

Les Tapis Philosophiques for



by INTERIOR DESIGN PHILOSOPHY

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www.lestapisphilosophiques.com



Jorge canete
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Jorge CANETE and his studio INTERIOR DESIGN PHILOSOPHY

It was not by chance that Jorge CANETE, Swiss of Spanish origin, chose to devote his life to interior design and architecture. After pursuing a career in luxury goods, which developed his appreciation for objects of beauty (Ungaro, Bvlgari, Mugler), he decided to express his creativity in 3D through interior design.

A diploma in Interior Design from the London Metropolitan University and several architectural projects at architecture studios in Rome and Geneva served as his springboard allowing him to settle in Switzerland, and, some years later, to set up his own studio: INTERIOR DESIGN PHILOSOPHY.

Success did not take long to come: prestigious brands and his own private clientele commissioned Jorge to decorate their universe with his characteristic philosophy, the concept of materialising an emotion that comes from within through a poetic vision of the world.

His ultra-personalised approach involves creating projects that take their inspiration from the environment, from the place itself, as well as from the client's own personality. In doing so, the result of the equation of these three sources of inspiration is unique and coherent each and every time.

As an interior designer, Jorge CANETE stands out for a style that stimulates a sense of wonder and provides a poetic vision of the world. His signature, which combines memory and modernity, yields a mysterious, sensual alchemy in which both raw and sophisticated elements converse as if by magic.

His projects are always a tribute to words, books, calligraphy and writing, which are constantly a feature of his interior design.

His work has been published in numerous magazines and in the prestigious book International Interior Design Review by ANDREW MARTIN, over seven consecutive years (2009-2015). Each year, this work brings together a selection of the most prominent current designers and it is considered by the profession as being the international "bible" of interior architecture.

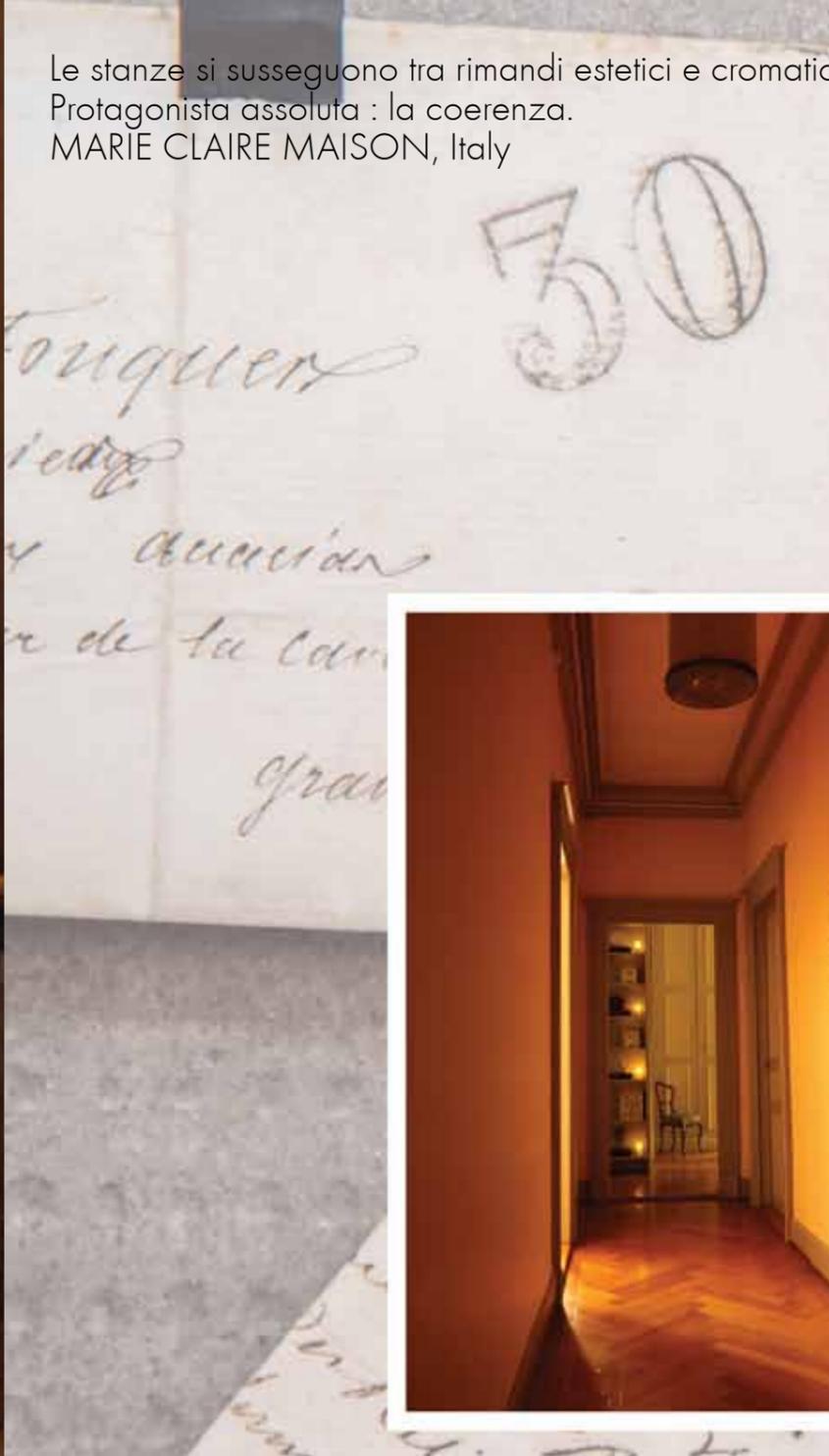
He also won the Global Excellence Award for the best international project in the 'residence' category granted by the International Interior Design Association (IIDA), and was selected from among 92 projects from around the world. This prize was presented in Paris in January 2012 at the Maison & Objet fair.

