

AfghanMade - contemporary rugs made the traditional way.

January 5, 2015

One of the highlights of designjunction at LDF 2014 was the AfghanMade show curated by Wallpaper* magazine where contemporary rug design combined with traditional Afghan know-how. The work being done in Afghanistan to modernise the weaving industry and to open up new direct markets is funded by the US Task Force for Business & Stability. The initiative shown at Design Junction involved five of the worlds leading rug companies, Christopher Farr (UK), Nodus and ABC Italia (Italy), Nanimarquina (Spain) and Fort Street Studio (USA).



The Afghan carpet industry is centuries old but up until recently the rugs were finished and washed in other countries and sent internationally. The idea behind the AfghanMade project was to enable the Afghan carpet industry to complete the rugs and sell them globally. AfghanMade Carpets have previously exhibited at various international rug shows and design fairs since September 2013 but this is the first time they have collaborated with Wallpaper*.

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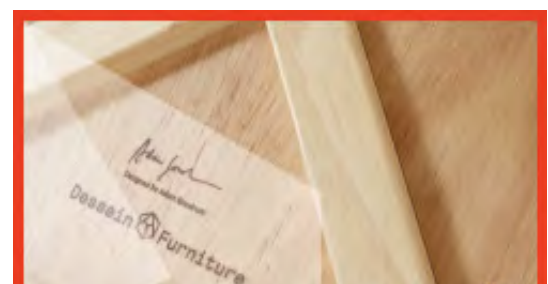
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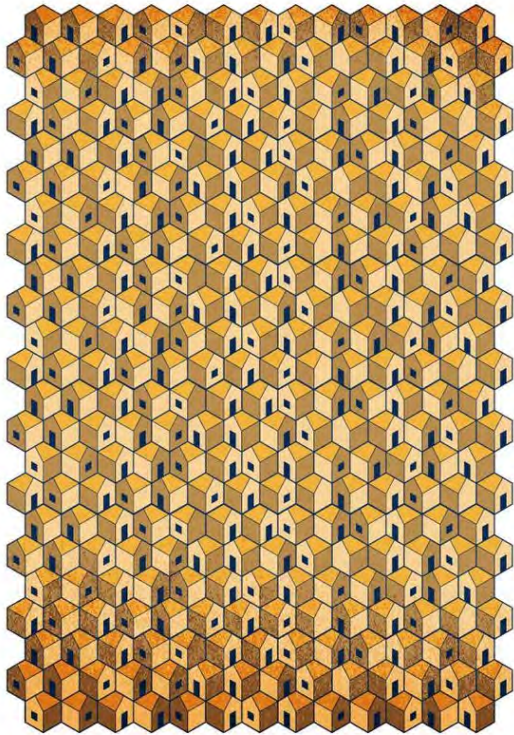
Wallpaper's involvement in the project ensured that the best contemporary rug companies who embraced authentic manufacturing techniques were involved. Fort Street Studio for example is a rug company that was set up in the early Nineties to harness the superior quality of 'wild' silk from Hangzhou in China. The founders, artists Brad Davis and Janis Provisor have always sort the highest quality for their rugs and the Afghan made designs retain this while capturing modern abstract concepts . Much of their work stems from their habit of deigning in watercolours but for AfghanMade the work moves away from soft bleeding graduation to loose impulsive lines or parts of characters from Dari and Pashto languages.



Hand dyed and hand knotted at 120 knots per square inch, the rugs are capable of conveying immense detail and subtlety of shade. With a life span in excess of a hundred years, the rugs have little in common with modern machine made rugs.



various parts of the world.



Founder of Internoitaliano, Giulio Iacchetti (find an earlier [D.d post on him here](#)) designed a rug 'Paese Mio' for Nodus that recalls the wallpapers of Fornasetti and the geometric playfulness of Gio Ponti. The colours of this design were inspired by the desert landscapes of Afghanistan.

