

# MENA Carpet News

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Middle East and North Africa Carpet World

FREE DISTRIBUTION ; DOMOTEX ISTANBUL 2013

**PAYA REZIN TURKEY**

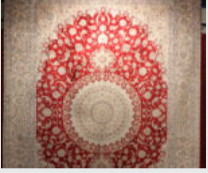
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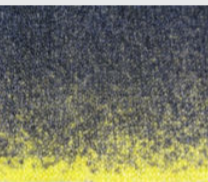
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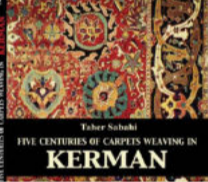
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**DOMOTEX  
Middle East**

## DOMOTEX MIDDLE EAST SHAPING UP WELL!

This year will be DOMOTEX Middle East's second time at its new location at the Istanbul Expo Center, having staged its successful debut there in November 2012 after an illustrious six years in Dubai. The upcoming season, which runs from 7 to 10 November 2013, will further cement the reputation of DOMOTEX Middle East as the leading trade fair for carpets and floor coverings in Turkey and the Middle East.

The 2012 premiere of the Istanbul incarnation of DOMOTEX Middle East featured 222 exhibitors from 28 nations and occupied more than 7,770 square meters (83,600 sq. ft) of display space. More than half of the exhibitors came from countries other than Turkey, as did 21 percent of the fair's 5,100 trade visitors. Most of the international trade visitors came from Iran, Saudi Arabia and the United Arab Emirates. This year, the organizer of DOMOTEX Middle East is putting together an extensive lineup of innovations and exciting new floor coverings to build on the success achieved at last year's Istanbul premiere.

The 2013 exhibition program includes hand-made and machine-woven carpets and rugs; hallway runners and mats; textile floor cover-



ings; resilient floor coverings; and laminate, parquet and other types of wood flooring. There will also be displays of textile machinery and accessories, not to mention fibers, yarns and textiles, a strong showing of specialized floor coverings and synthetic turf products for sports facilities, plus laying, cleaning and application technologies, natural stone, marble and ceramic tiles. ■

## R+T Turkey Celebrates première in November 2013

R+T Turkey - staged for the first time in 2013, is the only dedicated trade show for roller shutters, doors, gates, sun protection, windows and glass in Turkey. The event will take place from 07 to 10 November 2013 at the Istanbul Fair Center CNR Expo.

R+T Turkey will attract construction companies,

engineering companies, commercial corporations, producers, contractors, distributors, agents, wholesalers, retail dealers, architects, designers, press and media. As a leading event for newest product and industrial development trends, R+T Turkey provides services and huge commercial opportunities to both exhibitors and visitors.

R+T Turkey is organized by Messe Stuttgart ARES Fuarçılık Ltd. Şti and under the technical and conceptual sponsorship of the Federal Association for Manufacturers of Roller Shutters and Sun Protection (Bundesverband Rollläden + Sonnenschutz e.V.), the National Federation of Door and Gate Manufacturers (BVT - Verband Tore) and the Industry Association for Technical Tex-



**R+T TURKEY**

Leading Turkish trade fair for roller shutters, doors/gates, windows and sun protection systems

07 - 10 November 2013  
Istanbul

tiles - Roller Shutters - Solar Shading (ITRS e.V.), and the Association of Tent Umbrella and Membrane Producers (TBÜD).

As the Turkish spin-off of R+T in Stuttgart, the leading world trade fair for roller shutters, doors/gates and sun protection systems, R+T Turkey will be taking place parallel to DOMOTEX Middle East.