In 2013, he was also a finalist for several international awards both in London (World Interiors News Award, and SBID International Design Award) and in New York, where he received the Best of the Year Honoree, Interior Design Award.

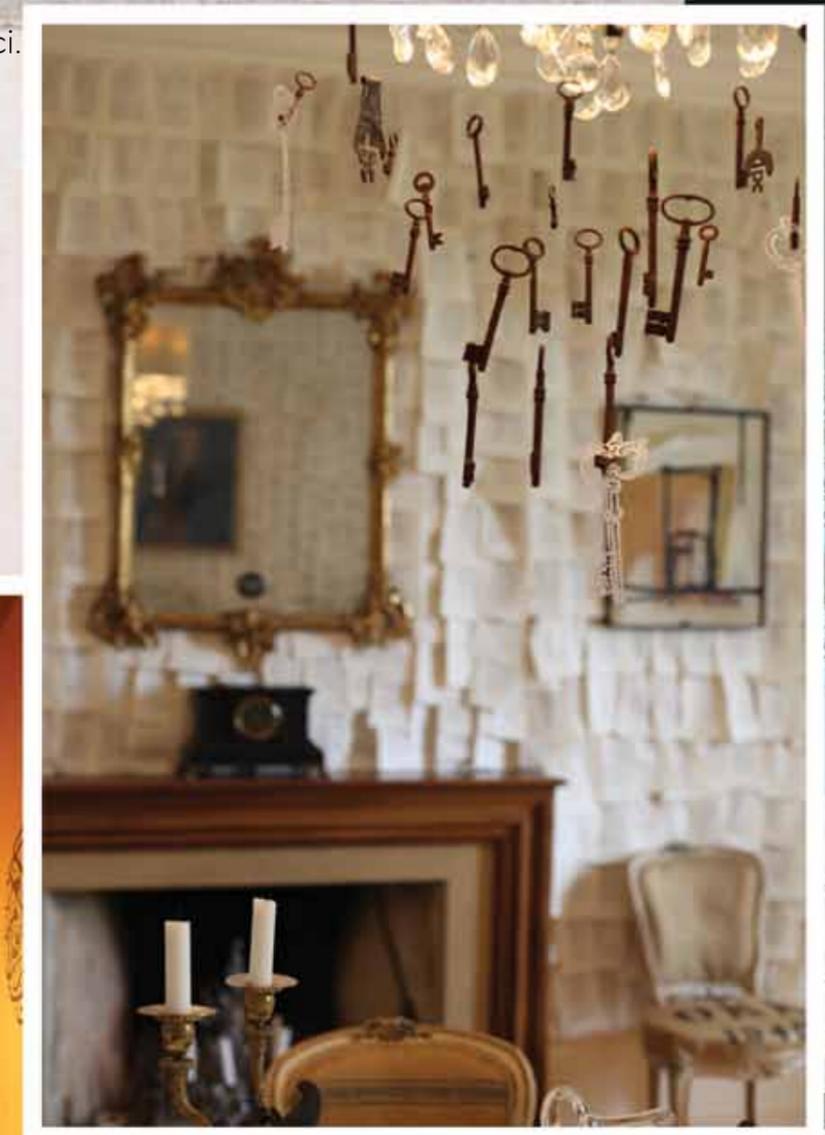
In 2014, he won the 2014 Interior Designer of the Year Award. The Sunday Times describes this award as the 'Oscar of the interior design world'.

