



BRAND FEATURE

15

Design
03
mins. read

STIR > SEE > FEATURES

Vivid carpets by Richard Hutten x Jaipur Rugs 'play with tradition' at MDW 2025

In their latest collaborative collection with the designer, the brand reimagines handmade rugs as heirlooms for tomorrow, drawing from heritage, craft and whimsy.

by Jaipur Rugs | Published on : Apr 11, 2025



Jaipur Rugs, India's largest handmade rug manufacturer and a pioneer in artisan carpet-making, has partnered with renowned **Dutch designer Richard Hutten** to create *Playing with Tradition*, an exciting collection of large-scale carpets set to debut at **Milan 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. *Playing with Tradition* is unveiled at Jaipur Rugs' **flagship store** on Via Marco Minghetti, Milan, **Italy**. Reflecting on the collaboration, Richard Hutten says in an official statement, "Collaborating with Jaipur Rugs has been a truly rewarding experience. Their artisans—both men and women—are among the most skilled in the world. Beyond their exceptional **craftsmanship**, Jaipur Rugs champions a social mission, offering fair wages, healthcare and education to their workers and families. They are a shining example of how businesses can combine excellence with ethical responsibility, setting a standard for the future."

Similar Articles

Design
04
mins. read



'Jaanwar' by Kunaal Kyhaan and Jaipur Rugs captures the spirit of the untamed

by Jaipur Rugs
Feb 05, 2025

Design
11
mins. read



Making design actionable with Beatrice Leanza at Milan Design Week 2022

by Jincy Iype
Jun 10, 2022



Squares from *Playing with Tradition* by Richard Hutten x Jaipur Rugs
Image: Courtesy of Jaipur Rugs

Hutten is recognised as one of the most important **contemporary designers** from **the Netherlands**. He is famous for his iconic creations, such as the iconic *Table Chair*, which is now in the permanent collections of many museums, including **MoMA** in **New York** and the **Victoria & Albert Museum** in **London**. In this dynamic collaboration, Hutten infuses his innovative vision with Jaipur Rugs' handcraft and technical expertise.



Confetti 2 and Color Blocks by Richard Hutten x Jaipur Rugs
Image: Courtesy of Jaipur Rugs

For *Playing with Tradition*, Hutten has reinterpreted the age-old craft of hand-knotted rugs with a modern twist. His **carpet designs** feature innovative 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 collection 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, whose famous banana peel gags remain timeless. *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 carpets. From **Jaipur** to **Milan**, Richard honours the tradition of decorative arts while breathing fresh energy into timeless designs," says Greg Foster, artistic director of Jaipur Rugs.



Connect 2 by Richard Hutten x Jaipur Rugs
Image: Courtesy of Jaipur Rugs

Jaipur Rugs, known for its commitment to ethical and **sustainable design**, crafted this collection with a focus on longevity and artistry. Each **rug design** is meticulously handmade by skilled artisans in **Rajasthan** using natural wool, prized for its durability and graceful ageing, and silk, valued for its renewable and biodegradable properties. While contemporary in style, the *Playing with Tradition* collection is timeless, designed to become heirlooms and the antiques of tomorrow.





Bananas by Richard Hutten x Jaipur Rugs
Image: Courtesy of Jaipur Rugs

"As Jaipur Rugs continues to go global, this collaboration provides a new benchmark for our approach to a meaningful exchange of ideas between designers and artisans. It's a pleasure to see our artisans look at their own designs with new delight, with the brilliant interventions by Richard," Yogesh Chaudhary, director of Jaipur Rugs, comments on the collaboration in the official release. "Jaipur Rugs is both a design company and a social enterprise in craftsmanship, and where they merge is when real magic is created. The power of this convergent is exactly what we like to showcase at Salone," he adds.

'Playing with Tradition' collection by Jaipur Rugs will be exhibited during Milan Design Week 2025 from April 7 - 13, 2025, at Via Marco Minghetti, Milan, Italy.

Read on: [Carpet Design](#) | [Contemporary Art](#) | [Craftsmanship](#) | [Dutch Designer](#) | [Flagship Store](#) | [India](#) | [Italy](#) | [Jaipur](#) | [Jaipur Rugs](#) | [Milan](#) | [Rajasthan](#) | [Rug Design](#) | [STIR at Milan Design Week 2025](#) | [Sustainable Design](#) | [The Netherlands](#)

What do you think?

Post

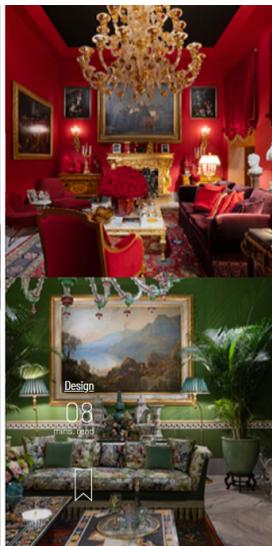
Recommended



Objects of control become structures of resistance in 'Crafted Liberation'

by Aarthi Mohan
Apr 08, 2025

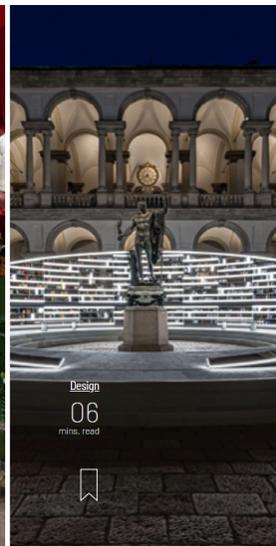
RK Collective, a Sydney-based practice, transforms protest into presence, with



Pierre-Yves Rochon's 'Villa Héritage' offers a sanctuaried escape at Salone del Mobile

by Almas Sadique
Apr 08, 2025

The installation in Milan exemplifies Rochon's expertise in appending



'Library of Light' by Es Devlin presents a cumulative spatial experience in Milan

by Bansari Paghdar
Apr 08, 2025

The illuminated kinetic installation for the Salone del Mobile.Milano 2025 is a



Preciosa Lighting unveils a mesmerising dance of crystals and light at EuroLuce 2025

by Preciosa Lighting
Apr 08, 2025

The Czech company debuts *Crystal Links* at Salone del Mobile.Milano's

a material born of grief,
resistance and resilience
through quiet design.

interior spaces with
drama, elegance,
sophistication and...

stage for shared inquiry
and dialogue, merging
craftsmanship, literature...

EuroLuce, alongside a
cutting-edge generative
visualisation tool, *Precio...*

+ LOAD MORE

stir it up



stir fri make your **fridays** matter

SUBSCRIBE ↗