

RICHARD HUTTEN

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JAIPUR RUGS



PLAYING WITH TRADITION

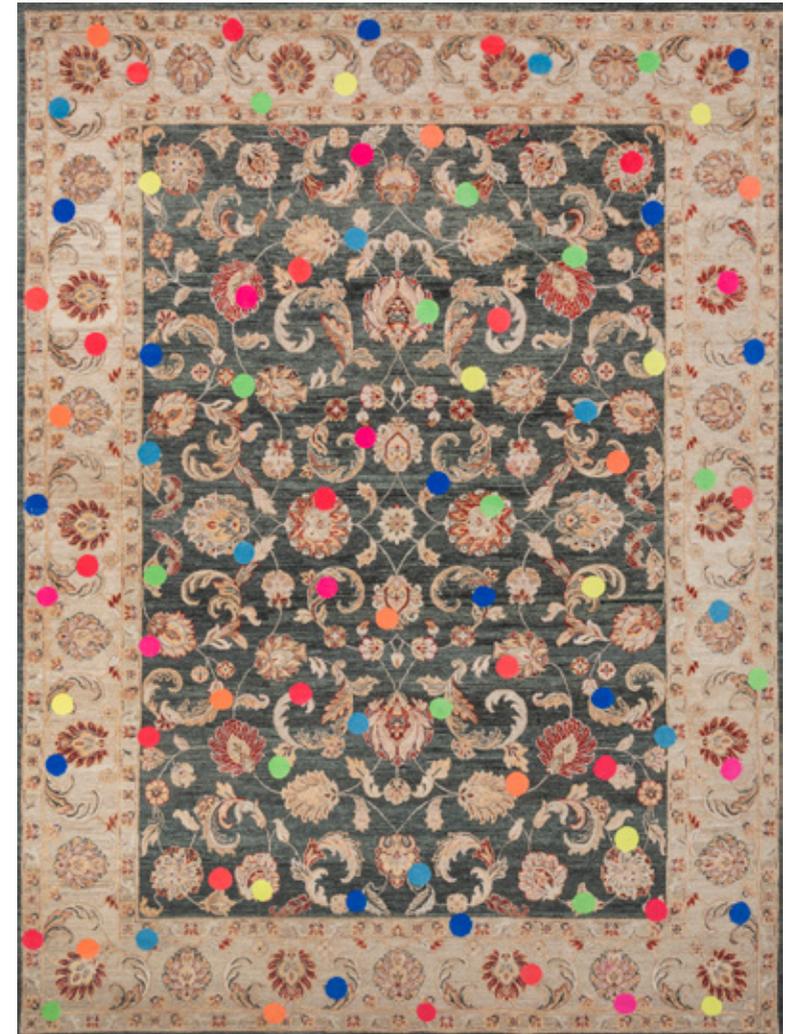


PLAYING WITH TRADITION

Playing with Tradition is on one side a homage to these traditional rugs and on the other side a playful revitalisation of these traditional rugs in order to keep them relevant for today's and future generations. While emphasizing the fact that traditional hand knotted rugs have been around for many centuries which proves their relevance until today, he often challenges traditional notions of utility, encouraging users to interact with and reinterpret his designs. The designer in this collection merges functionality with humor, bold colors, and imaginative forms, creating a collection that consists of a series of traditional rugs with "add ons" that reimagines classic forms with a contemporary twist.

RICHARD HUTTEN

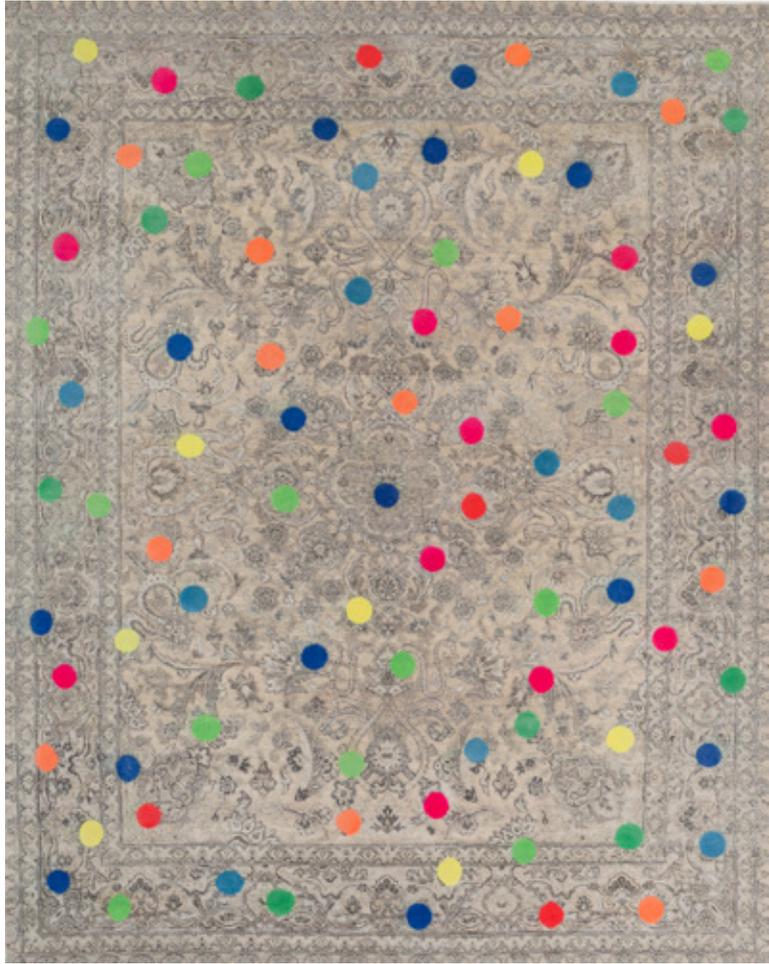
Renowned Dutch designer Hutten is celebrated for merging functionality with humor, bold colors, and imaginative forms. His minimalist yet playful approach challenges traditional utility, encouraging interaction. His Playing with Tradition collection reinterprets classic forms with a contemporary twist, showcasing his visionary take on modern product and furniture design.