In 2015, his studio celebrated its 10th anniversary and was given the title of best international interior designer of the year by a UK magazine. The studio went on to receive the Gold Winner Award at the International Design Awards (IDA) in Los Angeles.

www.jorgecanete.com



Le stanze si susseguono tra rimandi estetici e cromatici.
Protagonista assoluta : la coerenza.
MARIE CLAIRE MAISON, Italy



Living history. A dream project for one imaginative interior designer.
ELLE DECORATION COUNTRY, UK

La armonía entre los objetos y materiales recuperados y las obras de arte y las antigüedades es uno de los pilares de su estilo.
HOLA DECORACION, Spain



Sa patte, caractérisé par un style poétique mêlant savamment mémoire et modernité, et sa démarche particulière lui ont déjà valu de nombreuses récompenses de par le monde.
ESPACES CONTEMPORAINS, Switzerland



WHO

De Dimora, where the passion for beauty, elegance of form and color, combined with years of experience of two French partners in the furnishing sector, make the company a prestigious reference in the manufacture and trade of contemporary rugs.

WHAT

The De Dimora's collection proposes solutions fruit of continuous aesthetic research and innovative designs from well-known professionals in the sector.

The style, the high quality and elegance characterizes De Dimora production making them unique and adaptable to endless contemporary furniture trends in the private customer sector, as well as on a contract basis.

To complete the range of rugs De Dimora proposes also floor covering materials manufactured with innovative technological processes and state-of-the-art materials.

HOW

The customer satisfaction is the De Dimora main goal which encourages the dialogue, takes care of understanding his dream suggesting the most appropriate product and solution, always friendly and rapidly.

For specific needs De Dimora supplies custom rugs, designed and manufactured to satisfy and to comply the customer wishes.

De Dimora likes the customer to be partner in the rug development, through the support of creative studio, allowing them to overview the design development at first hand as well as for the definition of colours and fibres.

A new rug collection for DE DIMORA,
designed by the multi-award winning interior
designer JORGE CANETE,
passionate about calligraphy
A new rug collection, inspired by calligraphy,
manufactured and traded by DE DIMORA.

Les Tapis Philosophiques

PHILOSOPHICAL RUGS



A PHILOSOPHICAL COLLECTION

This collection arose from an encounter between the rug company DE DIMORA and the studio INTERIOR DESIGN PHILOSOPHY, who both share the same philosophy, to offer luxury, contemporary creations that emanate true emotions.

To illustrate this credo, the studio has been working on designs that feature calligraphy and writing, as interior designer Jorge CANETE strongly believes in the power of pen and paper. What could be more emotional than an exchange of love letters, for instance?

This is essentially a contemporary, poetic rug collection that pays tribute to the different calligraphies of the world.

A CALLIGRAPHIC COLLECTION

This collection is a poetic tribute to calligraphy. Each rug features a dialogue between two different messages written in different languages.

The selected texts come from different cultures and even from different historical periods. Each text starts from one edge of the carpet in order to merge symbolically in the middle of the carpet, like a dreamed encounter. The philosophical rugs portray a poetic correspondence between two souls, aesthetically combining modernity and memory...

In fact, the concept of borders, cultures and time have been erased in these products... Japanese calligraphy meets Western-style handwriting, Chinese characters are sent in response to an old Spanish letter...

Although they are recognisable alphabets, the words cannot be perfectly read. But this is not so relevant; it is more about a feeling, like the one that emerges when we try to recall a dream: we are able to grasp the overall sensation of the dream, but the details may be slightly hazy...



A CONTRASTING COLLECTION

Each piece of writing uses a different colour and plays with different textures. The light reflects differently on the surfaces of the material, as we can see the difference between the shiny reflections off the vegetable silk and the rather opaque surface of the wool. This contrast is reminiscent of the effect of wet ink on white paper when it is still shiny...

A great deal of care and thought have gone into the colour scheme. As a tribute to his Spanish roots, designer Jorge CANETE selected a painter he admired who worked in Seville: Francisco de Zurbarán.

This particular painter was excellent at painting fabrics and textures that were charged with emotions. Zurbarán's talent for depicting textures must have derived from the fact that his father was a textile merchant and that he most likely acquired a fascination for reproducing the fibres, woven elements and nuances of their colours from a very young age.

The painter's art is truly a summary of the journey that this project intends to create: a contrasting universe that ultimately merges in harmony. His style paradoxically combines a route that runs from flamboyant baroque colour scheme to a more contemplative, spiritual palette.

A HELPFUL COLLECTION

In order to underline the importance of writing, part of the profits of the 'Tapis philosophiques' will be donated to SAVE THE CHILDREN which runs programmes to fight against illiteracy worldwide.

Collection

PAR / *chemin*

PAR/*chemin* Collection

The title of this collection is a play on words. As separate words, the title 'PAR/*chemin*' translated in English means 'along the road', but together they form the word, 'parchemin', meaning 'parchment', a material used as a writing surface in ancient times.

