

**cc-tapis®**

handmade rugs

press kit

**ICFF 2018**

MILAN, 14/05/2018

## ICFF 20 - 23 MAY, 2018 stand 645 A/B/C

### 3 X 3 X 3

#### **A shared perspective**

*cc-tapis, Hagit Pincovici and Saba come together for the ICFE 2018. Three Italian brands with three different product typologies share in one vision: high-quality contemporary design. The three companies are showcased together in a singular stand at ICFE that expresses their communal use of geometry and compelling colour combinations.*

*The stand is divided into three spaces where products from all three brands have been styled together creating 1 balanced space. The panels which 'sculpt' the space offer partial openings and multiple viewing points of the furniture, allowing for interesting and unexpected glimpses. The pure volumes and intense colours create interior worlds with a real personality and the overall stand design evokes a play on sight and perspective.*

*The complementary partnership was born through a shared passion for artisanal production and respect for traditional craftsmanship: cc-tapis' rugs are created with traditional Tibetan artisanal methods in Nepal, Hagit Pincovici's bespoke products are made with the skill and know-how of craftsmen in the Brianza region of Italy and Saba's furniture pieces showcase a level of workmanship and comfort that can only come from generations of Italian production in the Veneto region.*

*A shared vision of contemporary design with esteem for culture and heritage which translates into the innovation and quality presented by cc-tapis, Hagit Pincovici and Saba Italia at ICFE 2018.*

*Stand design by Studio MILO.*

MILAN, 14/05/2018

## About the brands

### **cc-tapis / [www.cc-tapis.com](http://www.cc-tapis.com)**

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 handspinning 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 ageless culture.

### **Hagit Pincovici / [www.hagit-p.com](http://www.hagit-p.com)**

Hagit Pincovici is a bespoke luxury furniture and lighting atelier based in Milan, Italy. The ethos of the company is based in contemporary design, exploring culture and aesthetics to create high-end products, utilising luxurious natural materials such as marble, copper, brass and lacquered wood. Hagit Pincovici works personally with each client, tailoring every product to their needs and specifications, working in any scale from small objects to large projects. Designs are hand made in a family-owned artisan studio in the heart of the furniture district of Brianza near Milan, where Hagit Pincovici has a hands-on approach for the production of each piece.

Hagit Pincovici's work combines classic and contemporary with the beauty of traditional craftsmanship. Rich colours and fine profiles become bold statements, allowing for function and design to become one.

### **Saba / [www.sabaitalia.it](http://www.sabaitalia.it)**

Saba was established in 1987 and has worked ever since in the pursuit of relaxing design concepts. An all feminine brand: from the team working for it to the soft, welcoming collections they make, to the productive collaborations they established. Saba's evolution is a mix of 'sophisticated yet democratic elegance' and 'rational matter with an eye on lightness.' The concept, as well as the selection of materials, workmanship and manufacture, are all guided by the desire to experiment without overstepping the boundary into excess, supported by constant attention to quality and ergonomics. Saba believes that design products should not only be technically excellent, but also respond to real consumer needs, as well as offering aesthetics to stir the emotions. What distinguishes Saba is its unmistakable style in combining each shape with the poetry of its colours and the material of its textiles.

## *cc-tapis Highlights*

### **rotazioni**

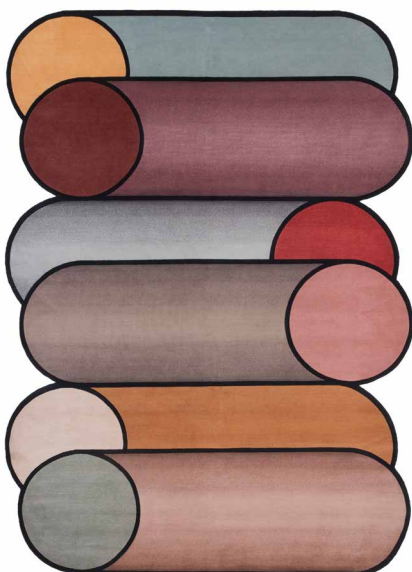
standard color version

designed by patricia urquiola

Rotazioni plays on the repetition of overlapping cylindrical forms that emphasize the circle as the matrix of the design. A scale of pastel colors and chromatic contrasts insinuate the gradient on the surface of the cylinders enhancing their volume and the dynamic composition of the design: from this Rotazioni, which translated means Rotations, was born.

