculus in the center, the eye, is a concept and symbol across ancient religions that represents well-being, healing, and protection, – a guardian against the mundane. The merging of curved lines is a symbolic nod to the yin and yang, embodying balance and harmony.

As a hand-knotted rug, "Kaali" boasts the meticulous craftsmanship of monotone filling, ensuring it's not overpowering but instead creates a nuanced color field. The pile height play adds depth, inviting you to explore the rug's intricate textures. Kunaal's flair for biomorphic forms takes a unique and creative turn with variants of the Kaali rug adorned with layered woolen fringes, imparting a distinctive three dimensional character to the rug.

Hand Knotting | Wool/Silk

Borders wrapped in yarn that ground the rugs and enhance the forms



AIWL-7038(EM)



Caviar/Caviar

Size: 5x8 ft

Jaanwar

AIWL-7037



Ebony/Smoke Green
Size: 8x10 ft

AIWL-7038(CS-01)



CaviarCaviar
Size: 5x8 ft

Jaانwar



DRONA

"Drona," a rug that unfolds as a playful dance of mythical forms and vibrant hues. Inspired by the rich Gond art tradition, this masterpiece is a burst of rich, bold colors that pays homage to the vivacity of tribal culture and the expressive spirit of the Gond community.

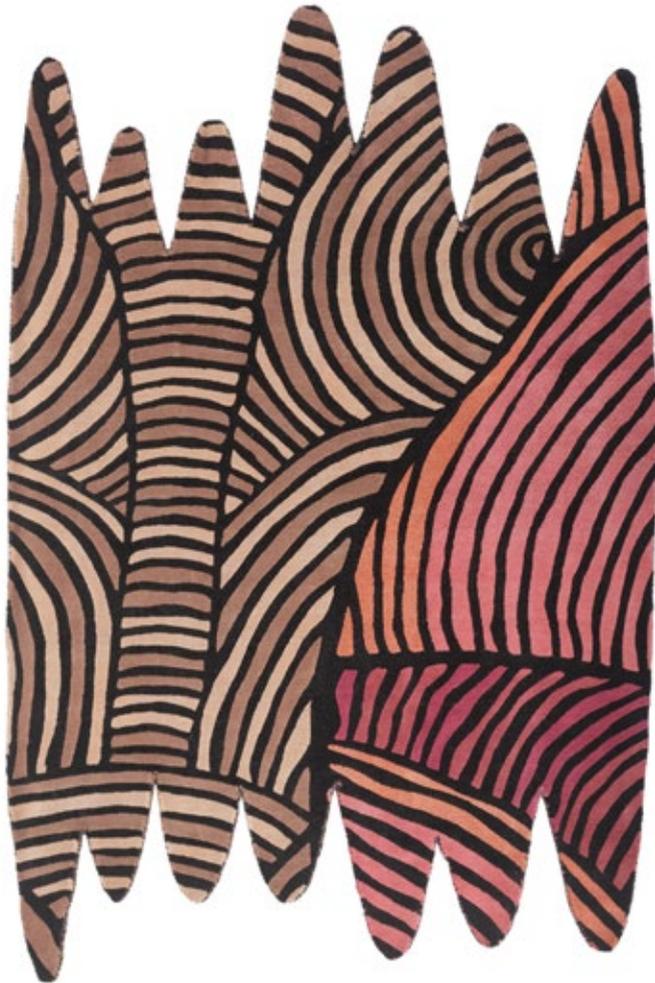
Watch as shapes come alive through a meticulous rendering process, a delightful interplay of patterns and colors. The rug, an ode to tradition contemporized, takes on forms that echo mythical beings, their silhouettes curving and undulating in a mesmerizing display. Alternating stripes varying in shades enhance the illusion with a three dimensional look, contoured with different pile heights, further heightening the effect, giving life to the inanimate object.

Hand Knotting | Wool/Silk

Borders wrapped in yarn that ground the rugs and enhance the forms



AIWL-7036



Ebony/Burnt Brick
Size: 5x8 ft

AIWL-7041



Ebony/Apricot
Size: 6x9 ft



YANTRA

Yantras are geometric, spiritual patterns created with symbols, shapes, and ratios to represent aspects of the divine. They are believed to have mystical or cosmic powers and are used for meditation, concentration, and ritual worship. Yantras are considered sacred and are believed to help individuals connect with higher spiritual energies or deities. Dashes and stripes varying in shades, contoured with different pile heights, render fields of color, with illusionary three dimensionality. Watch as shapes come alive through a meticulous rendering process, a delightful interplay of patterns and colors. The rug, an ode to tradition contemporized, takes on forms that echo mythical beings, their silhouettes curving and undulating in a mesmerizing display.