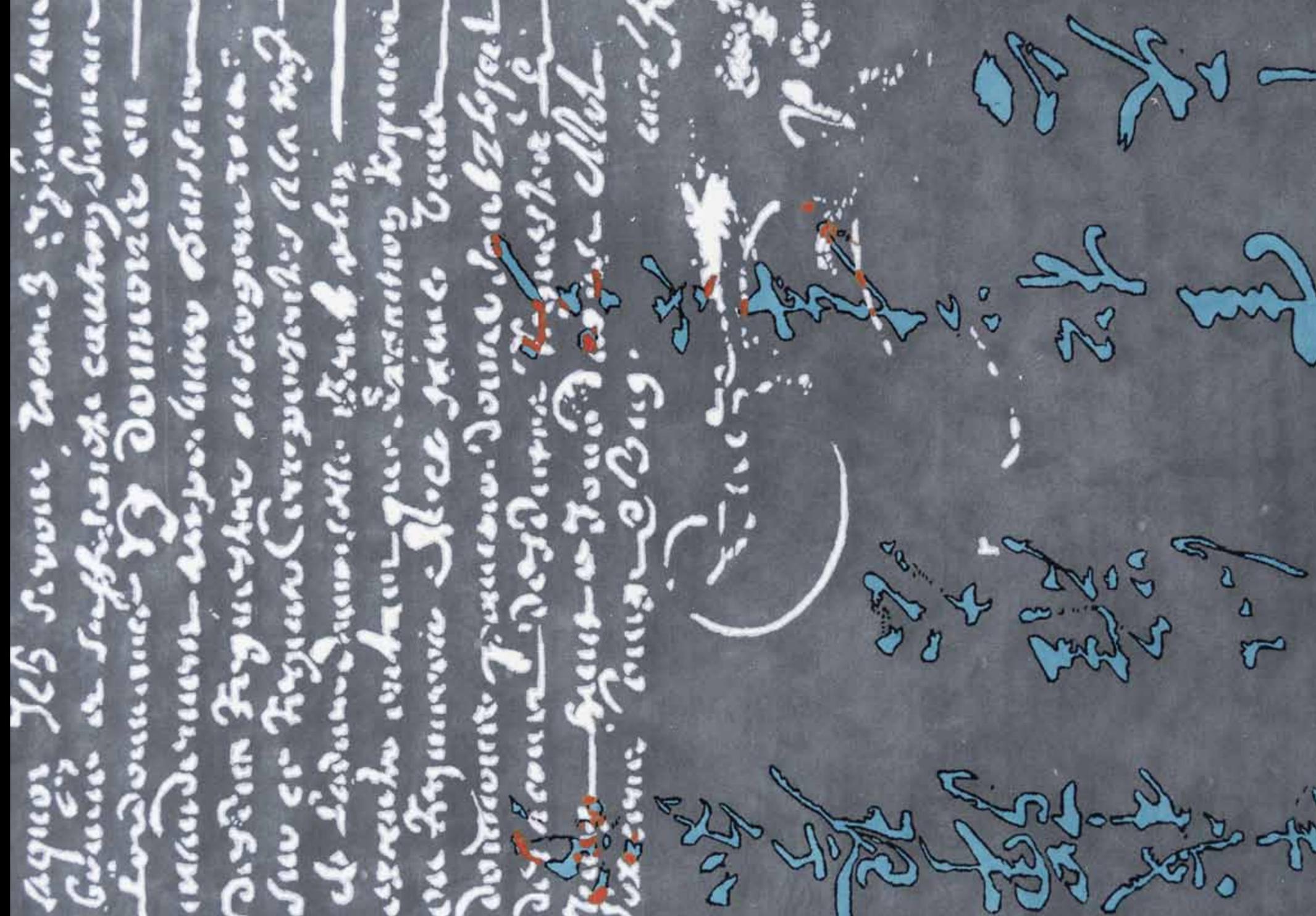
This collection illustrates a journey into the more colourful canvases of Zurbarán, such as Santa Casilda and Santa Isabel de Portugal and features a contemporary Japanese poem written to an 18th-century Spanish nobleman who replies with his own beautiful handwritten calligraphy.

In this collection, only one colour has been selected to make up the background in order to emphasise the use of the vibrant colours employed in the two featured texts.