AKWS-9006 Hunter heaven / Soft Beige, Size: 8X10 FT

CONFETTI 1

As a part of Hutten's collection of Playing with Tradition, Confetti 1 is born from a perspective to handcraft a rug that is an homage to the traditional rug while making it an art-work that is a reminder of joy and celebration. Colourful confetti when thrown over a traditional rug reminded the designer of the vibrant Holi festival of India, making this hand-knotted rug a symbol of optimism and happiness, making everyday a party. Blending two worlds, the rug features an all-over pattern showcasing traditional motifs like floral, vines, etc. reminding you of the beauty of the craftsmanship that is a 2,500 year old legacy.

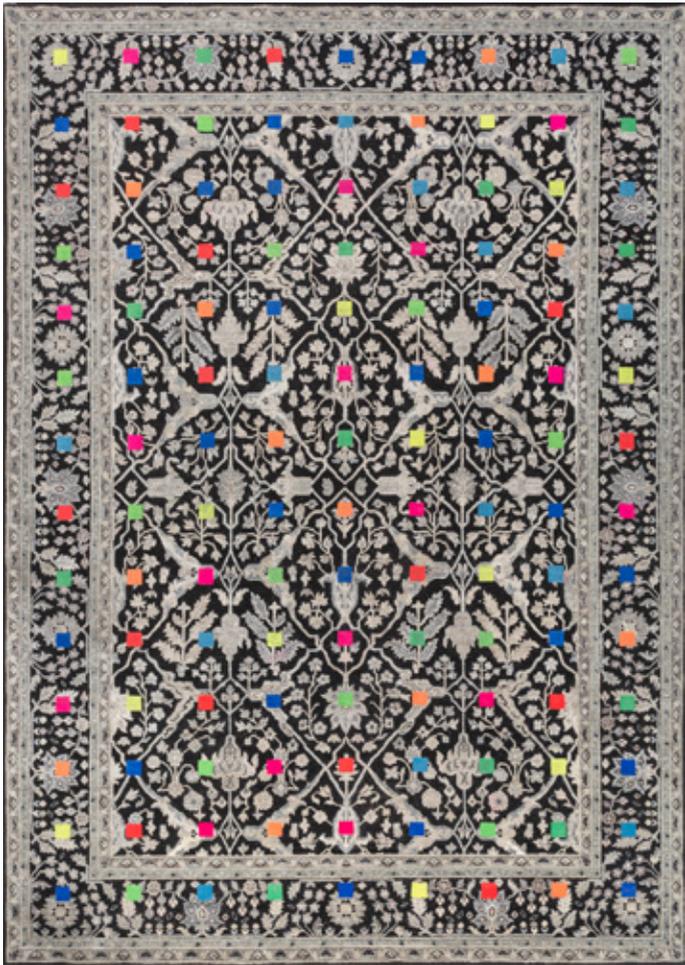


AKWS-9008 Classic Gray / Opal Sky, Size: 8X10 FT

CONFETTI 1

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AKWS-9007 Ebony / Liquorice, **Size:** 10X14 FT

SQUARES

Richard Hutten's Playing with Tradition is an homage to traditional rugs and the legacy of craftsmanship while making every piece in the collection a playful revitalisation of the traditional rugs in order to keep them relevant for today's and future generations. This rug showcases traditional all-over patterns describing the beautiful intricacy of craftsmanship while dominating the rug's design are geometrical colourful square motifs that together make the piece a symbiosis, combining traditional and modern motifs. In an attempt to give a twist to the traditional artistry, the designer creates masterpieces that are sure to pique your interest.