Rotazioni is available in two different models Rotazioni A and B, at ICFF only the Rotazioni A will be presented. To view the entire collection [click here](#)

#### ROTAZIONI A



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

## *Highlights*

### **rotazioni**

standard color version

designed by patricia urquiola



photo by Lorenzo Gironi  
art direction: Motel 409 and Studio MILO

## *cc-tapis Highlights*

### **visioni a faded**

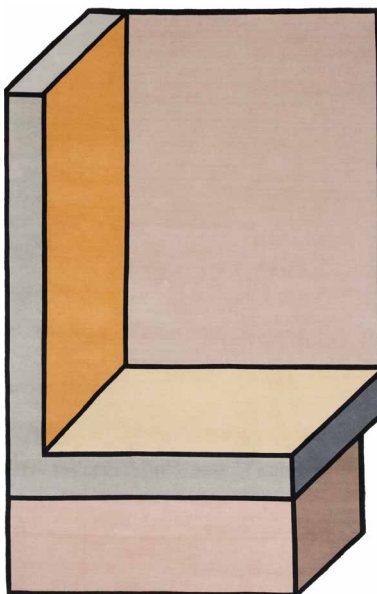
faded color version

designed by patricia urquiola

An unprecedented synthesis between an age-old technique and abstract graphics. This simple and effective design creates a three-dimensional effect on a two-dimensional surface which testifies the desire to give value to ancient production techniques whilst adding a contemporary breath to them.

Visioni is available in two different models Visioni A and B, at ICFF only the Visioni A will be presented. To view the entire collection [click here](#)

#### VISIONI A FADED



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

## *Highlights*

### **visioni a and b**

faded color versions

designed by patricia urquiola



photo by Lorenzo Gironi  
art direction: Motel 409 and Studio MILO

*Creative mind*

## patricia urquiola



Patricia Urquiola was born in Oviedo (Spain) in 1961. She lives and works in Milan. She attended the University of Architecture at Madrid Polytechnic as well as the Milan Polytechnic, where she graduated in 1989 with Achille Castiglioni.

She was an assistant lecturer to Achille Castiglioni and Eugenio Bettinelli in Milan and Paris where she was responsible for the new product development office of DePadova, working with Vico Magistretti, head of Lissoni Associati's design group.

In 2001 she opened her own studio working on product design, architecture and installations. Amongst her latest projects in architecture are The Jewellery Museum in Vicenza, the Mandarin Oriental Hotel in Barcelona, Das Stue Hotel in Berlin, the Spa of the Four Seasons Hotel in Milan, the Room Mate Giulia Hotel in Milan and the Il Sereno Hotel in Como; showrooms and installations for Gianvito Rossi, BMW, Cassina, Missoni, Moroso, Molteni, Officine Panerai, H&M, Santoni and the general concept of Pitti Immagine in Florence.

She creates design products for the most important Italian and international companies, such as: Agape, Alessi,

Axor-Hansgrohe, B&B Italia, Baccarat, Boffi, Budri, Cassina, De Padova, Driade, Ferragamo, Flos, Gan, Georg Jensen, Glas Italia, Haworth, Kartell, Kettal, Kvadrat, Listone, Giordano, Louis Vuitton, Molteni, Moroso, Mutina, Rosenthal and Verywood.

Some of her work is displayed in various museums and collections, such as the MoMA in New York, Musée des Arts decoratifs in Paris, the Museum of Design in Zurich, the Vitra Design Museum in Basel, the Victoria & Albert Museum in London, the Stedelijk in Amsterdam and the Triennale Museum in Milan.

She has won several international prizes and awards including the Medalla de Oro al Mérito en las Bellas Artes (Gold Medal in Fine Arts) awarded by the Spanish Government; Order of Isabella the Catholic, awarded by His Majesty The King of Spain Juan Carlos I; "Designer of the decade" for two German magazines, Home and Häuser, "Designer of the Year" for Wallpaper, Ad Spain, Elle Decor International and Architektur und Wohnen Magazine. She was the Ambassador of the Milan Expo in 2015. She is Art Director of Cassina since September 2015.



## *cc-tapis Highlights*

### **bliss big blue**

blue color version

designed by mae engelgeer

Inspiration for this project came from a physical sample that Mae Engelgeer created by hand where she shaped round curves and tried to create a three-dimensional effect. After a period of using straight graphic lines, and feeling almost captured by them, she felt the need to use bold shapes again. Keeping the playfulness of the Memphis movement in mind and experimenting with shape and color was the start of the BLISS collection. In 2018 the collection is presented in the new BLUE color combination.

The Bliss collection comprises of 4 different models, at ICFE only the Bliss Big will be presented. To view the entire collection [click here](#)

#### BLISS BIG BLUE



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

*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.

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press contact

+39 02 89093884 - [press@cc-tapis.com](mailto:press@cc-tapis.com)  
Piazza Santo Stefano 10, 20122 Milano

[www.cc-tapis.com](http://www.cc-tapis.com)