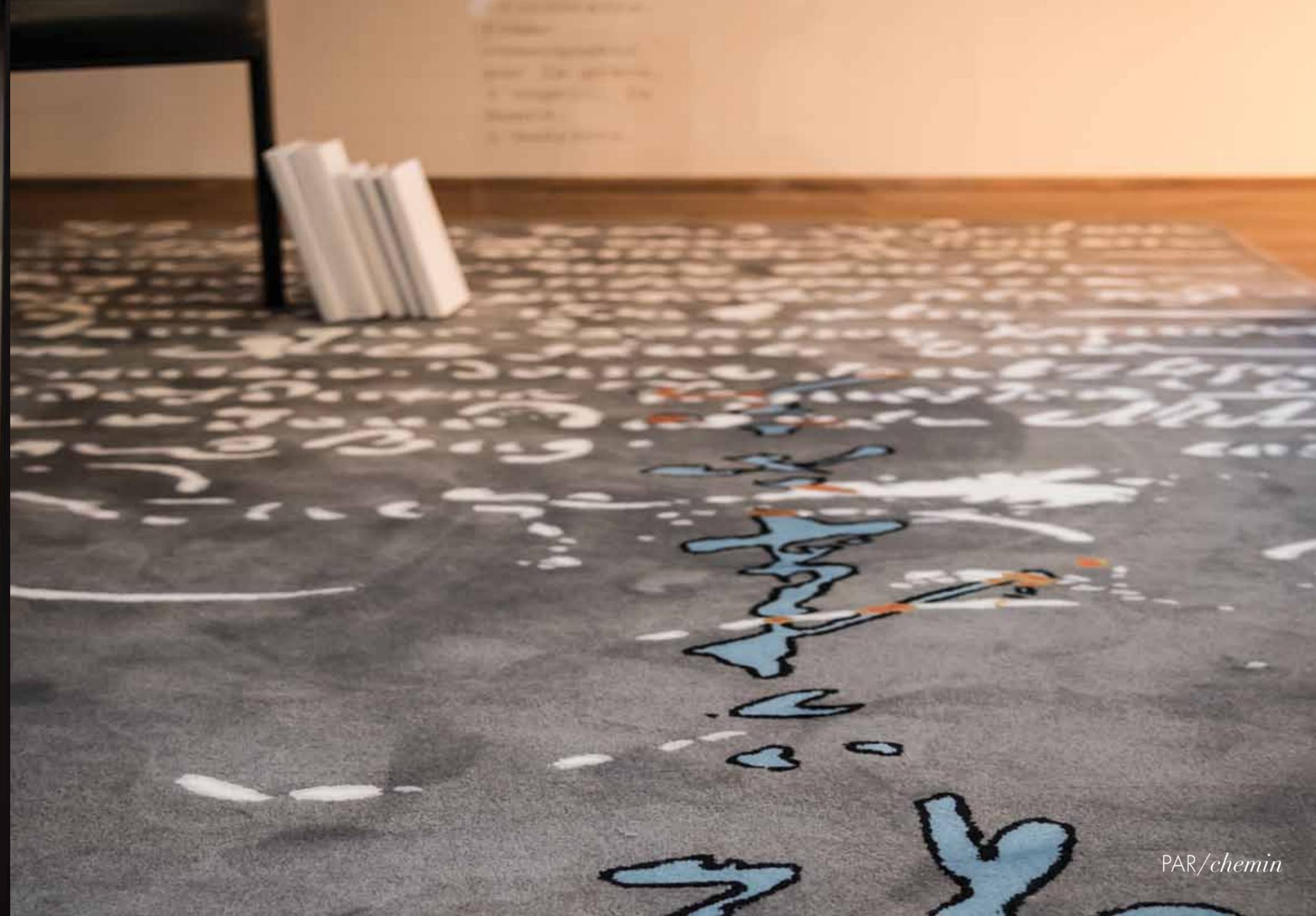
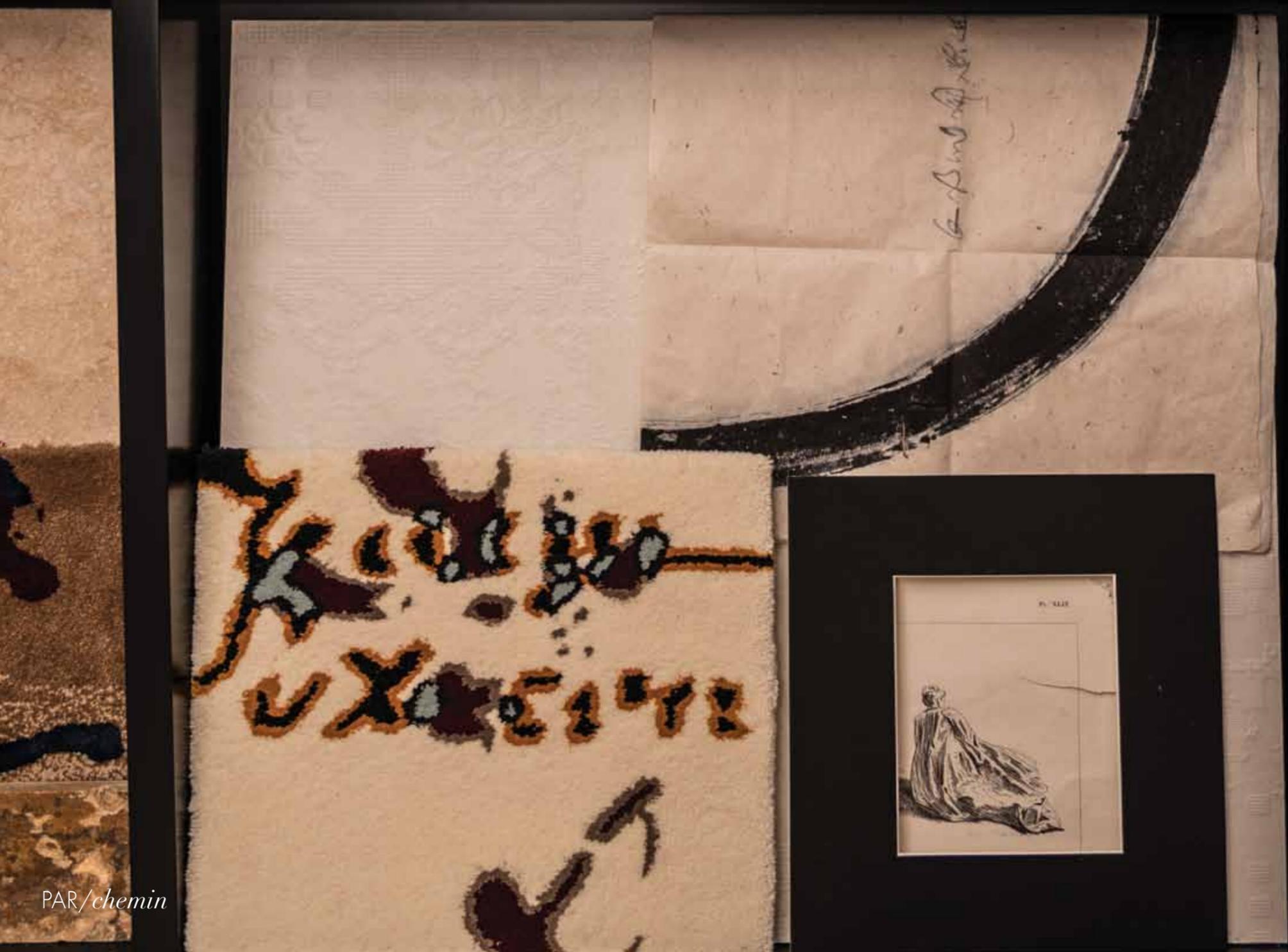
The sophistication of this collection lies in one small detail: although each text is made up of two colours (the fill colour and border line around the letters), when the two texts merge, two new colours emerge to symbolise this magic encounter.