This cooperation between Messe Stuttgart and Deutsche Messe AG is a guarantee for packed trade fair halls, a wide spectrum of technical innovations presented by global market leaders of the industries, as well as the creation of considerable synergy effects for both exhibitors and visitors. ■

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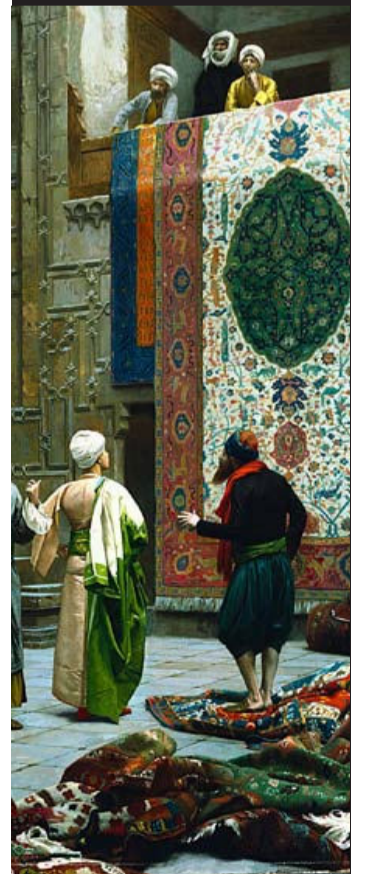
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## Next Issue: Carpet in Orientalists Painter Works

By: Alireza Ghaderi



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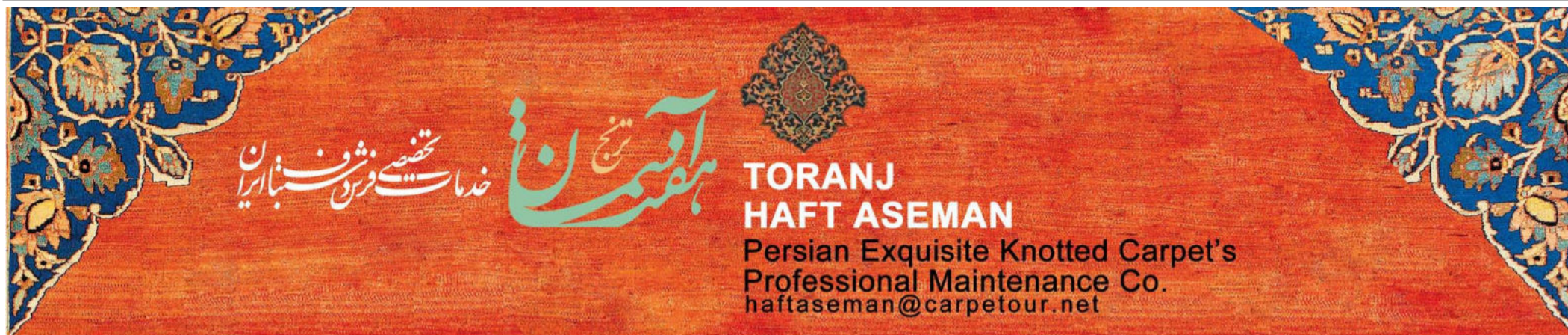
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**DOMOTEX Russia rescheduled to 2014**

**D**OMOTEX Russia has been moved to a new time slot in first half of the year. The second season of Russia's leading tradeshow for carpets and floor coverings will therefore now be held from 1 to 3 April 2014 instead of 25 to 27 September 2013 as originally planned.

The venue has also changed, with Deutsche Messe AG's Russian subsidiary Deutsche Messe RUS now staging the fair at the ARTPLAY Design Center in Moscow instead of Moscow's Crocus Expo International Exhibition Center.

"Many participating companies had requested that the fair be moved to the later slot to reflect Russia's unique market situation," explained Andreas Gruchow, a member of Deutsche Messe's Managing Board. "The Russian sales and order cycles and the country's summertime building and construction season favor running the fair in spring."

DOMOTEX, the world's leading trade fair for floor coverings, is held in Hannover, Germany, in January of each year. The new timing of DOMOTEX Russia, a spin-off of the main DOMOTEX fair in Germany, means that manufacturers of carpets and floor coverings can now complement their showcase at the main event with a second presentation in April that is targeted specifically at buyers and trade visitors from Russia and its neighboring states.

"Staging DOMOTEX Russia in spring enables our exhibitors to better synchronize their offering with the Russian order cycle and to thus more effectively build their business in the Russian Federation and the Commonwealth of Independent States," Dr. Gruchow added. "We are confident that this move will further strengthen DOMOTEX Russia and boost the business development prospects of our international exhibitors in the booming Russian market."

