



## TAGGED

IS THAT EVEN POSSIBLE? IN THIS COLLECTION, JAN KATH COMBINES A CENTURIES-OLD KNOTTING TECHNIQUE WITH MODERN HAND-TUFTING TECHNOLOGY. THE RESULT IS A WHOLE NEW LOOK THAT WILL CAPTIVATE THE ATTENTION OF EVERYONE WHO SEES IT. THE DESIGNER CALLS IT "TAGGED".

With each hand-tied knot using traditional templates in small factories, a classic Oriental rug serves as the foundation for this exclusive, unique work of art. The wool is hand-spun and dyed using natural pigments. A specially developed antique finishing technique makes it look as if the rug has been lying in the salon of an old manor house for years on end. In other words, it's a new "old" rug. "It's actually perfect the way it is now, but perfect is boring," says Kath before moving on to the next step and applying the rug's signature feature – a bright pink, golden, or vibrant blue silk. Using a special technique, graphics and slogans such as "Make Rugs, not War", "Sex, Rugs, and Rock 'n' Roll", and "This Is a Rug Revolution" appear like graffiti on the traditional knotted surface. It almost looks

as if silk is bubbling out of the background. "Until now there was a clear rule: either tuft OR knot," the designer explains. In the world of graffiti, a "tag" is the name given to an artist's signature, and in this JAN KATH collection, a tufting gun is used much like the spray can of a graffiti artist. "We have created a brand new genre with this method, setting new benchmarks in the world of art and design." The two manufacturing processes do not compete in any way. In fact, one emphasizes the unique character of the other. The hand-knotted foundation acts as a stage for the tufting, while the monochrome high-tech structure underlines the depth of the traditional production technique. TAGGED won the "Carpet Design Award" in the category "Best Innovation" and it was shown in several art exhibitions.