Altogether, seven exquisite colours are used to make up the 'PAR/*chemin*' collection.

This collection is made of wool (background and inside part of the text) and vegetal silk (outer part of the text).







Collection PAR/*chemin*

colour variation 1

Background: carbon grey (wool)

Japanese text inside: powder blue (wool)

Japanese text outside: black ink (vegetal silk)

18th-century letter inside: white paper(wool)

18th-century letter outside: grey cloud (vegetal silk)

Merging part inside: mahogany orange (wool)

Merging part outside: gold (vegetal silk)

Handtufted

Custom made to measure

Production 30 days



Collection *PAR/chemin*

colour variation 2

Background: chestnut red (wool)

Japanese text inside: dark grey (wool)

Japanese text outside: old creamy parchment (vegetal silk)

18th-century letter inside: dark turquoise (wool)

18th-century letter outside: slate grey (vegetal silk)

Merging part inside: sandstone (wool)

Merging part outside: black ink (vegetal silk)

Handtufted

Custom made to measure

Production 30 days



Collection PAR/*chemin*

colour variation 3

Background: white cotton paper (wool)

Japanese text inside: burgundy (wool)

Japanese text outside: light silver grey (vegetal silk)

18th-century letter inside: black ink (wool)

18th-century letter outside: gold (vegetal silk)

Merging part inside: pale blue (wool)

Merging part outside: dark grey (vegetal silk)

Handtufted

Custom made to measure

Production 30 days)



Collection PAR/*chemin*

colour variation 4

Background: aquamarine blue (wool)

Japanese text inside: old gold (wool)

Japanese text outside: natural beige (vegetal silk)

18th-century letter inside: coral (wool)

18th-century letter outside: black ink (vegetal silk)

