

**cc-tapis®**

handmade rugs

press kit

**Maison & Objet Paris 2019**



MILANO, 09/01/2019

## cc-tapis at Maison & Objet Paris 2019

Stand:  
Hall 6  
Stand L16 and M15

*cc-tapis returns with exciting novelties to the Parisian fair that brings together the most relevant international brands engaged in the world of home lifestyle, decor and design. For the winter appointment of Maison & Objet, January 18th— 22nd, the brand is expanding its textile landscape, presenting new pieces and extensions of existing collections. Consolidating collaborations with internationally renowned designers and creatives, always focusing on quality and craftsmanship.*

*Previews include Jean-Marie Massaud's Parvata rug, taking inspiration from the natural wonders of Himalayan rock formations; Studio Klass were inspired by architecture from the Italian renaissance with their Mazzolino rug, Cristina Celestino's Envolée, a delicate and hypnotic rug brings a refined allure and the Dutch designer Mae Engelgeer extends the Bliss family with the Ultimate Bliss, where sculptural and 3D effects are the protagonists.*

### about cc-tapis

Born in France. Designed in Milan. Produced in Nepal.

cc-tapis is an Italian company which produces contemporary hand-knotted rugs which are created in Nepal by expert Tibetan artisans. The company was founded by Nelcya Chamszadeh and Fabrizio Cantoni in France who have been producing hand-knotted rugs in Nepal for over 18 years. In 2011 cc-tapis moved to Milan where the company is now based and a team of designers lead by Daniele Lora, art-director and partner, innovate through a new approach to traditional methods. A strong respect for the materials and for the culture of this ancient craft is reflected in the company's eco-friendly approach to every step of production, ranging from the hand spinning of the softest Himalayan wool to the use of purified rainwater for the washing of the final products, making each one of cc-tapis rugs unique. Far from mass production, cc-tapis aims to offer a tailored service to those who understand and enjoy a high-end product, where a three month production time contains a story of age-less culture.

## *Preview*

### **parvata**

standard color version

designed by jean-marie massaud

"Nepalese and Tibetan craftsmen, masters of the art of hand-knotted rugs, have translated our concept in their own traditional aesthetic-language to convey the natural wonders of Himalayan rock formations. Parvata: a segment of the Himalayas." Jean-Marie Massaud

A homage to the country it was created in, the name "Parvata" is the Nepali word for mountain and is produced by cc-tapis in the Kathmandu valley at the base of the Himalayas. A rug born to enrich the lives of the craftsmen that created it and the future of Nepal.

PARVATA



materials: cotton weave, himalayan wool, bamboo silk and linen borders.  
quality: A (125.000 knots/sqm approx.)

PARVATA ROUND



materials: cotton weave, himalayan wool, bamboo silk and linen borders.  
quality: A (125.000 knots/sqm approx.)

*Creative mind*

## jean-marie massaud



Since the beginning of his career (a 1990 graduate of Paris' ENSCI-Les Ateliers, Paris Design Institute), Jean-Marie Massaud has been working on an extensive range of works, stretching from architecture to objects, from one-off project to serial ones, from macro environment down to micro contexts. Major brands such as Axor, Cassina, Christofle, Poliform, Toyota have solicited his ability to mix comfort and elegance, zeitgeist and heritage, generosity and distinction.

Beyond these elegant designs, his quest for lightness - in matters of essence - synthesizes three broader stakes: individual and collective fulfillment, economic and industrial efficiency, and environmental concerns. "I'm trying to find an honest, generous path with the idea that, somewhere between the hard economic data, there are users. People."

His creations, whether speculative or pragmatic, explore this imperative paradigm: reconciling pleasure with responsibility, the individual with the collective.

When asked to imagine a new stadium for the city of Guadalajara, Mexico, he comes back with a never seen before

cloud and volcano-shaped building, integrated in a vast urban-development program that re-unite leisure and culture, nature and urbanization, sport aficionados and local citizens. Instead of implanting a stadium, he proposed an environment. And the initial vision has proven a realistic approach: the project has come to life in July 2011.

More recently, his concept car developed in partnership with Toyota, has the same objective. MEWE is a synthesis of economical and ecological concepts, integrating issues specific to each stakeholder: the user, industry, and the environment. A pioneering multiple-use platform that is a car for the people, with a body in expanded polypropylene foam: a major innovation.

"When I'm working on a project, there's always an attempt to renew the subject I'm involved in". Another distinctive aspect of his approach.

## *Preview*

### **envolée**

standard color version

designed by crisrina celestino

The new project by Cristina Celestino for cc-tapis takes inspiration from one of the most delicate architectures present in nature: the wings of a butterfly. Observed under a microscope, their beauty is so sophisticated that it defies every type of description.

They are ephemeral structures, characterized by iridescent, hypnotic and marvelous scales. The wings of lepidopterans butterflies look like brushstrokes, like paintings in motion. The elegance of their composition, under an attentive eye, has the consistency of a fabric. A consideration which lead Cristina Celestino to translate that which is not visible to the naked eye into a macro scale.