DOMOTEX Russia showcases the full range of hand- and machine-made carpets, textile floor coverings, parquet and laminate flooring and resilient floor coverings as well as application, laying,

cleaning and maintenance technologies. Next year's show will also be complemented by a supporting program of conferences and events featuring a solid line-up of renowned industry experts.

Russia's leading fair for the carpet and floor coverings industry is aimed at distributors and purchasing executives from the wholesale and retail sectors in Russia and the CIS region. Other important target groups include architects and planners and decision makers from the building and construction industry. The new venue at the ARTPLAY Design Center in Moscow will further boost the fair's attractiveness to these target groups because it is also home to numerous interior design and architects' offices as well as showrooms for interior furnishings, art, fashion and other parts of the creative economy.

"With its unique atmosphere, ARTPLAY is the perfect space for presentations of floor coverings as a high-quality design element for residential and commercial interiors," Dr. Gruchow said. "We are confident that the new space will be hugely appealing to architects, designers and interior designers in particular."

Deutsche Messe's support for companies interested in developing the Russian market goes well beyond April's fair in the Russian capital. To help its exhibitors forge valuable in-market contacts throughout the vast territory of the Russian Federation, Deutsche Messe has joined forces with Russian web portal flooring-expert.ru to stage regional industry conferences in Siberia and the Ural region. In the run-up to DOMOTEX Russia, exhibitors will have the opportunity to start building their regional networks on 11 February 2014 in Novosibirsk (Siberia) and on 19 March 2014 in Yekaterinburg (Ural Federal District).

DOMOTEX Russia got off to a flying start at its 2012 premiere in Moscow, attracting 145 international exhibitors and 4,120 trade visitors from Russia and the CIS states. ■

**Toyota Japan imports 18,000 Saudi Arabian prayer rugs**

**T**oyota Motors Japan bought nearly 18,000 prayer rugs from Saudi Arabia, as part of an agreement with Abdul Latif Jameel (ALJ)—Toyota Saudi Arabia, in coordination with Nafeesa Shams Academy for Arts and Handicrafts, a Bab Rizq Jameel (BRJ) affiliate, for importing prayer rugs produced by the academy, to be used in some of its models which are exported to Gulf countries.

According to a statement issued by BRJ, Jawaher Alzaharani, director-general of the academy, said the production of the prayer rugs began months ago and some quantities of the rugs have already been exported to Toyota Japan in collaboration with ALJ.

The prayer rugs are made by Saudi Arabian females trained at the academy, and the materials are supplied to 250 women at their houses where they undertake the weaving process, the director added. According to the director-general, nearly 1,500 prayer rugs are shipped to Japan every month. In terms of quality of production, the materials and weaving processes are subjected to strict supervision by a team designated by ALJ, the director added.

The Nafeesa Shams Academy for Arts and Handicrafts entered into the agreement with ALJ few years ago to supply the prayer rugs for Toyota's Lexus vehicles. ■

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## India's Oberoi to run new Ajman luxury hotel

**A**l Zorah Development Company has appointed Oberoi to run its hotel in Ajman. Al Zorah Development Company has appointed Oberoi to run its hotel in Ajman. India's Oberoi Group will manage and operate the first luxury resort within a AED4bn (\$1.1bn) mixed-use development in Ajman, it was announced on Sunday.

Al Zorah Development Company, a joint venture between the Government of Ajman and Solidere International, said it has signed an agreement with the hotel operator.

Al Zorah Resorts is billed to become an exclusive tourism destination on Ajman's northern coast, with the waterfront frontage spreading over 12km, including a mangrove area with a nature reserve rich with birds and fish.

The Oberoi Group's subsidiary, Oberoi Hotels & Resorts will manage the world-class luxury resort, which will feature 113 guestrooms and suites. The hotel will span 100,000 sq m with 290m of beachfront. The hotel will be designed by Italian architect Piero Lissoni, a statement said, adding that it will also include an all-day dining restaurant, a beach restaurant and a spa. The Al Zorah Resorts project, located on a land area of 5.4 million sqm, is being built by Six Construct which has commenced on-site construction and the project is scheduled for completion by summer 2015.



