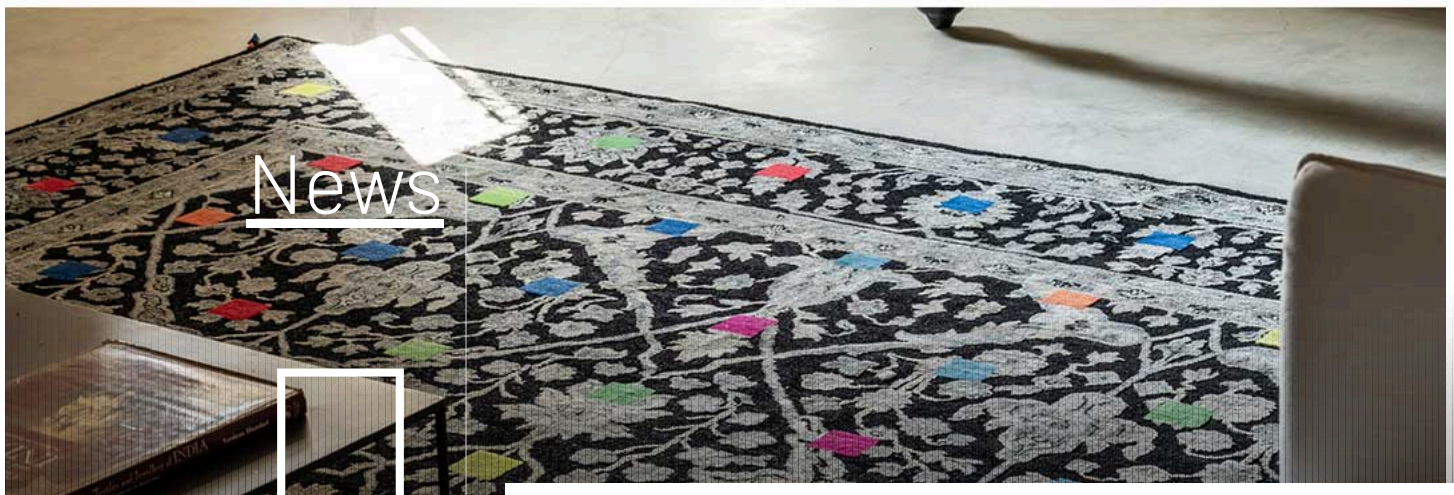
stir fri • make your fridays matter Learn More

stir pad



News

Jaipur Rugs' explorations of maximalism, tranquility

stir fri • make your fridays matter Learn More

stir pad

The rug manufacturer partakes in Milan Design Week 2025 with striking creative collaborations with Tatiana de Nicolay, Peter D'Ascoli and Richard Hutten.

by Jaipur Rugs
Published on : Apr 11, 2025

Jaipur Rugs, India's largest handmade rug manufacturer and a pioneer in artisan carpet-making, joins the week-long creative whirlwind of Milan Design Week 2025 with collaborations with esteemed designers. At Salone del Mobile.Milano this year, the brand showcases

stir fri • make your fridays matter Learn More

designer Peter D'Ascoli, alongside the debut of *Playing with Tradition*, an exclusive collaboration with Dutch designer Richard Hutten.

Jardins du Monde by Jaipur Rugs x Tatiana de Nicolay

On display in Salone Hall 03 EST, D 16, this collection of seven designs embodies the essence of botanical gardens around the world. *Jardins du Monde* captures the essence of global travel and nature's tranquillity, offering a peaceful sanctuary within the home. For *Jardins du Monde,* de Nicolay, an established product designer and independent creative consultant, drew inspiration from the renowned Albert Kahn

stir fri • make your fridays matter Learn More

Envisioning the collection as a series of unique, globally inspired landscapes, she crafted a series of designs that evoke the essence of distinct settings, from Japanese and English gardens to French gardens, forests, meadows, labyrinths, waterways and pagodas. This vision came to life through the skilled hands of Jaipur Rugs' artisans in Rajasthan, who wove each of the seven rugs with an enveloping quality that transports you to a different world.

Gilded Age collection by Jaipur Rugs x Peter D'Ascoli

stir fri • make your fridays matter Learn More

exquisite range of seven hand-knotted rug designs that reinterprets 19th-century maximalism through a contemporary lens, seamlessly blending historical grandeur with modern sophistication.

Drawing from a rich tapestry of creative influences, D'Ascoli's designs incorporate chintz florals, wild cat patterns, paisleys and neoclassical motifs, with each design available in multiple colourways. Inspired by the opulence of Hollywood Regency and the timeless charm of pre-war Parisian flea markets, *Gilded Age* embodies a confluence of artistic traditions. The outcome is a striking collection that seamlessly intertwines the heritage of Indian rug-making with D'Ascoli's globally inspired aesthetic.

stir fri • make your fridays matter Learn More

In collaboration with Hutten, the brand unveils *Playing with Tradition*, an exciting collection of large-scale carpets debuting at Jaipur Rugs' flagship store in Milan, Italy during Brera Design Week 2025. 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. For *Playing with Tradition*, Hutten has reinterpreted the age-old craft of hand-knotted rugs with a modern twist. His designs feature innovative elements such as 3D textures, layered traditional motifs and playful confetti-inspired patterns.

stir fri • make your fridays matter Learn More

stir pad

compelling exhibitions, presentations and installations from top studios, designers and brands. Dive into the highlights of Euroluce 2025 and explore all the design districts—Fuorisalone, 5Vie, Brera, Isola, Durini, and beyond—alongside the faceted programme of Salone del Mobile.Milano this year.

Read on: Carpet Design | Contemporary Design | Design Event | Design Fair | Design Festival | Design Week | India | Italy | Milan | Milan Design Week | Product Design | Product Designer | Rug Design | Salone Del Mobile |

STIR At Milan Design Week 2025

What do you think?

Leave your thought or question...

stir fri • make your fridays matter Learn More

stir pad

LATEST NEWS

Lucas Recchia's contemporary designs are all about materiality and spatial presence

Bansari Paghdar
Apr 30, 2025

Zhanna Kadyrova points to 'Strategic Locations' rooted in resistance at Continua

Galleria Continua
Apr 29, 2025

stir fri • make your fridays matter Learn More

stir pad