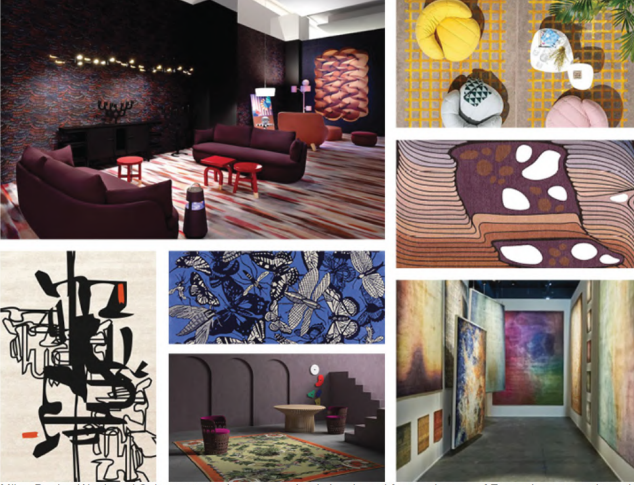


MILAN DESIGN WEEK PUSHES THE ENVELOPE WITH LATEST RUG DESIGNS

European area rug brands flocked to Milan Design Week -- and the anchoring Salone home furnishings fair, which returns to its pre-pandemic size -- and exhibitors showcased their latest avant-garde designs.

Carol Tisch
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Milan Design Week and Salone returned to pre-pandemic levels and featured some of Europe's most cutting-edge area rug designs.

MILAN -- European area rug brands flocked to Milan Design Week and its anchoring Salone del Mobile home furnishings fair, which returned to its pre-pandemic size, and exhibitors showcased their penchant for cutting-edge designs.

New products were unveiled, some of them 2022 debuts, others from 2021 collections not seen in person at European fairs since their introductions during the COVID-19 pandemic. Fun, creativity and freedom of expression reigned at Salone area rug exhibitors' stands, and while some designs might now be too avant-garde for American tastes, the collections gave a sneak peek into adaptations we'll be soon seeing at luxe U.S. stores and designer showrooms.

Free-form shapes are taken to the next level by companies from Carpet Edition to CC-Tapis. Rug designers give new meaning to the word texture with multi-layered carpets de rigueur. Cut outs in area rugs, inspired by torn jeans, give new meaning to the term shabby chic, and geometrics and refined abstract designs take the notion of art for the floor to new levels. While embellished bath towels and bed linens are nothing new, embellishments to a classic rug design by Yo2 stole the show with the carpet becoming an abstract work of art decorated by unexpected objects, among them a lipstick tube, a wrench and banana.

RugNews.com takes you on an exclusive tour of 15 top area rug exhibitors' newest designs at Salone.

YO2



Inspired by the imaginative portraits of Italian painter Arcimboldo, his namesake rug collection by wallpaper and area rug studio Yo2 riffs on classic Aubusson designs with fruits and vegetables instead of flowers.

Netherlands wallpaper and area rug studio Yo2 unveils *Arcimboldo*, a collection of four designs by Pietro Ferruccio Laviani. Arcimboldo draws inspiration from the famed works of Italian painter Giuseppe Arcimboldo, whose imaginative portrait heads are composed entirely of objects such as fruits, vegetables, flowers, fish and books. Another collection on show was *Funny and Fancy Objects* designed by Marcantonio. These rugs feature a classic rug design as a ground punctuated by a series of objects, including lipstick a tube, wrench and banana -- leaving viewer to wonder the story of objects left here and there.



Yo2's statement making *Funny and Fancy Objects* designed by Marcantonio features a classic rug design as a ground punctuated by a series of objects begging the question "What happened here?"