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Milan Design Week: Jaipur and Hutten play with tradition

Jaipur Rugs re-imagined handmade rugs as the heirlooms of tomorrow with Dutch designer Richard Hutten in Playing with Tradition.

The nine-piece collection draws inspiration from the rich heritage of hand-knotted wool rugs, blending centuries-old traditions with contemporary design and a touch of humour at Jaipur Rugs' showroom on Via Marco Minghetti.

Hutten's designs feature elements such as 3D textures, layered traditional motifs and playful confetti-inspired patterns. The vibrant confetti colours draw inspiration from India's Holi festival, infusing the col-

lection with a sense of celebration and joy. The inclusion of bananas adds a touch of whimsy, paying homage to the slapstick humour of silent film icons like Laurel and Hardy and Charlie Chaplin.

Reflecting on the collaboration, Richard Hutten said: “

‘Collaborating with Jaipur Rugs has been a truly rewarding experience. Its artisans – both men and women – are among the most skilled in the world. Beyond its exceptional craftsmanship, Jaipur Rugs champions a social mission, offering fair wages, healthcare, and education to its workers and families: a shining example of how businesses can combine excellence with ethical responsibility, setting a standard for the future,’ Hutten says.

‘Playing with Tradition evokes immediate joy and surprise, blending the vibrant splashes of Holi with contemporary art influences, providing an exciting vision for the future of handmade rugs. Behind this instant visual delight lies the dedication of Jaipur Rugs’ artisans, who spent months weaving these masterpieces in rural Rajasthan. From Jaipur to Milan, Richard honours the tradition of decorative arts while breathing fresh energy into timeless designs,’ says Greg Foster, Jaipur Rugs artistic director.

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