

Beat: Business

## DOMOTEX 2016 Announced Winners of the Carpet Design Awards

### DOMOTEX 2016

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**USPA NEWS** - The world's finest designer carpets and rugs have just been awarded well-deserved prizes at the 2016 Carpet Design Awards, held at DOMOTEX in Hannover, Germany. The award ceremony took place on 17 January, with winners announced in eight categories. These include Best Studio Artist Design,

The winners were picked from a list of 24 finalists, whittled down from an initial 320 entries from 21 countries. This was the eleventh successive year that DOMOTEX has hosted the top international award for modern hand-made carpets and rugs.

Under the chairmanship of the British designer Michael Sodeau, the international jury selected designer pieces that really stand out in terms of design, quality and craftsmanship. Entries were judged on design and design concept, materials, execution, texture/structure and quality as well as sustainability and branding.

The presentation of the Carpet Design Awards is one of the highlights of the annual DOMOTEX show. Excitement mounts each year when the prizes are presented on the Sunday of the show at a special award ceremony attended by numerous guests from the international carpet industry.

All 24 carpets from the short-listed finalists will be on display at the Innovations@DOMOTEX area in Hall 17 until the end of DOMOTEX. This gives the visiting public the opportunity to pick their own personal favorites. The entry that wins the most votes will then be awarded a special trophy at the end of the show.

Carpet Design Awards 2016 prize-winners:

#### 01 Best Studio Artist Design

Re Orient "" Studio Brieditis & Evans

Statement of the Jury: Combines upcycling with the roots of traditional rug making

#### 02 Best Modern Design Superior

Aleph "" Naziri

Statement of the Jury: The judges were attracted to the minimalism and versatility

#### 03 Best Modern Design Deluxe

Electric Taupe "" Hossein Rezvani Design

Statement of the Jury: deconstructs traditional Persian design into its essential elements

#### 04 Best Traditional Design

Marta Stripe "" Rug and Kilim

Statement of the Jury: reveals the process in the weave and the warm tones of its colours

#### 05 Best Transitional Design

Secret Garden ““ Naziri

Statement of the Jury: literally embodies the notion of transitional rug design

06 Best Modern Collection

Landscape Collection ““ Wool and Silk Rugs

Statement of the Jury: for communicating a sense of time and place

07 Best Traditional Collection

Pine Garden Collection ““ Rug Star by Jürgen Dahlmanns

Statement of the Jury: taking us on a journey through colour

08 Best Innovation

Glow ““ Zollanvari

Statement of the Jury: the potential to have a widespread ecological impact on rug production

About DOMOTEX Worldwide:

DOMOTEX asia/CHINAFLOOR: International trade fair for carpets and floor coverings in the Asia-Pacific region, Shanghai, 22““24 March 2016

DOMOTEX Turkey: Leading trade fair for carpets and floor coverings in Turkey, Gaziantep, 23““26 May 2016

Deutsche Messe AG

From its headquarters in Hannover, Germany, Deutsche Messe AG plans and stages leading capital goods trade fairs around the globe. The company ranks among the five biggest tradeshow organizers in Germany.

Expected revenue for 2015 is 335 million euros. The company’s event portfolio includes such world-leading events as CeBIT (digital business), HANNOVER MESSE (industrial technology), BIOTECHNICA/LABVOLUTION (biotechnology and lab technology), CeMAT (intralogistics and supply chain management), didacta (education), DOMOTEX (floor coverings), INTERSCHUTZ (fire prevention and rescue), and LIGNA (woodworking, wood processing, forestry). With approx. 1,200 employees and a network of 66 representatives, subsidiaries and branch offices, Deutsche Messe is present in more than 100 countries worldwide.

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