The luxury Al Zorah Resort was designed as the crown jewel of the AED220bn Al Zorah City development, Ajman's largest project, but was suspended after the collapse of the emirate's real estate market in late-2008.

## Katara reveals plans for Iconic Towers in Lusail

**Q**atar-based Katara Hospitality has announced the latest plans and developments for the Katara Towers, Lusail Marina District Towers underway in Lusail City.

Lusail has been designed to encompass a modern, luxurious yet practical business and residential environment "while being relevant for Qatar's thriving economy", the company said in a statement. The project will boast four exclusive islands and 19 multi-purpose residential, mixed-use, entertainment and commercial districts, and is set to accommodate a total estimated population of 450,000 people.

"The world's most loved cities are often identified through imagery and landmark buildings," asserted Sheikh Nawaf bin Jassim bin Jabor Al Thani, chairman, Katara Hospitality.

"We strongly believe the property we are developing will provide Qatar with an architectural symbol that is known and understood right across the globe."

The Iconic Towers in Lusail will host a luxurious five-star hotel, a six-star hotel and branded apartments to become home to permanent residents. The property will make available a total of 614 rooms.

The project has been recently enhanced with additional facilities, including a man-made satellite beach-front island. This will be home to mix of leisure and water sports facilities, food and beverage outlets as well as water parks.

"Our aim is to create the hospitality icon of the 21st Century that is within one of the world's most exciting urban developments. Our vision is to set new standards that go beyond the borders of the hospitality industry and provide a landmark location that is instantly recognised internationally," commented Sheikh Nawaf. Ground-breaking for the property will be undertaken later this year while the official opening of the property is expected in early 2017. Designed by architectural firm Kling Consult, the hospitality complex will cover a total area of approximately 300,000 square meters. The revised estimated investment that includes the satellite beach-front island amounts to QAR 2.2bn.



## DAMAC reveals Riyadh Paramount hotel apartments

**D**AMAC Towers by Paramount Hotels & Resorts, Riyadh DAMAC Towers by Paramount Hotels & Resorts, Riyadh Dubai's DAMAC has announced a new Paramount Hotels & Resorts development due to open in Riyadh, KSA by 2016.

DAMAC Towers by Paramount Hotels & Resorts is to be managed by DAMAC Maison, the group's hospitality division, with apartment owners able to enter their unit into a rental pool and earn a return on guest stays. The property will feature 215 luxury studio, one, two and three bedroom apartments, as well as a 932 metre square penthouse on the top floor.

The announcement follows the launch of a similar development in Dubai earlier this year.

DAMAC managing director Ziad El Chaar said: "We have seen a huge response from Saudi's interested in the projects we are collaborating on in Dubai and we are delighted that we can bring the Paramount Hotels & Resorts brand to KSA and offer the same high standard of luxury living."

The property is set for completion in 2016, and will be located on Riyadh's King Fahd Road, overlooking the city's Kingdom Tower.

DAMAC said that the project would 'reflect Hollywood glamour and California cool lifestyle' and will include a spa, restaurants and five-star hotel servicing.



## \$517m contract awarded to build Al Habtoor City

**A**l Habtoor City will comprise a 27 storey W hotel, a 6 storey St Regis and a 37 storey Westin hotel. Al Habtoor City will comprise a 27 storey W hotel, a 6 storey St Regis and a 37 storey Westin hotel.

Dubai's Habtoor Leighton Group (HLG) has signed a AED1.9bn (\$517m) deal with the Al Habtoor Group to be the main contractor for the AED4.9bn (\$1.33bn) Al Habtoor City, which is set to become the largest integrated hotel complex in the Middle East, it was announced on Tuesday.

The Al Habtoor City project comprises the construction of three hotels with a total room count of 1623, including a 27 storey W hotel, a 6 storey St Regis and a 37 storey Westin hotel.

To be built on the site of the old Metropolitan Hotel – previously Dubai's oldest hotel – on Sheikh Zayed Road near the Burj Khalifa and the Dubai Mall, the project will also include a 1400 seat Las Vegas-style "aqua" theatre and is due to be completed

in early 2016.