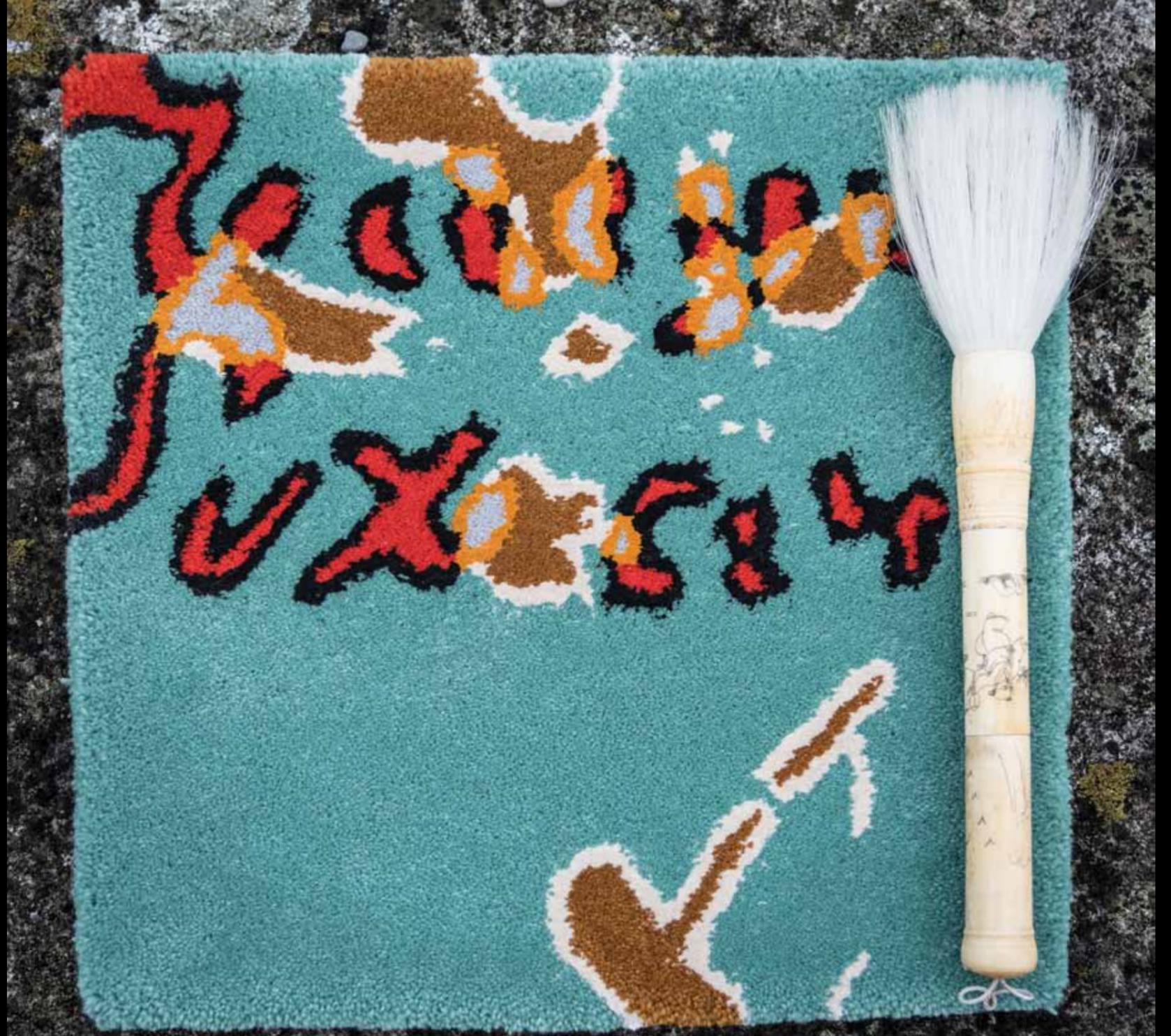
Merging part inside: pale grey (wool)

Merging part outside: saffron (vegetal silk)

Handtufted

Custom made to measure

Production 30 days





Collection

MES / *sages*



MES/*sages* Collection

When the two words are read separately, the title of this collection in French, 'MES/*sages*', means 'my wise men' ('mes sages'), but together the two words take on a different meaning, 'messages'.

