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A Rug Collection Connecting Indian Artisans With Japanese Philosophy

The age-old art form of handmade carpets reconsidered by a Japanese architect and Emeritus Professor.

Rachel Bassett Sun 3 May 2026

The Kasane rug. Image courtesy of Jaipur Rugs.

Some interiors are felt before they are seen. Whether it's the movement of light across a surface, how texture softens a room, or how space seems to breathe between objects, this feeling is a reflection of thoughtful, considered design.

FACES, a new collection of Jaipur Rugs in collaboration with Japanese architect, Emeritus Professor and member of the Japan Art Academy, Kengo Kuma, is a study in this undertone. Presented in Milan at Salone Del Mobile 2026, the collection approaches carpets as a spatial medium, one that engages with architecture, light, and human experience.

Bringing the Indian artisanal heritage of Jaipur Rugs into conversation with Japanese philosophy and minimalism from Kuma, the result is beautifully tactile and immersive surfaces for the home. A collection that takes the ephemeral "faces" of architecture, and translates them into material expression.

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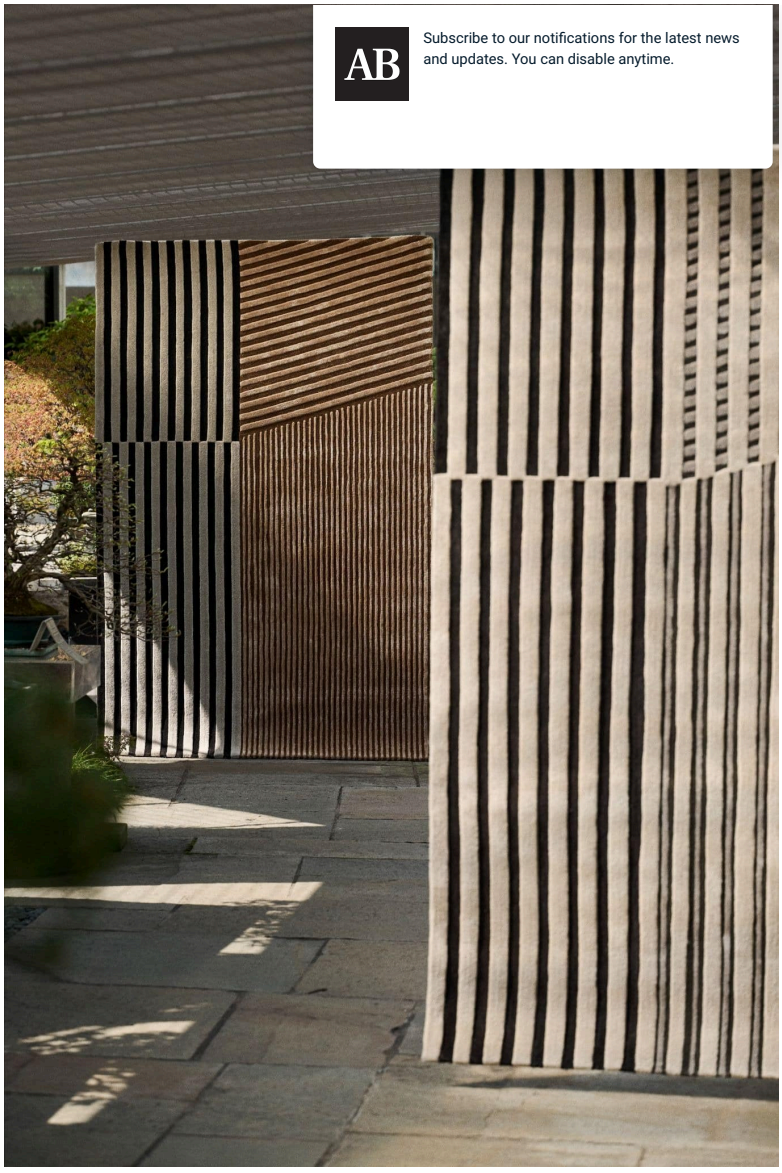


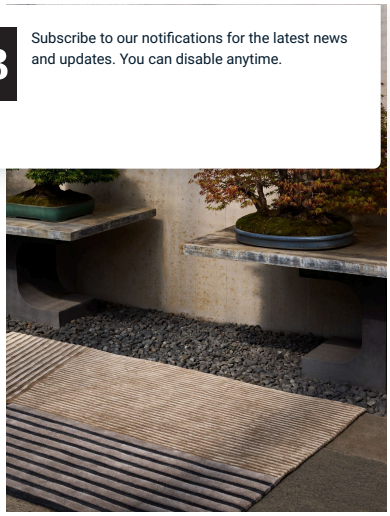
The Sukima rug. Image courtesy of Jaipur Rugs.

Though Kuma's expertise lies in architecture that opens up new relationships between nature, technology, and human beings, the collection doesn't attempt to translate architecture literally. His work often dissolves the boundary between interior and exterior, allowing materials and light to shape the emotional experience of a space.

Using the age-old art form of handmade carpets as both design practice and social impact, Jaipur Rugs was founded in 1978 with just two looms. Since then, the company has grown to become the largest network of artisans in India, connecting more than 40,000 rural craftspeople to a global audience. What began as a family business has become a model for how traditional making can exist within contemporary design. Today, the premium brand creates contemporary works of art by collaborating with creative talents capable of showcasing this ancestral craft with a fresh vision.

Each rug within the *FACES* collection draws from a specific architectural principle. Among the strongest pieces presented is *Kigumi*, inspired by traditional Japanese wooden joinery. Its geometric grid recalls the shifting perspective of the GC Prostho Museum Research Center, where structure creates movement rather than rigidity. The pattern feels architectural underfoot, with layered lines that reveal new depth from every angle.

The Kigumi rug. Image courtesy of Jaipur Rugs.



The Sukima rug. Image courtesy of Jaipur Rugs.

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Sukima takes its cue from the Japanese idea of intervals, the spaces that allow light and air to exist between forms. Inspired by the Suntory Museum of Art in Tokyo, its fine linear pattern mirrors latticework, creating a rug that feels open and breathable. Then there is *Kasane*, a reflection of nuanced layering. Influenced by the Albert Kahn Museum, its soft tonal overlays and subtle patterning create the feeling of spaces flowing into one another, with colours that shift gently depending on the light.

Today, Jaipur Rugs creates contemporary works of art by collaborating with creative talents capable of showcasing this ancestral craft with a fresh vision. *FACES* is exactly that. It's also a showcase of how Indian craftsmanship can engage with global design narratives at the highest level. These are rugs designed not simply to complete a room, but to shape it, placing architecture somewhere notably unexpected.

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