

Press Release

16. January 2011

DOMOTEX HANNOVER 2011 (15-18 January)

Carpet Design Awards 2011: DOMOTEX celebrates trendsetters

- 189 entries submitted from 21 countries
- Knotted carpets – Top-class design

Hannover. The presentation of the 2011 Carpet Design Awards (CDA) took place at DOMOTEX HANNOVER on the evening of Sunday, 16th January.

The Carpet Design Awards are presented annually to the most original and innovative carpet designers. The hand-made carpets submitted are assessed on the basis of the key criteria of design excellence, product quality and artistic or technical innovation.

189 carpets from 21 countries were submitted for participation in this year's Carpet Design Awards. For the first time the competition was open to non-exhibitors as well as exhibitors at the trade show. An international panel of experts selected the winners from a total of 30 finalists. The awards ceremony was presented by Stephan Ph. Kühne, board member of Deutsche Messe AG, and Sebastian Ghandchi, Publisher and Managing Director of Hali Publications Ltd.

Enric Pastor, editor in chief of the Spanish edition of the Architectural Digest, commented on the event as follows: „The mixing of old traditions with new designs, fashionable colours with old techniques shows, through the Carpet Design Awards, that the handmade rug industry is constantly able to keep injecting new life into this ancient craft tradition.”

For buyers in the furniture, home furnishings and carpet trades, as well as interior designers and other design professionals, the Carpet Design Awards serve as a guide to help to identify the patterns, colours and

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materials that will dominate the coming season and find acceptance among trend-conscious clients.

Finalists in the Carpet Design Awards benefit in a number of ways including, for example, that the shortlisted and winning carpets are showcased in the specially dedicated brochure ***Carpet Design Review 2011***. This publication is distributed to contestants as well as interested parties in the trade and trade media. In addition, the winners are able to use the award to enhance their own marketing and PR activities. The Carpet Design Awards are widely recognized as a symbol of quality. The finalists thus enjoy a reputation as trendsetters.

All 30 carpets will be displayed until Tuesday, 18 January, in a special exhibition housed in Hall 21.

The winners:

Category Best Modern Design Standard

Chuk Palu Home, *Kunduz*

Category Best Modern Design Superior

Knotisse Fine Weavings, *Old Yarn Kilim 2*

Category Best Modern Design Deluxe

Floor Motion by Vartian, *Broken Glass*

Category Best Traditional Nomadic Design Superior

Bazar du Sud, *Ben Chagra – Beni Ouarain*

Category Best Traditional Workshop/Formal Design

Ariana Rugs Inc. , Polonaise 12191

Category Best Old/Antique Carpet

Mollaian Srl., *Kashan Mohtasham*

Category Best Collection Modern

Kooches, *Elemental Collection*

Category Best Collection Traditional

Jan Kath Design GmbH, LMB Kilim Collection

Category Best Innovation

Rug Star by Jürgen Dahlmanns, *The Eco Project Collection*

No. of characters (incl. spaces): 3,085

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