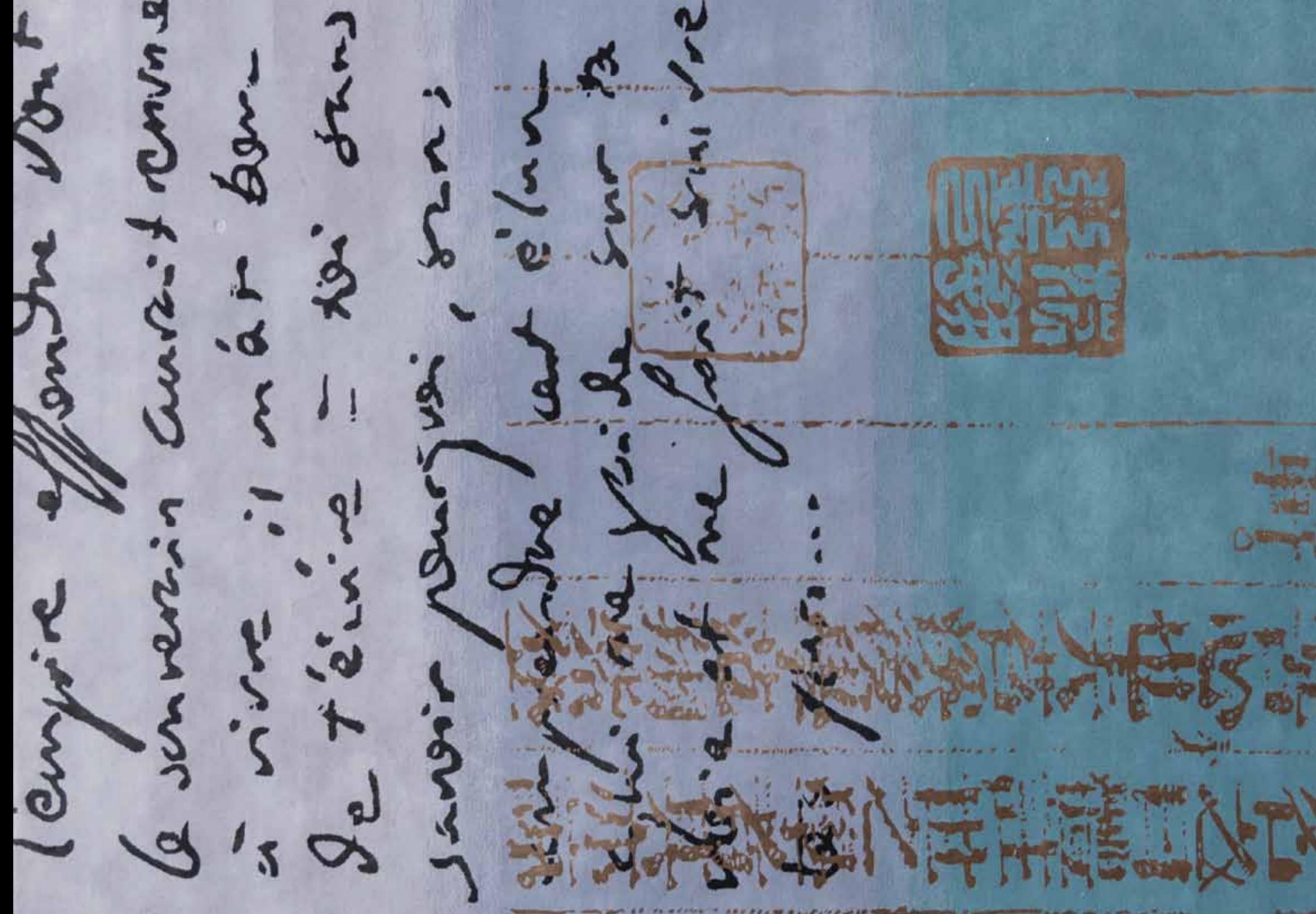
A universal message of tolerance lies at the heart of this collection. Here, any correspondence is possible: a Western-style, modern handwritten text receives an answer in the form of a letter full of ancient Chinese characters.

For this collection, softer, more muted colours -such as earthy shades and brown tones, were selected, directly inspired by Zurbarán's more sober paintings, such as 'the Charterhouse of Las Cuevas in Seville'.

In this collection, the background is made up of three colours that blend together, which grant a sense of movement and depth thanks to the quality of the wool selected.

The text uses a different kind of material in order to play with different visual effects: the shiny texture of the vegetable silk is reminiscent of wet ink on a matte page...

Altogether, five subtle colours have been selected for each rug.





Collection *MES/sages*

colour variation 1

Background: caramel to beige (wool)

Chinese characters: burgundy (vegetal silk)

Modern handwriting: steel blue (vegetal silk)

Handtufted

Custom made to measure

Production 30 days



Collection MES/*sages*

colour variation 2

Background: grey to blue (wool)

Chinese characters: gold (vegetal silk)

Modern handwriting: dark grey (vegetal silk)

Handtufted

Custom made to measure

Production 30 days



Collection *MES/sages*

colour variation 3

Background: brown to caramel (wool)

Chinese characters: sky blue (vegetal silk)

Modern handwriting: old white paper (vegetal silk)

Handtufted

Custom made to measure

Production 30 days



Collection *MES/sages*

colour variation 4

Background: light to pale grey (wool)

Chinese characters: dark charcoal (vegetal silk)

Modern handwriting: firebrick red (vegetal silk)

Handtufted

Custom made to measure

Production 30 days





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Photo credits:

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Detail Zurbaran's painting: courtesy Museo del Prado, Madrid

The colors of the rugs are purely an indication as they may differ slightly due to the printing process.

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