

cc-tapis®

handmade rugs

press kit

doodles

by faye toogood

MILANO, 09/10/2019

doodles by faye toogood

exhibition
09/10 - 31/10
mon-fri
10:00 - 13:00

cc-tapis showroom
Piazza Santo Stefano, 10
20122 Milano

*cc-tapis opens the doors of its showroom and reveals the brand new **Doodles collection designed** by British designer **Faye Toogood**. The collection includes **six different designs** and originates from Toogood's **textile artworks**, characterized by her unique abstract style and inimitable playfulness.*

*For the occasion, the showroom has been completely rethought to create a **minimal setting** in which the new rugs take center stage, whilst the original artworks, positioned on the walls throughout the space, initiate a contextual dialogue with the design pieces.*

Faye Toogood gave cc-tapis access to her intimate artworks, which she created and painted by hand. The collection took over 12 months to develop and Daniele Lora, cc-tapis art-director and partner, says "our intention was not to create photocopies of the original artworks but rather we wanted to try capture the materiality and richness of each piece, we wanted to translate Faye's expression created through the delicate use of color and shading. The artworks perfectly embody the brand's philosophy of creating handmade artefacts."

*The overarching **aesthetic** of the rugs is painterly, abstract and free-thinking as it responds to Toogood's preoccupation to 'tinker' through her work and intuitively explore new styles without boundaries. The Doodles collection draws on these tinkering techniques and the pieces feature a graphic stitching detail that forms curious patterns connecting the playful cut-out shapes. Though the rugs are independently idiosyncratic, they connect to each other through an overarching style of ready-made collage and handmade materiality.*

doodles by faye toogood

*cc-tapis rugs are exclusively **hand-knotted in Nepal** with Himalayan wool by Tibetan artisans. The collection comprises 40 **individually dyed colors**, to guarantee the soft and subtle shading achieved. A distinctive texture has also been produced through a unique combination of thick and fine yarn, while the pile of the rug is hand-cut, creating differing heights and textures, from smooth to shaggy pile.*

*The main colors used throughout the designs present **soft tones** that come from Toogood's personal palette and that seem to change depending on the surrounding architecture and the type of light. The **beige palette** varies from almost brown to pale cream, with warm **yellow and pink shades**, and is declined in many color spots that are visible on the rugs.*

CC-TAPIS SHOWROOM, WILL EXCEPTIONALLY BE OPEN TO THE PUBLIC THROUGHOUT OCTOBER (MON - FRI, 10AM TO 1PM), GREETING THE AUDIENCE DURING A KEY PERIOD FOR THE DESIGN WORLD IN MILAN (A SPECIAL NOTE FOR ALL INTERNATIONAL DESIGN DEVOTEES: DUE TO A KIND OF NOSTALGIC FEELING FOR THE DESIGN WEEK, SPECIAL DESIGN CELEBRATIONS ARE HELD THROUGHOUT THE CITY, MAKE SURE NOT TO MISS IT!).

INSTALLATION DESIGN BY: CC-TAPIS DESIGN LAB
IN THE INSTALLATION YOU WILL SEE PIECES BY:
DRIADE: ROLY POLY CHAIR DESIGNED BY FAYE TOOGOOD
LIVING DIVANI: BUBBLE ROCK SOFA BY PIERO LISSONI
POLIFORM: SYDNEY TABLES BY JEAN-MARIE MASSAUD
HENRY TIMI: CERCHIA CHAIR

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about cc-tapis

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

cc-tapis is an Italian company which produces contemporary handmade 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 ageless culture.

doodles installation cc-tapis showroom

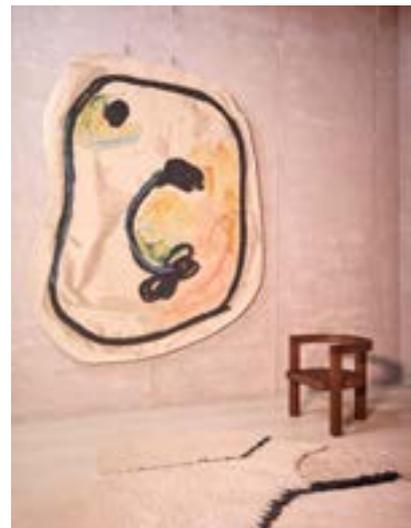


PHOTO BY OMAR SARTOR



PHOTOS BY OMAR SARTOR



doodles collection

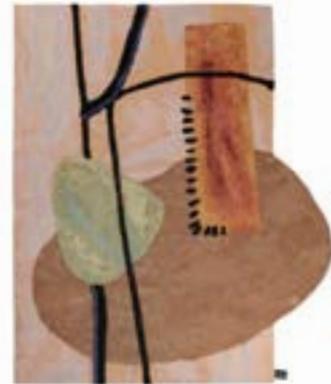
designed by faye toogood



SEATED NUDE



RECLINING FIGURE



MANTLE PIECE



INTERIOR WITH TABLE



WINTER STILL LIFE



ABSTRACT COMPOSITION

doodles collection

interior with table

designed by faye toogood

“PETROL WALLS AND PEBBLE-SHAPED TABLE”



color: standard color combination
materials: 100% Himalayan wool
quality: A
dimensioni: 230 X 300cm
technique: handknotted and hand-stitched

doodles collection

seated nude

designed by faye toogood

“FLESHY TONES AND SOFT UPHOLSTERY”



color: standard color combination
materials: 100% Himalayan wool
quality: A
dimensioni: 185 X 300cm
technique: handknotted and hand-stitched

doodles collection

reclining figure

designed by faye toogood

“LONGING GAZE AND TENSE POSTURE”



