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NEWS

Jaipur Rugs Unveils “FACES” Collection at Salone 2026 Inspired by Kengo Kuma’s Architectural Language

By **admin**
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May 11: Jaipur Rugs unveils FACES, a new rug collection presented at Salone 2026 that thoughtfully interprets the architectural language of Kengo Kuma for the world of contemporary interiors. Conceived as a study of fragments, textures, and the ephemeral “faces” of architecture, the collection translates Kuma’s quiet design philosophy into tactile, immersive surfaces.

Rather than replicating built form, FACES explores the intangible—how light filters, how materials breathe, and how space reveals itself in moments. These subtle architectural shifts, often fleeting and atmospheric, are distilled through the lens of Jaipur Rugs’ craftsmanship, resulting in textiles that feel intuitive, sensorial, and deeply embedded within living environments.

“With FACES, we are not translating architecture into rugs—we are translating a way of seeing. Kengo Kuma’s work is deeply emotional yet restrained, and through our artisans, we’ve reinterpreted that sensitivity into something tactile, human, and lived-in,” says Yogesh Chaudhary, MD, Jaipur Rugs.

Each rug within the collection draws from a specific architectural principle and its material expression:

SUKIMA-6 Rugs

Referencing the Japanese concept of “Sukima”—the intervals that allow light, air, and space to exist between forms—this rug is inspired by the Suntory Museum of Art in Tokyo. Its composition

interprets Musō-gōshi, a traditional lattice, where fine linear rhythms create a permeable surface. The rug allows light and shadow to dissolve softly, shaping atmosphere rather than form.

BOKASHI-1 Rug

“Bokashi,” a traditional technique of soft gradation, informs this design’s blurred transitions and tonal fluidity. Also rooted in the layered light conditions of the Suntory Museum of Art, the rug captures the gentle diffusion of light across surfaces, translating it into a seamless interplay of color and texture.

CHIRASHI-1 Rug

Inspired by the Museum of Kanayama Castle Ruin and the Kanayama Community Center, “Chirashi” explores the scattering of elements to create rhythm and movement. The perceived solidity of stone is reinterpreted through Jaipur Rugs’ handcraft into a surface that feels fluid, warm, and quietly balanced.

KIGUMI-5 Rugs

Drawing from the traditional Japanese joinery system of “Kigumi,” this design references the GC Prostho Museum Research Center. Its Chidori wooden grid—known for its shifting depth and perspective—is translated into intricate weaving techniques, resulting in a textile that expresses structure as a dynamic, evolving experience.

KASANE-3 Rugs

“KASANE” reflects the idea of layering to create depth and nuance. Influenced by the Albert Kahn Museum, where architecture mediates between interior and nature, the rug employs subtle tonal overlays and refined patterning to evoke a sense of quiet continuity between spaces.

With FACES, Jaipur Rugs positions the rug not merely as a decorative object, but as a spatial medium—one that engages with architecture, light, and human experience. The collection sits at the intersection of Japanese minimalism and Indian artisanal heritage, reflecting a shared sensitivity to craft, material honesty, and the poetics of space.

“Presenting FACES at Salone 2026 is significant for us. It is not just a collection, but a statement on how Indian craftsmanship can engage with global design narratives at the highest level,” adds Chaudhary.

This is a collection designed for architects, interior designers, and collectors who seek nuance over statement—where the value lies not in overt expression, but in the depth of experience it offers.