



1-234-567-8910 by Richard Prince



Untitled by Anselm Reyle



Linderama by Linda

RUG IT IN

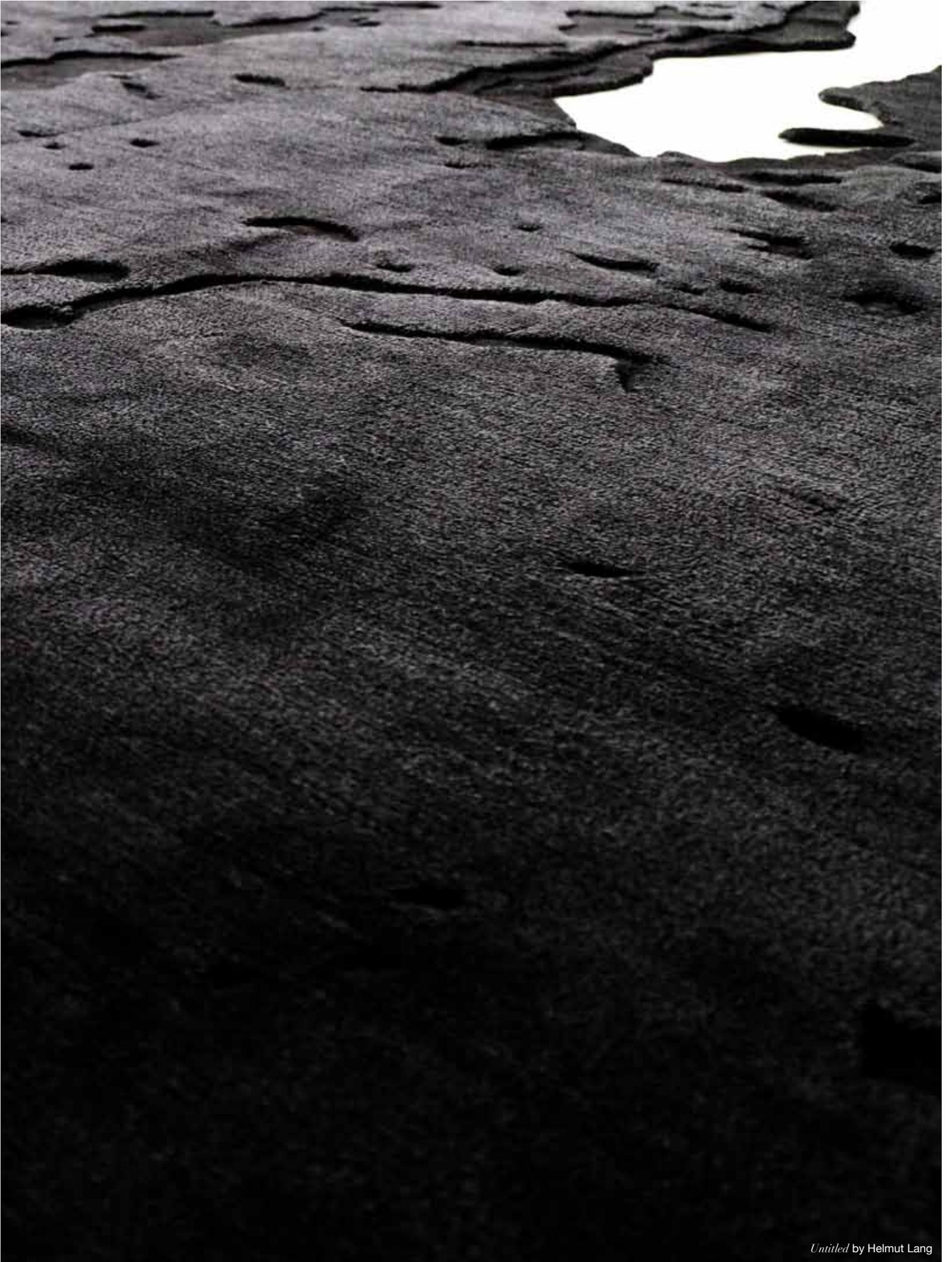
Whether they're meant for the floor or the wall, these collaborative art rugs by Henzel Studio are changing the way we think about this everyday household item.

You know that piece of decorative textile that covers a portion of the floor at home or in the office? If you vaguely recall its existence on yours, then it is time to retire it and find a replacement. The rug is one helluva tough piece of item to manufacture and it deserves top billing in your living space along with the big ticket furniture. But it wasn't until we saw those handmade rugs by Swedish luxury rug specialist Henzel Studio that convinced us we've been looking in the wrong place all along. These guys, led by the bold vision of founder Calle Henzel, have been making rugs with a twist for some time now whilst keeping faithful to centuries-old techniques. The ones that we're crushing on at the moment are their collaborative art rugs involving 12 leading names in the world of contemporary art, be it in painting, photography or tattooing. If you're a fine art lover, then you'd want to buy into this. Entitled *Henzel Studio Collaborations, Volume #1*, it is the first time that this group of artists have translated their flair for aesthetics into a gorgeous hand-knotted rug made from Himalayan wool and silk. Each rug is an embodiment of the artist's style and a testament to the brilliance of cross-disciplinary practice. While this is not the first time that artists have produced rugs – the likes of Francis Bacon, Mike Kelley, Roy Lichtenstein, Henri Matisse,