Earlier this week, Al Habtoor Group chairman, Khalaf Ahmad Al Habtoor, said the company will be unveiling a mega-project in the next few weeks, without giving any further details.

Al Habtoor said in a statement: «What we have lined up will prove our continuous faith in the UAE economy and leadership. The project we are about to unveil is the biggest of its kind.»

"We are very proud to be associated with such a prestigious project. We look forward to working closely with our client to deliver the project to the highest quality. This will be a landmark hotel complex in the region," said Thrasos Thrasylvoulou, Managing Director of Habtoor Leighton Specon (HLS), which has entered in a joint venture with Drake & Scull International (DSI) to manage the mechanical, electrical and plumbing systems at Al

Habtoor City.

"We have successfully worked with the Al Habtoor Group in the past and have always maintained an excellent working relationship with them. We look forward to working with them and HLG again to create a development that will be a landmark not only in Dubai, but for the entire Middle East," he added.



## Oman tourism project to award construction tender

**A**n artist's impression of Oman resort Saraya Bandar Jissah. An artist's impression of Oman resort Saraya Bandar Jissah.

A major new tourism complex in Oman is nearing completion of its first phase of construction, it was announced on Sunday.

The second phase of Saraya Bandar Jissah is expected to start shortly, with the infrastructure tender package awarded and construction to start, according to the project's vice-president of technical services, Dr Bassam Talhouni.

Saraya Bandar Jissah is a new tourism complex and will include residences, two five-star beachfront hotels, as well as recreational and community facilities and a secluded beach near the Hajjar Mountains, just east of Muscat.

The project is being developed by Oman's

tourism development and investment arm, Omran, in partnership with Saraya Oman, a subsidiary of Saraya Holdings.

Bassam said: "The infrastructure package will commence shortly, and will include the laying of all utilities such as power, communications, sewage, water, roads and lighting throughout the site.

«Now that the groundwork is complete, the construction of the first hotel will start in parallel with these works," he added.

Saraya Bandar Jissah's development strategy focuses on creating the key tourism assets – the two hotels on site – to be ready for grand opening in 2017. Following the tender announcement for the infrastructure package, to be made soon, Saraya Bandar Jissah will float the construction tender for the second boutique hotel on site, a five-star 106 key ho-

tel resembling an old Omani village.

"Our vision is to create a destination – a home for residents and a place of ultimate leisure for visitors. Through careful and respectful implementation of our construction strategy we believe that we will create a completely unique leisure and residential area for Muscat," Bassam said.



## Dubai Hotels Surge Ahead As Doha Hotels Slow Down

**A**s Dubai hotels continue to cash in on strong demand, room rates in Doha are falling due to stiff price competition.

Dubai's four and five star hotels recorded strong growth among all key indicators in September, while hotels in Doha witnessed a slow down.

According to HotStats MENA chain hotels market review, Dubai hotels witnessed growth of 8.5 per cent in average room rate (ARR) which reached \$235 last month. The rise in ARR coupled with a 3.1 per cent rise in occupancy drove up the revenue per available room (RevPAR) to \$179.

Marginal increases in food and beverage revenues solidified a 10.3 per cent growth in total revenue per available room (TRev-Par) to \$338. The survey also revealed

that the growth in top line performance also resulted in increases in bottom line results with gross operating profit per available room (GOPPAR) increasing 13.7 per cent to \$98.

"Occupancy remained strong during the month at 76 per cent, helping drive year to date figures to 79.5 per cent," said Peter Goddard, managing director of TRI Hospitality Consulting in Dubai. "The strong demand has allowed hoteliers to be aggressive on average rates which rose 8.5 per cent in September and with the high season almost upon us, we project the continuation of strong growth for the remainder of 2013," said Goddard.

However, occupancy and ARR have

fallen among Doha's hotels. As top line performance declined, RevPar fell by 2.1 per cent but a rise in food and beverage consumption drove a 1.7 per cent increase in TrevPAR to \$396.

