



BIDJAR EVOLUTION

THE ORIGINAL BASIC PATTERN THAT INSPIRED THIS COLLECTION COMES FROM NORTH-WEST PERSIA – A CARPET MADE IN SMALL VILLAGES CLOSE TO THE BORDER BETWEEN IRAN AND TURKEY: THE “BIDJAR”. JAN KATH HAS INVENTED A NEW TAKE ON THIS FLORAL DESIGN WITH HIS REPEATING PATTERNS, REINTERPRETING THE “BIDJAR” IN SEVEN CONTEMPORARY COLOR COMBINATIONS.

The fun factor, which gave the collection the second part of its name, ENJOY, does not end with these intense, positive colors. During a soccer match between two teams in the German Bundesliga (a relegation game between VfL Bochum and Borussia Mönchengladbach), the designer traced the ball’s path using a digital pen on the monitor. He then combined the jumble of lines resulting from all the passes and shots on goal with the BIDJAR pattern. The “offshoot” of the carpet had been created by the twentieth minute of the game, and its “little brother” was complete by half-time – in this way, a trilogy came into being that has now been creatively developed to result in a quintet of carpets. The original Bidjar (not its namesake, which was sold during the heyday of the Oriental carpet) has always been synonymous with quality and extreme robustness. In keeping with tradition, Kath therefore uses a particularly dense and thick pile for the BIDJAR EVOLUTION collection. The carpets are knotted by hand over a period of months using hand-spun Tibetan highland wool, silk, and stinging-nettle fiber. The opulent “mother carpet” is made with traditional tassels while the four eroded “offshoots” of the carpet have a colorful kilim border. This gives the carpet additional strength and underscores its high quality like a flamboyant stroke of the brush. Designers and architects can now treat the collection like a modular system.