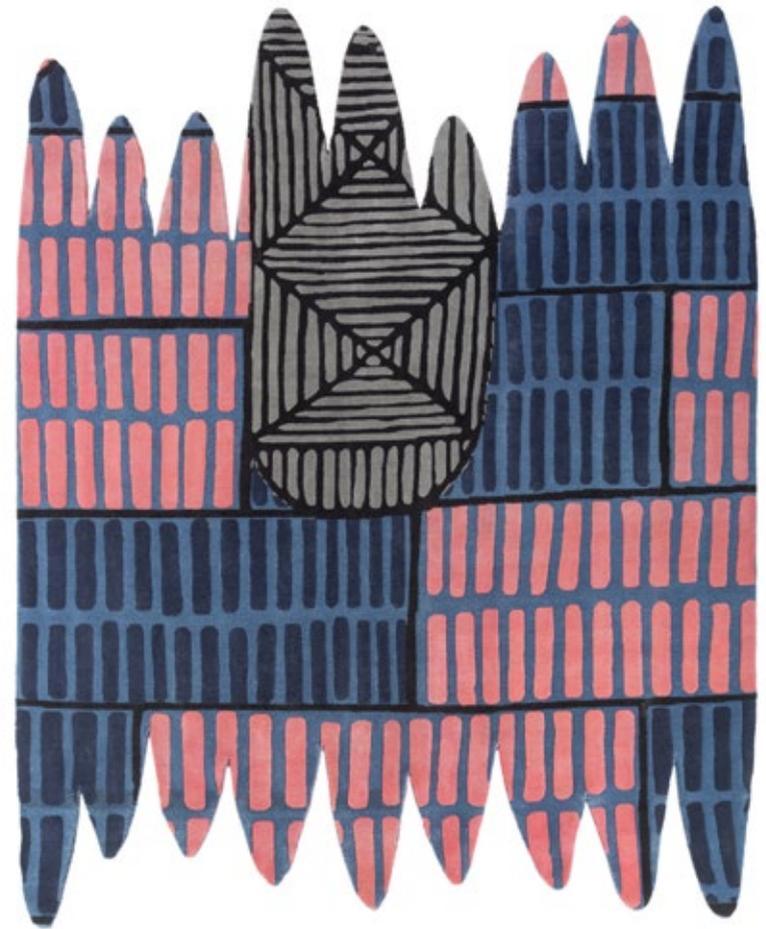
Hand Knotting | Wool/Silk

Borders wrapped in yarn that ground the rugs and enhance the forms





AIWL-7039



Ultramarine/Coral Essence

Size: 8x10 ft

Jaanwar





LING

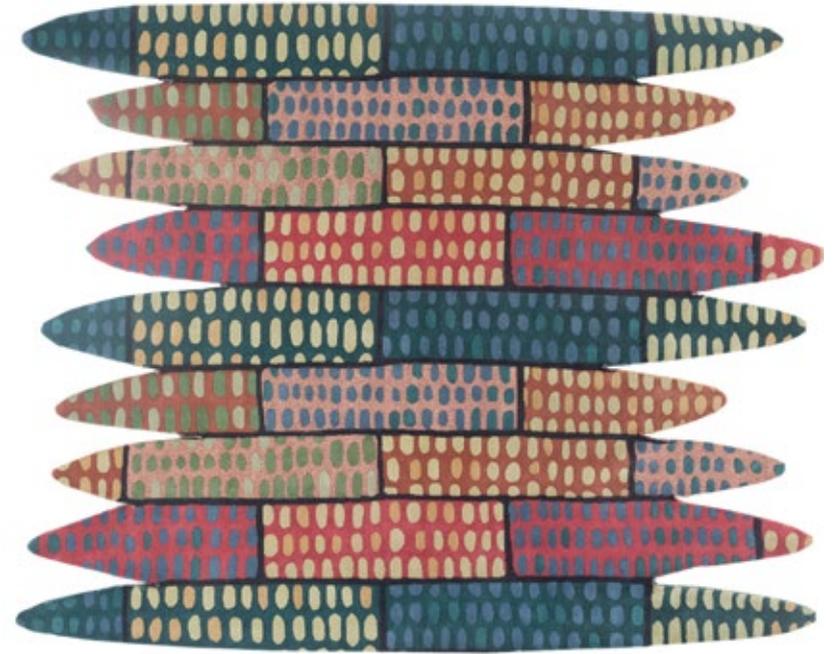
Bursting with bold and rich hues, the 'Ling' rug mirrors the vibrant heartbeat of tribal culture while paying homage to the expressive spirit of Gond artistry. A lively interplay of patterns and colors made up of dots and dashes in contrasting shades, animate the brick walled pattern, giving it a sense of movement. An interactive journey where dot work assumes a mesmerizing role, weaving illusions further heightened by subtle variations in pile height.