Lower department operating profits and higher payroll expenses impacted bottom line performance with GOPPAR reducing 1.5 per cent to \$169 among Doha hotels. This is in line with the performance experienced throughout 2013, the report said.

"In the past two years Doha has witnessed a sudden influx of new hotels entering the market which put immense pressure on the performance of existing hotels, especially average rate," said Goddard.



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# Tehran Carpet and Floor Covering Exhibition: Reaching for Pinnacle

By : Behnam Ghasemi

**T**ehran Fifth Machine Made Carpet and Floor Covering Exhibition showed its influence in the development of the industry.

The inauguration ceremony of Fifth Machine Made Carpet and Floor Covering was attended by Dr. Mardani, Director of Textile and Clothing Industries, Ministry of Industry, Mining, and Trades, Mr. Kashefi, General Manager of EuroAsia Navid, Exhibit Management Company, Mr. Yekta, Director of Textile and Clothing Producers and Exporters Syndicate, and Mr. Haeri, Secretary of Textile Institute. Representatives from a number of textile industries, specialized magazines, and mass media participated in this event.

Tehran International Exhibition Complex welcomed visitors to Carpet and Floor Covering Exhibition from September 3 to 6, 2013. Building number 7 with 25000 square meters housed this exhibition.

112 Iranian and foreign producers participated in this exhibition offering numerous brands of machine made carpets and floor coverings. Exhibit statistics published by exhibit manager, Euro Asia Navid, showed significant growth in all exhibit indices. The number of participants grew by 6% and exhibit floor increased by 20%. This promising statistics shows that machine made carpet and floor covering industry is achieving a recognized standing in exhibition industry. This standing certainly should serve one of the current needs of this industry for growth and development.

Mr. Kashefi expressed its delight in an interview with Mena Carpet News on the occasion of Tehran Machine Made and Floor Covering Exhibit: «we are very pleased to have witnessed increases in a number of indices in this year's exhibit. Higher number of participants and increased floor space should attract a growing number of quality visitors, especially as we approach weekend toward the end of exhibition.»

In reference to carpet export as an important issue and need in the development of this industry, Mr. Kashefi added «machine made carpet and floor covering industry is fully geared up to conquer export markets around the world. This industry is reaching for pinnacle with its vast knowledge and experience, its up-to-date technology, and its quality and diverse products. It is only awaiting a fully laid out plan. This industry is enjoying an exceptional standing in export relative to other segments of textile industry. However, its growth potential is many times over what has been achieved so far. Many exhibitors participated in a number of programs we offered on export during this exhibits.»

Machine made carpet and floor covering account for half of textile industry export. The value of export was \$400 million last year. Carpet export produces direct and indirect employment in machine made carpet producing cities espe-

cially in Kashan, Aran-Bidgol, Mashad, Yazd, and others. Total production facilities of this industry cover 150 million square meters and its total annual production reaches 80 million square meters.

Iran's total carpet and floor covering import has shrunk to less than \$10 million per year. This figure shows that carpet industry has managed to meet the growing domestic demand for machine made carpet and floor covering.

As was predicated, this year's exhibition offered new products fully versed with innovation and creativity. One of the features of this exhibition was a new offering for a carpet finishing machine by ZarbanSanat Machinery. This is the first time such finishing machinery was designed and produced in Iran. The offering by this company should open a new fancy carpet market for industry. Kohan Magazine published a full coverage of this new machinery, its specifications, and an interview with its producer in its latest issue.

Another feature of this year's exhibition was introduction of 1000-reed carpet. Tehran exhibit was perhaps the first exhibition in the world to display this new and beautiful machine made carpet. Several companies offered this new highly dense carpet, all of them claiming to be the first one in its production and offering. The production and marketing of this new carpet was news to carpet industry.

Intelligent carpet was another new innovative offering featured in Tehran Carpet Exhibition. This was not the first introduction of intelligent carpet in the world. An extensive research has been underway on intelligent carpet. Several prototypes of intelligent carpets had been introduced with diverse applications. However, earlier research does not reduce the value of works undertaken by domestic producers in the production and marketing of intelligent carpet. These efforts represent how Iran carpet industry endeavors to close the technological gap with the world carpet industry.

