



Paris, January 2020

Paris Déco Off 2020.

In Paris, Amini presents the collection of Fede Cheti carpets with the designs born from the collaboration with René Gruau.

On the occasion of the Paris Déco Off, Amini participates, for the first time, in the **Paris Déco Home**, from January 16th to 20th 2020.

In the spaces of the **A2Z** contemporary art gallery, in the Saint-Germain-des-Près area, the new collection of carpets will be presented, born from designs created by **René Gruau** for the Fede Cheti brand, founded in the 1930s by textile designer and businesswoman **Federica Cheti**. Result of frequent collaborations with international designers, the art textiles of Fede Cheti have characterised and defined furnishings and atmospheres throughout the world in a unique manner. Originally named Renato Zavagli Ricciardelli delle Caminate, René Gruau was a multi-faceted artist; illustrator, painter, set designer and costumer, he distinguished himself in the artistic panorama with his uncommon creativity and soon became a pillar of French advertising illustration.

Linked to the fashion world, thanks to the association first with Christian Dior and later with illustrious maison and atelier like Chanel, Yves Saint-Laurent, Givenchy and Christian Lacroix, René Gruau has impressed upon the common imagination his subtle and delicately expressionist trait in which the atmospheres, full of saturated hues and therefore somewhat gloomy, are softened by ethereal and dancing feminine figures, emblems of the viveuses of the period. Following in the footsteps of great painters like Degas, Boldini and Toulouse-Lautrec, René Gruau fully represents the happy meeting of Orientalist suggestions, graphic traits and vibrant hues of red and yellow. Amini selects those traits, lines and colours, discerning that touch of genius that, together with an extreme simplicity and refinement, characterises and unites all the creations of the company.

The resulting carpets are created in a luxurious blend of silk and wool, knotted by hand, in which the treasured artistic and cultural heritage is creatively emphasized by the Fede Cheti Collection by Amini, creating a trait d'union between textile art, fashion and illustration. The Fede Cheti Collection, including the graphics chosen by Amini, is emblematic of a world devoted to the search for the beauty in materials, and specifically in textiles. A collection that recounts the second half of the 1900s, composed of designs created by artists and designers, then acquired by founder Fede Cheti and reinterpreted in her own taste.

Paris Déco Home
16 - 20 janvier 2020
A2Z Gallery
24, Rue de l'Échaudé
Saint-Germain-des-Près
Paris, France

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About Amini Carpets.

International reference brand in rug's world, Amini Carpets is the expression of a perfect synthesis between a strong passion for contemporary design and protection of the best traditional production techniques. The collection boasts a strong stylistic identity, declined in a complex and multifaceted catalog: from the most essential proposals, based on the expressive qualities of the materials used, to the more decorative ones that reinterpret traditional designs in a contemporary perception, to the Design Icons, including Gio Ponti, Joe Colombo, Manlio Rho, Ico Parisi. At the center of the project is the desire to offer a selection of excellent products, perfect interpreters of the contemporary, the result of a constant dialogue with the different dimensions of the project: from design to fashion, from art to the best Italian and international historical traditions.

About ABC, Amini Brothers Company.

Amini Carpets is a division of the ABC Italia group, a company with a long-standing tradition in fine carpets set up in Herat (Afghanistan) in 1962, operating in Germany since the mid 70s and in Italy since the 90s. The essence of the Amini brand is the expression of a perfect synthesis between strong passion for design, materials, workmanship and creativity. Whether Tibetan or single-color, vintage or traditional oriental, made in Nepalese wool and silk, all carpets are handmade using the most traditional and also more innovative techniques. At the heart of the project is the desire to offer a highly elaborate selection of carpets, in tune with a contemporary dimension of interior design. This collection boasts a strong stylistic identity, even though it is declined in a complex and heterogenous aesthetic assortment: from the most essential proposals, based on the expressive qualities of the materials used, to the more decorative proposals that reinterpret traditional designs in a contemporary feel, to the Icons of Design, including Gio Ponti, Joe Colombo, Manlio Rho, Ico Parisi. Amini is a unique company driven by a deep-rooted passion, and whose philosophy is inspired by the pursuit of quality at all levels.

AMINI

CARPETS



Valparaise, white
220x280 cm



Valparaise, yellow
220x280 cm



Ikat
250x300 cm