Hand Knotting | Wool/Silk

Borders wrapped in yarn that ground the rugs and enhance the forms



AIWL-7040



Light Indigo/Cranberry

Size: 8x10 ft

Jaanwar

SHERA

The Mythical Tiger, is a truly enchanting hand-knotted rug that transcends the ordinary, evolving into a captivating narrative of tribal artistry. Within the intricate details of this rug, tradition, innovation, and mystique come together in a seamless fusion of cultural expression.

The silhouette beautifully captures the essence of tigers from ancient tales, drawing inspiration from the rich tapestry of Gond tribal folklore. What makes this rug truly stand out is the clever use of pile height differences, skillfully depicting the majestic stripes of the creature, and delicate tassels that gracefully denote the mystical whiskers. This exceptional work of art is embellished with captivating semi-precious gems such as corals, turquoise, and woolen trims. These elements are skillfully adorned using a variety of hand-distressed techniques, imparting a distinctive character to the rug. Kunaal's flair for biomorphic forms takes a unique and creative turn, as seen in the intricately knotted and braided tassels embellishing the nails and tail of the tiger.

Hand Knotting | Wool/Silk

Semi-precious stone embellishments with fluffy woolen fringes





AIWL-7030(CRYT)



Inky Sea/Inky Sea
Size: 3'1X7'2 ft

NAAG

This mythical serpent-inspired form, is rendered in a symphony of colors, patterns, and illusions from the spellbinding world of Gond artistry. This extraordinary hand-knotted rug, meticulously crafted using a luxurious blend of wool and bamboo silk, transcends conventional boundaries, immersing you in an enchanting narrative of tribal artistry.

A nod to the revered Gond tradition, a fascinating illusion created by varying dots of color, brings the mythological creature alive. A lively interplay of patterns and colors made up of dots and dashes in contrasting shades, animate the pattern, giving it a sense of movement. An interactive journey where dot work assumes a mesmerizing role, weaving illusions further heightened by subtle variations in pile height.

Kunaal's flair for biomorphic forms takes a unique and creative turn with variants of the serpentine form are bordered with captivating semi-precious gems including amethysts, malachites, tiger eye, and turquoise. While other variants are adorned with layered woolen fringes, imparting a distinctive character to the rug.

Hand Knotting | Wool/Silk

Borders wrapped in yarn that ground the rugs and enhance the forms





AIWL-7029



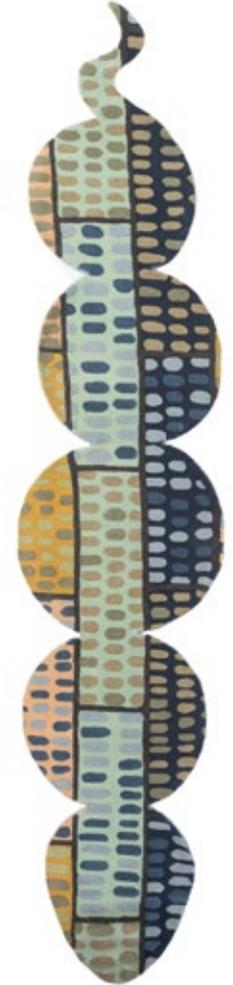
Twilight Blue/Deep Navy
Size: 2'6X12'3 ft

AIWL-7031(CS-01)