Attendance of several well-known brands in this year's exhibit supported the advertising



activities of exhibit manager and helped in attracting larger number of visitors to this event. Higher traffic and increased number of potentially buying visitors will be the biggest challenges for next year exhibition. Most of industry producers and practitioners expressed in their interviews that exhibit visitors were their main concern.

### A Promising Outlook for Tehran Machine Made Carpet and Floor Covering Exhibit, 2014

Tehran Sixth International Machine Made Carpet and Floor Covering Exhibit is expected to begin a new era for the industry. Industry practitioners are invited to take part and contribute to this event.

The following theme may serve as a good driver for exhibition 2014:

1. Increased number of visitors with keen

attention to attracting potential buyers from domestic and international markets.

2. Increased number of foreign exhibitors demanded by improved political and economic conditions.

3. Improved services to be offered to exhibitors by better utilization of current capacities.

4. Application of innovative approaches in arranging conferences, meetings, contest, and supporting activities to further enrich the technical and scientific content of exhibition.

Next year exhibition will serve as an opportune time for exhibit manager to show its craft in attracting more delegates from international body of potential carpet businessmen and traders. This is the only way that Tehran Sixth Exhibition may meet the growing expectations of machine made carpet and floor covering industry. ■







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**LIBYA FURNITURE & HOUSEWARE:  
BE THERE! MEET THERE! EQUIP THERE!**

By: Halil Akkurt - PYRAMIDS GROUP FAIRS

Libya has been in a social and business life changes. The country has been under a rapid reconstruction process since new regime has emerged. That is why, there are many news about business opportunities in Libya all around the world.

Libya is expected to invest \$140 billion in projects over the next ten years: houses, office buildings, residences, hotels, tourist facilities, hospitals and shopping malls. All these things will be doubled in the recent future. New shopping centers are already being build like Forum Andalus in Tripoli, Forum OYIA in Tripoli, Forum Benghazi Lake in Benghazi. 420.000 unit housing project will enter into force in the near future. Room number of hotels is intended to increase from 13.600 to 50.000 by 2025. Four Points by Sheraton (opening in January 2014) and Sheraton Tripoli Hotel (opening in January 2015) are just samples of new hotels. Beside of building new ones, all airports and seaports are planned to be modernised in the country. This list can be extended with many projects. All these kind of projects will bring many opportunities for furniture, home textile and housewares sectors. While there is no such a big production in Libya, importing products will be important case as usual.

In the country, furniture imports had already been in a growth till 2011, the year of uprising. Import figures has increased again as expected after new government was set up. We can be sure about growth number will increase with new projects which is mentioned.

Libya's carpets and other textile floor coverings import also have similar story. It was around \$20 million in 2010; \$10 million in 2011; but \$35 million in 2012. Import figures have been getting raise much more than before since new regime has been emerged.

Fortunately, there is an exhibition for who wants to be in this market. Libya Houseware (International Furniture, Home Textile, Carpet, Housewares and Hotel Equipment Exhibition) is new but as-



sertive exhibition. Next year the fair will be held the third. Exhibition will be held between 16-19 June 2014 at Tripoli International Fairground. Aim of the exhibition is to gather together many sectors which want to be a part of rebuilding the country.

Exhibitor profile has a wide range: from carpet & rug to bed linen & blanket; from Kitchen textiles to curtains & tulles; from living & dining rooms furniture to modular & office furniture; from kitchen & catering equipment to houseware & glassware etc. Visitor profile also has a wide range: from dealers & wholesalers to distributors ; from furniture stores to hotels etc.

Exhibitor is organized by Pyramids which is leading fair organizer in the MENA region. This, being organized by Pyramids, is one of the main pros of exhibition. As an UFI member, Pyramids has provided chances to seize opportunities for corporations. It is provided by collecting the data bases from chamber of commerces & industries, councils, associations, businessmen; inviting the "hosted buyer delegations" from the regional chamber of commerces, one by one with VIP invitations in order to organize B2B meetings; organizing matchmaking of the delegations with the exhibitors.