The decorative motif is thus revealed by the alternation of chromatic compositions defined by different material densities, from wool to linen. A rhythm that is translated into a full and vibrant texture, playing on the characteristics of the individual materials and on the varying pile-heights used.

#### ENVOLÉE



materials: cotton weave, himalayan  
wool and linen pile  
quality: B (89.000 knots/sqm approx.)

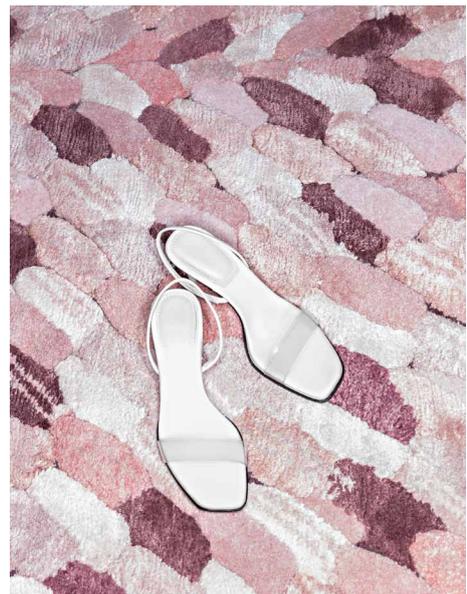


photo beppe brancato  
styling greta cevenini

*Preview*



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*Creative mind*

## crisrina celestino



Cristina Celestino was born in Pordenone in 1980. In 2005 she graduated from Iuav in Venice with fullmarks in Architecture and started working with a number of architecture studios, before shifting her attention to Interior architecture and design. In 2009 she moved to Milan where she founded her own design brand under the name "Attico Design", which produces lamps and furniture characterized by a deep research on materials and shapes.

In 2012 she was selected to take part in the Salone Satellite and after this experience Attico Design products have been exhibited in several international galleries and showrooms. The product Atomizers, produced by Seletti, becomes part of the Permanent collection of Italian Design by Triennale Museum of Milan. Her work currently spans from limited editions for design galleries and museums, to special commissions for outstanding brands as: Fendi, Nilufar, Sergio Rossi, Tonelli Design, Torremato, BottegaNove. She works as a creative director for exclusive brands and as an architect she is engaged in challenging interior and exhibition projects.

In occasion of DesignMiami/ 2016 Cristina designed "The Happy Room" collection for Fendi. The next year she created the

interior and the collection of furniture for a new boutique concept exclusively for Sergio Rossi-

Cristina has been honored with several international recognitions: in 2016 she was awarded with the special jury prize at Salone del Mobile, in 2017 she won the ELLE DECO International Design Awards with the wall covering project "Plumage" for Botteganove. She works and lives in Milan.

*Preview*

## ultimate bliss

standard color version

designed by mae engelgeer

An evolution on the Bliss aesthetic, the Ultimate Bliss increases the sculptural and 3D effect which characterizes the collection, creating an extremely sophisticated textile landscape.

The rounded shapes of the design play with subtle colors which are enriched by a variety of pile-heights in Himalayan wool and pure silk. As the designer says "the design is so dense you can get lost in the Bliss."

ULTIMATE BLISS



materials: cotton weave, himalayan wool  
and silk pile  
quality: A+ (152.000 knots/sqm approx.)

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*Creative mind*

## mae engelgeer



Dutch designer Mae Engelgeer attended the Amsterdam Fashion Instituut where she specialised in textile design, graduating in 2004. Later she was accepted to the prestigious Master Course in Applied Arts at the Sandberg Instituut and developed her first collection of textiles at Textiellab. In 2014 Engelgeer opened her own studio in Amsterdam, working on product design and development, installations, and international collaborations. Mae Engelgeer's work is characterised by a typical use of colour, geometric shapes and linear elements which is unmistakably hers. An eye for detail and sense of composition are important in her designs when it comes to introducing balance throughout a design. Her style has an open character that could be described as minimalistic with a playful twist. She cleverly combines craft, new technology and materials into beautiful textiles that enrich any home, without losing ground on refinement or quality.

## *Preview*

### **mazzolino**

standard color version  
designed by studio klass

Mazzolino is part of the 'Cinquecento' collection, comprised of 4 different designs. The collection celebrates the use of perspective during the Italian Renaissance period. The geometric and colored areas are selected and developed into an artwork made of lines and forms, inspired by masterpieces of that period by artists such as Domenico Veneziano, Ludovico Mazzolino and Giovanni Bellini. The focus of the project is to maintain the perspective of each piece, dividing the works into macro-areas whilst keeping the primary color combinations.

#### MAZZOLINO



materials: cotton weave, himalayan wool  
and silk pile  
quality: A (125.000 knots/sqm approx.)

*Creative mind*

## studio klass



In 2009 Marco Maturo and Alessio Roscini founded Studio Klass, an industrial design agency based in Milano. The studio operates in several areas, from furniture to product design and, over the years, has collaborated with Italian and international companies, presenting its products during many design fairs and events in Milan, Paris and New York. The work of Studio Klass aims to innovate function and the way of use products, with a particular attention to materials and forms.

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