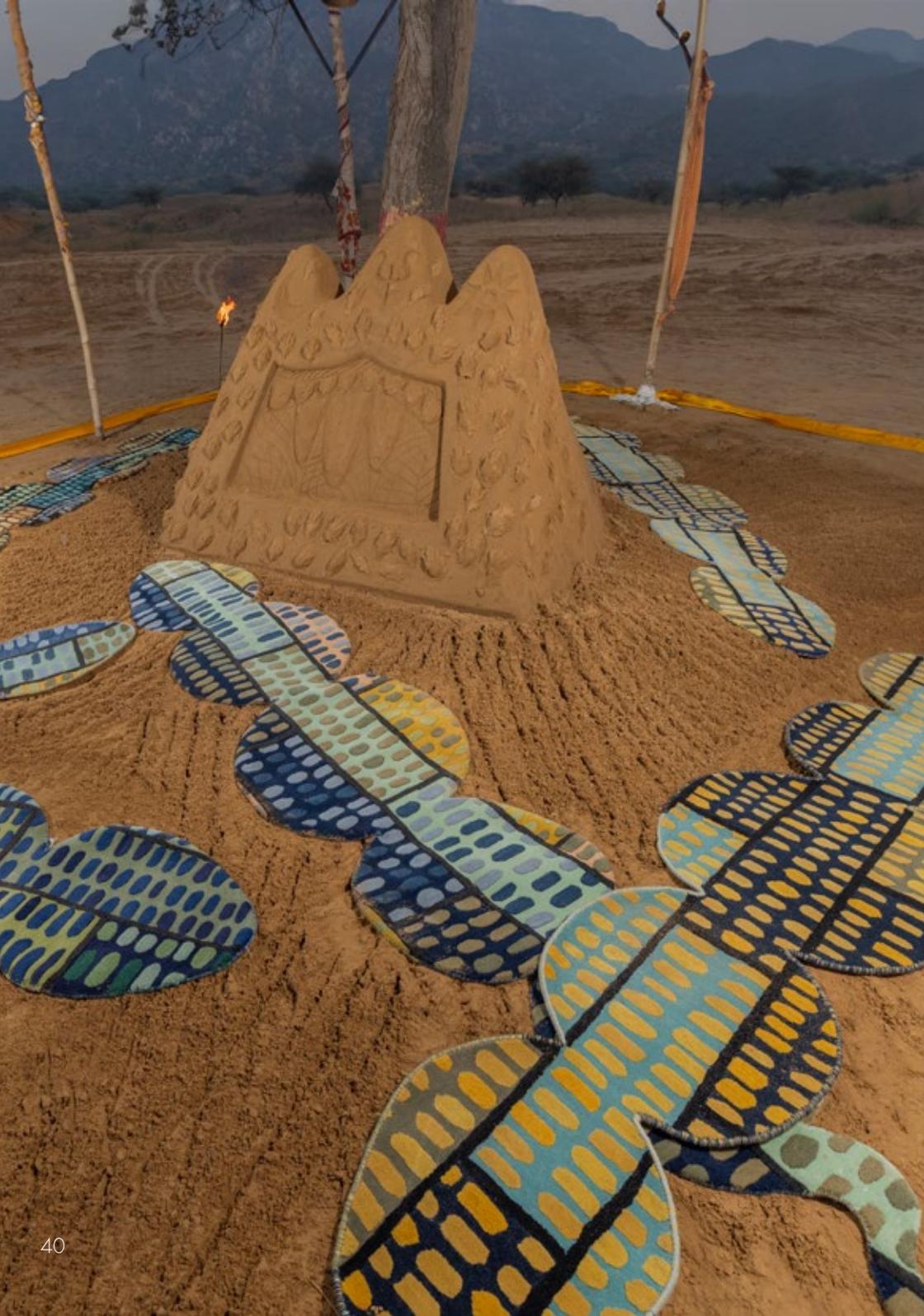


Evergreen/Red Ochre
Size: 2'6X12'3 ft

AIWL-7031



Ming/Twilight Blue
Size: 2'6X12'3 ft



AIWL-7032



Nugget Gold/Deep Navy
Size: 2'6X12'3 ft





Semi precious stone borderings

AIWL-7034(CRYT)



Wisteria/Cardinal
Size: 2'6X12'3 ft



AIWL-7033



Winner of EDIDA 2023
Award for Flooring awarded
to Kunaal Kyhaan Seolekar

Ebony/Ebony

Size: 2'-6 x 12'-3 ft

Fluffy woolen fringe trims that add
movement and enhance the form



NAAGA

Like shed serpent skins, the colorful Naaga outdoor rugs are hand woven in PET yarns, under the hands of skilled weavers. Each thread bears the mark of intricate detailing, weaving storytelling elements that invite you to explore the rich narrative within the captivating “Jaanwar” collection. The sculptural form can be arranged in a modular form for a vibrant, individual expression to any outdoor or indoor space. Specifically designed for outdoor use, bringing design drama to external spaces, as well as durability and resilience.

Hand Knotting | Wool/Silk
Borders wrapped in yarn that ground the rugs and enhance the forms





AIWL-7035
Classic Rust/Classic Rust
Size: 3'1X7'2 ft



AIWL-7035
Pine Needle/Pine Needle
Size: 3'1X7'2 ft

PTPL-7010



Coral Essence/Marine Green
Size: 3'1X7'2 ft



PTPL-7010
Pastel Blue/Mellow Rose
Size: 3'1X7'2 ft



PTPL-7010
Purple Orchid/Gold Earth
Size: 3'1X7'2 ft

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