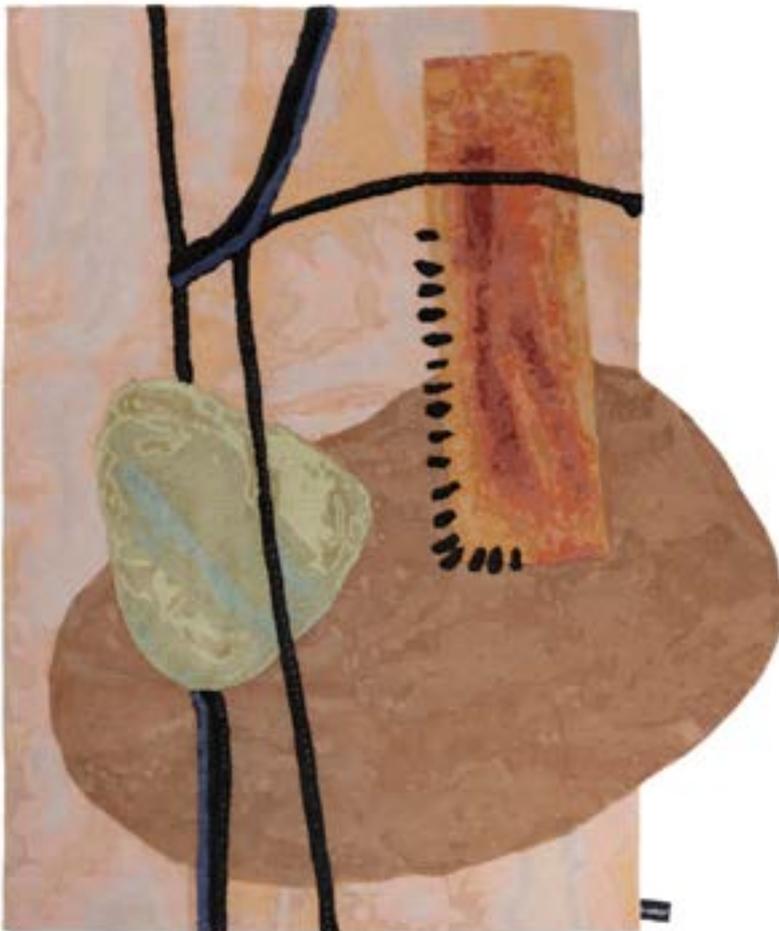
color: standard color combination
materials: 100% Himalayan wool
quality: A
dimensioni: 162 X 300cm
technique: handknotted and hand-stitched

doodles collection

mantle piece

designed by faye toogood

“TRINKETS AND MEMENTOS”



color: standard color combination
materials: 100% Himalayan wool
quality: A
dimensioni: 230 X 277cm
technique: handknotted and hand-stitched

doodles collection

winter still life

designed by faye toogood

“WINTER SUN AND FRESH FALLEN SNOW”



color: standard color combination
materials: 100% Himalayan wool
quality: A
dimensioni: 200 X 250cm
technique: handknotted and hand-stitched

doodles collection

abstract composition

designed by faye toogood

“PAINTED AND DOODLED LINES”



color: standard color combination
materials: 100% Himalayan wool
quality: A
dimensioni: 230 X 250cm
technique: handknotted and hand-stitched

doodles collection

original artworks

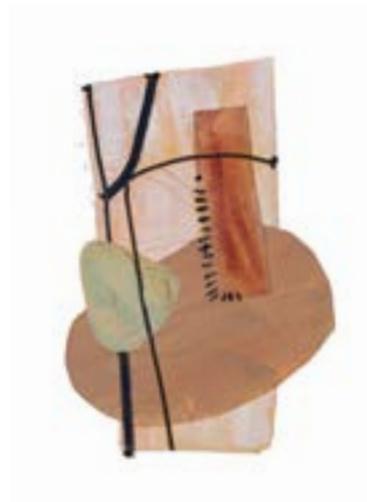
tempera painting on stitched fabric



SEATED NUDE



RECLINING FIGURE



MANTLE PIECE



INTERIOR WITH TABLE



WINTER STILL LIFE



ABSTRACT COMPOSITION

Creative mind

faye toogood



Faye Toogood is a British designer. Her furniture and objects demonstrate a preoccupation with materiality and experimentation. All of her pieces are handmade by small-scale fabricators and traditional artisans, with an honesty to the rawness and irregularity of the chosen material. With an academic training in the theory and practise of fine art, and a vocational background at the forefront of the magazine industry, Toogood approaches product design with a singular and acutely honed eye. Her highly sculptural work, while showing an astute respect for the past, is derived from pure self-expression and instinct. Toogood's objects are grouped together into her trademarked 'Assemblages'. This allows her to avoid the formulaic, to experiment with the materials and processes that dominate her thinking at a particular time. With each Assemblage, she engages not only with the products themselves but also with the three-dimensional space in which they are exhibited, working across multiple disciplines to create a single body of work with an intuitive and unified narrative.

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