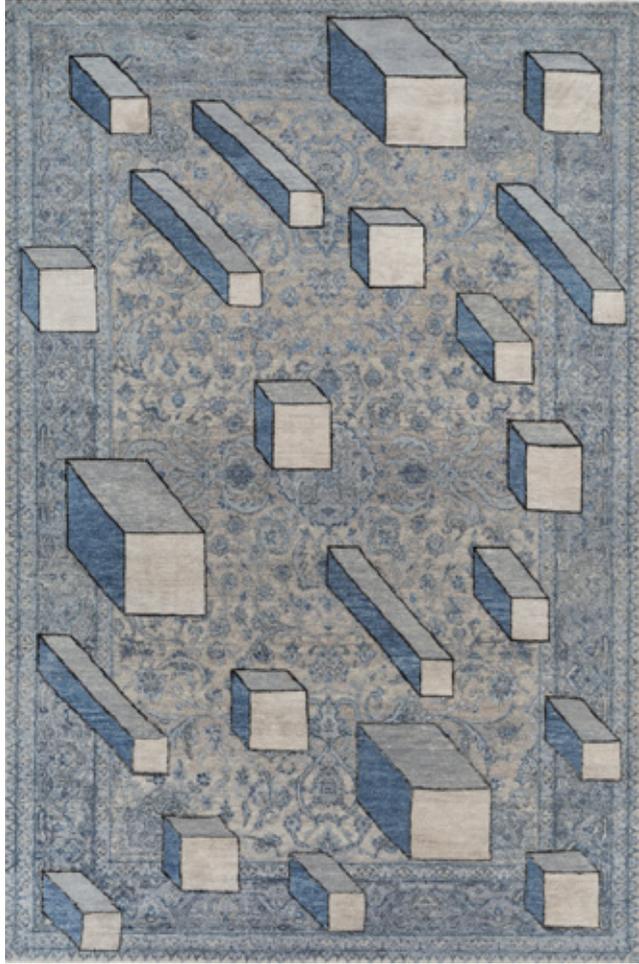




AKWS-9001 Classic Gray / Opal Sky, Size: 8X10 FT

COLOR BLOCKS

Adding a playful touch to the organic and detailed traditional rug design are simple architectural blocks added to create a contemporary architonic effect. The Color Blocks add a colourful contrast to the traditional rug while creating a harmony between traditional and modern designs. The 3 Dimensional designed colour blocks stand-out on the design while the beautiful all-over pattern assures that the beauty of both worlds makes this hand-knotted rug a masterpiece.



AKWS-9001 Steel Whisper / Powder Slate, **Size:** 6X9 FT

BLUE BOX

Playing with Tradition by Richard Hutten is an homage to the legacy and tradition of crafting hand-knotted rugs while bringing a contemporary twist to the design in order to make them a part of future trends too. The Blue Box rug showcases 3 dimensional block motifs on the traditional rug, all crafted in shades of blue. This style takes inspiration from the Dutch Delft Blue pottery, blending Holland and India, east and west. Perfect to add serene hues to your interiors, this hand-knotted rug is a definite conversation piece.





AKWS-9002 Vanilla Ice / Soft Gold, Size: 10X14 FT

PERSPECTIVE

Continuing the theme of bringing alive a contemporary style with a twist on traditional rugs is the Perspective Rug from Playing with Tradition collection of hand-knotted carpets by Richard Hutten. Handcrafted with a subtle colour palette, the rug promises to always draw your eyes to the centre no matter which direction you look at the rug. Offering a fresh "perspective" the designer rug is a fine addition to any interior set up transcending effortlessly from traditional to modern spaces.







AKWS-9003(EM) Red / Merlot Red, Size: 9X12 FT

CONNECT 1

Portraying a strong bond and going beyond his creativity, Hutten experiments with the prevalence of AI in today's world. With the help of the latter, the designer chose two traditional rugs randomly which were cut in half and stitched together with a big needle, binding two contrasting rugs together. Adding a playful touch while crafting a unique piece, Hutten brings this rug which can be an ideal wall art too.



AKWS-9004(EM) Natural Gray / Olive Bark, Size: 6X9 FT

CONNECT 2

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AKWS-9005 Red / Merlot Red, Size: 8X10 FT

BANANAS

Inspired by the slapstick humour of silent film icons like Laurel and Hardy and Charlie Chaplin, whose famous banana peel gags remain timeless, the inclusion of bananas on top of a traditional rug adds a touch of whimsy. The vibrant traditional rug contrasted with the vibrant playful motifs of bananas aligns with designer Richard Hutten's vision of playing with tradition just like his collection states. The hand-knotted rug will make for a beautiful yet conversational piece even as a wall art.



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