



ILLULIAN®

LUXURIOUS CUSTOM HANDMADE RUGS

GOING DOWNTOWN: ILLULIAN AT DOWNTOWN DESIGN IN DUBAI

Dubai Design District (d3) | 12-15 November 2019
Stand D10

As for past appointments **Illulian** confirms its presence at Downtown Design in Dubai. The luxury Italian brand will showcase a selection of novelties and bestsellers, as highest expression of the authentic passion for quality and design: veritable artworks, which have been established the company's worldwide leadership in the field of custom handmade rugs since 1960. Among its extremely wide production, the brand is pleased to present pieces belonging to the **Design Collection**, which includes modern, on-trend pieces; the **Limited Edition** refers to its most exclusive collection designed by celebrities, designers, artists and photographers; the **Palace Collection** encompasses modern rugs with a classic flavour.

Since its foundation the Milan-based company has been esteemed an international icon of style and luxury for its gorgeous rugs: **Himalayan wool**, **pure silk** and **vegetable colors** are the essential elements that contribute to giving any carpet a sophisticated appearance; soft chromatic details guarantee any environment an exclusive and elegant allure.

Being an exclusive benchmark in the sector of contemporary and luxury rugs, Illulian collections perfectly encounter the requirements and tastes of an attentive and discerning clientele, including both professionals and private customers. The brand offers vast scope for personalization in terms of colour, pattern, dimensions and shape, to create one-off pieces as unique as any artwork. The prestigious Illulian rugs can be created for residential settings or contract projects, museums, showrooms, hotels, restaurants or nautical environment.

DESIGN COLLECTION

Concrete

A mix of straight and broken lines for a more dynamic appearance. A beautifully rug with a modern industrial texture in neutral shades.

Edra

Tone-on-tone leaves are specially designed to give a three-dimensional decorative effect with a low-contrast surface. Soft, relaxing shades and shapes offering beautifully finished high-quality luxury.

Kintsugi

Artistic contamination for Kintsugi, which takes its name and technique from the ancient Japanese art of repairing objects with the insertion of gold or precious metals that ennoble and enhance the fragments, thus adding a precious character to the product. Similarly, the "cracks" of the carpet are filled with liquid gold, creating an effect of great scenic impact. A fascinating and unconventional pattern that stands out for its strong expressive power.



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Raw

New aesthetic codes celebrate the unfinished, rough surfaces and raw character. A rug with a worn look and unfinished charm.

LIMITED EDITION

Panther by Illulian Design Studio

After Makan and Lionheart, another feline joins the collection. With a strong visual impact and majestic appearance, this rug portrays a black panther with yellow magnetic eyes. Triangular shapes give form to the head of the animal while playing with different shades of black and grey.

Cocarde by Cristina Celestino

Cocarde takes its inspiration from a delicate textile microarchitecture: the rosette. A frieze of crinkled and pleated ribbon, originally a symbol of vanity, becomes a tool for the designer's creative investigation.

Observed in its complexity, made of structural folds and chromaticisms, this composition speaks a language that goes beyond the meaning of the emblem it traditionally represents.

The volutes of the rosettes give it the appearance of a small rosette, where the regular movement of the ribbon plays with the contrasting colour fields. Cristina Celestino ideally accompanies them like petals on the ground, softening their colour contrasts by painting a sophisticated colour palette. It softens the crinkles almost ideally by placing the rosettes towards a new two-dimensional and material interpretation. The individual modules, repeated in different sizes on the surface of the rug, draw an iconic texture, dictating the rhythm of an abstract bouquet.

Evolution by Illulian Design Studio

A Special Edition created for the 60th anniversary, which summarises the legacy of the brand while interpreting its innermost identity. As in a Polaroid, to celebrate 60 years of activity Illulian proposes a surprising design that captures, in a single shot, the two spirits of its collections: antique and modern. Tradition and innovation are juxtaposed to form a whole that is simultaneously unity and contrast. A development of handmade excellence that reflects the evolution from the asymmetrical odd-number knots typical of the Persian tradition to the formal order of contemporary knotting, metaphorically marking the passage of generations of the Illulian family.

Roy by Emtivi Studio

An Art Déco motif is reinvented with a pop twist: it is enlarged and endlessly repeated with vibrant and almost psychedelic colours. A funky classic, with a modernist elegance.



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PALACE COLLECTION

Colette

Ancient decorations with an unfinished charm are reinterpreted with a contemporary twist, featuring a palette of delicate shades. Colette is a majestic rug with a great personality, suitable for furnishing the most exclusive interiors. An expression of grace that reveals the magical signs of time, declined in a current design.

Venus

Venus is a meeting between the pomp of the French courts and contemporary nuances: its concentric decor makes it the star of highly characterful rooms.

All the rugs by **Illulian** are knotted and carded by hand and can be made in two quality levels: **Platinum 120**, the most exclusive line is characterized by the use of top quality wool and silk and the extremely complex handcrafted process – with a stunning 180,000 knots/m² – that creates spectacular sculpted effects. **Gold 100** proposes rugs made from wool and silk, with a timeless charm and a density of 150,000 knots/m².



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Captions

File: ILLULIAN_Concrete_Design Collection

In this picture, Concrete rug by Illulian, from the Design Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Edra_Design Collection

In this picture, Edra rug by Illulian, from the Design Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Kintsugi_Design Collection

In this picture, Kintsugi rug by Illulian, from the Design Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Raw Round_Design Collection

In this picture, Raw round rug by Illulian, from the Design Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Panther by Illulian Design Studio

In this picture, Black Panther rug designed by Illulian Design Studio, from the Limited Edition Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Cocarde by Cristina Celestino

In this picture, Cocarde rug designed by Cristina Celestino for Illulian, from the Limited Edition Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Evolution by Illulian Design Studio

In this picture, Evolution rug designed by Illulian Design Studio, from the Limited Edition Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Roy by Emtivi Studio

In this picture, Roy rug designed by Emtivi Studio for Illulian, from the Limited Edition Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Colette_Palace Collection

In this picture, Colette rug by Illulian, from the exclusive Palace Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

File: ILLULIAN_Venus_Palace Collection

In this picture, Venus rug by Illulian, from the exclusive Palace Collection. Hand woven in Himalayan wool, pure silk and vegetal colours by experienced craftsmen. Dimensions and price: on request

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