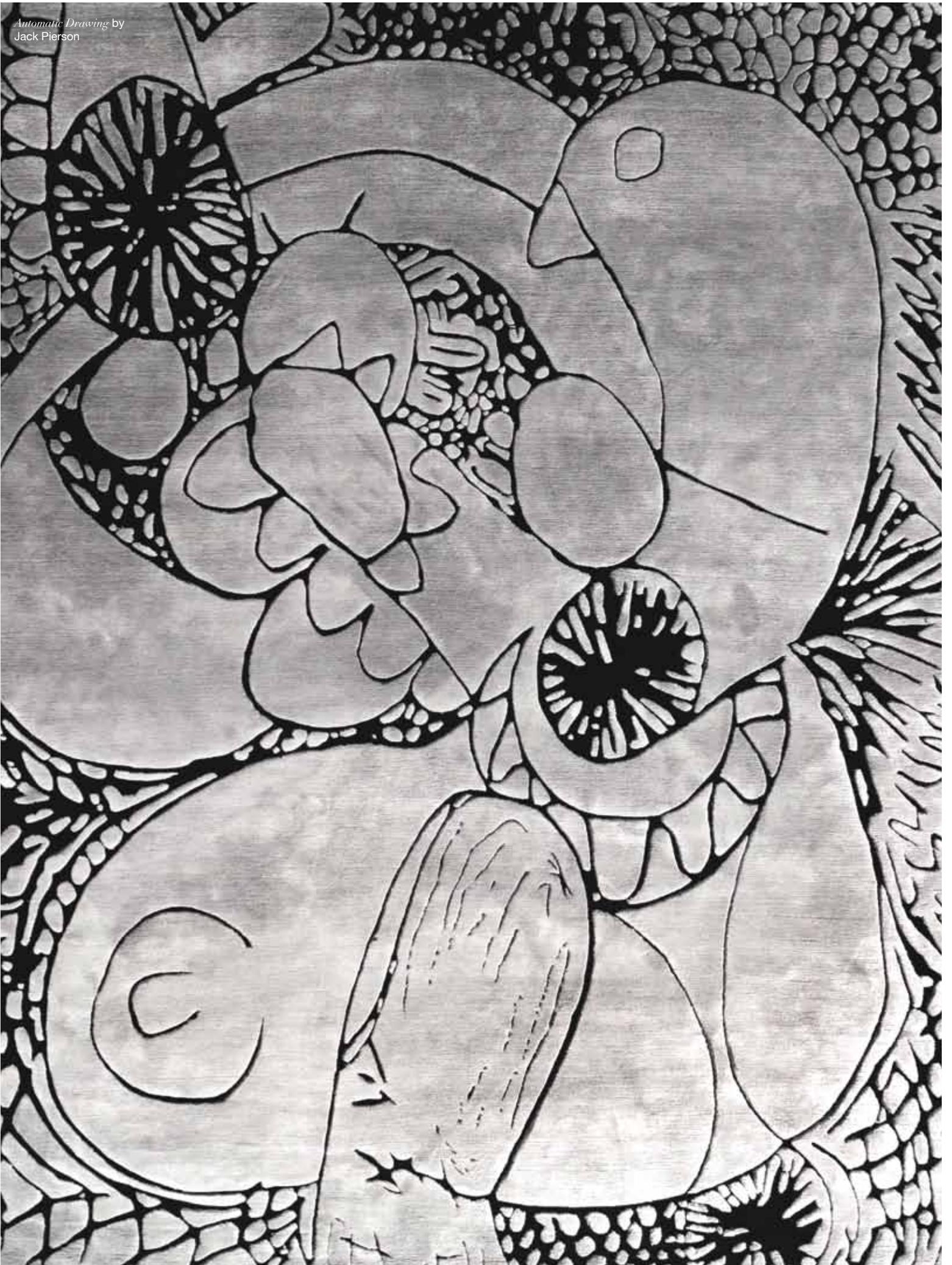
and Andy Warhol had their own textile – such a movement has paved the way for the realisation of this art rug project today. Curator of *Henzel Studio Collaborations, Volume #1*, Joakim Andreasson, picked the 12 names that according to him “offer an eclectic, aesthetically broad and culturally relevant encapsulated experience with an authentic voice... artists who we believed could deliver impressive and groundbreaking rug designs that seamlessly embody the work of each artist... within the ethos of Calle Henzel's practice and body of work”. This project features the big names: Helmut Lang, the Austrian clothing designer behind the eponymous label; Juergen Teller, the prominent German fashion photographer; Scott Campbell, the American artist and celebrity tattooist; Linder, the British visual artist known for her influential collages; Anselm Reyle, the German abstract painter and sculptor known for high gloss foil paintings; Leo Gabin, the art collective known for exploring and sampling American culture through multi-media art works; Marilyn Minter, the American painter known for erotic imageries; Jack Pierson, the American photographer who is also known for his abstract word sculptures; Assume Vivid Astro Focus, the art collective behind larger-than-life installations that combine graffiti and performance art; Richard Prince, the

pioneer of appropriation art; Mickalene Thomas, the American artist known for her elaborate paintings depicting African American women; and Robert Knoke, the portraitist known for his inky stylised drawings. Andreasson revealed that each process was unique: “Each had carte blanche to create designs within the production parameters at hand (free form shapes, different levels of pile-height, material composition – the more silk the shinier, and special treatments such as fringes). We worked closely with each artist to define the right creative direction and also collaborated on the implementation of design applications and treatment, where functionality oftentimes was secondary. Some artists used existing art whereas others created unique work as basis for their design. The outcome was a seamless transition from one media to another, where each rug has its own story and narrative.” What is perhaps a testament to workmanship is that it takes one day to complete only three centimetres of a rug. Andreasson admitted that Marilyn Minter's version, entitled *Cracked Glass*, was probably “the most elaborate and complex rug in recent history of the craft”. After this, stepping on another rug will never feel the same way again.

byhenzel.com



Automatic Drawing by
Jack Pierson





*“The uniqueness of this project is the seamless transition from art to design,
where boundaries between both disciplines are blurred.”*
– Joakim Andreasson