Last show was held between 17-20 June 2013 at Tripoli International Fairground. Exhibition attracted over 67 exhibitors at 5000 m<sup>2</sup>, 7 countries represented: Libya, Turkey, Belgium, Portugal, Germany, UAE, Pakistan. Full support from local and regional trade unions, associations, governmental and ministerial bodies and chambers of commerce increased the



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event's importance even higher. The show was officially opened by Libyan Interim Government Minister of Economy, Mr. Mustafa Mohammed Abufunas; Egyptian Ambassador to Libya, Mr. Muhammad Abu Bakr; Economic Affairs Manager-General Union of Chambers of Commerce and Industry in Libya, Mr. Wahid Abdullah Jabu.

Last show was visited by 14.350 visitors. You might not miss third edition of this unique event. Between 16-19 June 2014 be at Tripoli Fairground, meet dealers and purchasers and equip the country with your products.

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**Middle East Economy**

**Dubai Named  
Global Property Investment Hotspot**

Dubai's property investors have been seeing a net yield of six per cent in just Q3 2013.

By: Mary Sophia

Dubai has been listed as a global property investment hotspot, according to the latest IP Global property barometer issued for the third quarter this year. The barometer lists cities offering the best investment options in property at a given time.

The emirate has been benefiting from rising economic confidence regionally with investors seeing yields of six per cent in Dubai's property market. "We are pleased to see Dubai benefiting from rising economic confidence across the MENA region," said Paul Preston, director and head of IP Global Middle East.

"Here, prices have risen an impressive 11.9 per cent in 2013 to date, with potential for more growth in a market that remains 30 per cent below the peak levels of 2008. The ever increasing inflow of expat workers in the city from all over the world is a key factor in driving consistent rental rises." But Preston said that investors should exercise caution, as there are chances of a property bubble reoccurring.

However, he said that the Central Bank's recently announced regulations restricting the amount of cash that homebuyers can borrow

will help in providing framework for sustainable growth. Other best destinations for property investors included Chicago, New York, Boston and Seattle along with the Australian cities of Melbourne, Sydney and Brisbane. Munich and Berlin, which were favourites in Q1, have made a comeback to the investment hotspot list this quarter while Tokyo makes its second appearance of the year.

Dubai's property market has been slowly recovering from a crash in 2008 with prices rising as high as 42 per cent in the past year. A steep rise in property prices coupled with the IMF's warning of another bubble has prompted the Dubai government to introduce a number of regulatory measures which include a mortgage cap for first time buyers and the doubling of property transaction fees. ■



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The Middle East & North Africa Carpet & Textile Newsletter

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# FANTASIA; Machine for Premade Fringes

BY: Erik Espeel - Etracon

Nowadays, more and more carpet producers have started to imitate the hand-knotted carpets by way of a mechanical weaving machine.

The consequence is that the fringes also need to look as handmade.

Years ago, many customers came to Etracon with the special request to develop a machine for the production of this kind of handmade fringes, also named "premade fringes".

After a long investigation, the management of Etracon finally decided to start with the study and development of such machine. Since end of 2012 the machine was ready to produce these fringes and since middle of 2013 the machine is ready for sale to the customers.

The result is a high technological machine which can produce all different kinds of pre-made fringes for the carpets.

The first machines are in production and are scheduled to be delivered beginning of 2014.

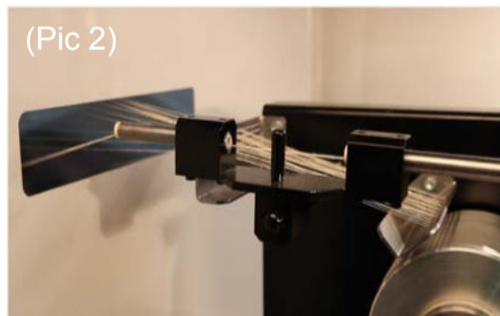
**The machine itself has five important components:**

- The creel with the bobbins
- Entry of the yarn with the yarn control
- Weaving section upon 6 shafts and the weft insert system
- The knotting part
- The cutting motion in order to obtain the length of the fringes following the requirements of the customer.

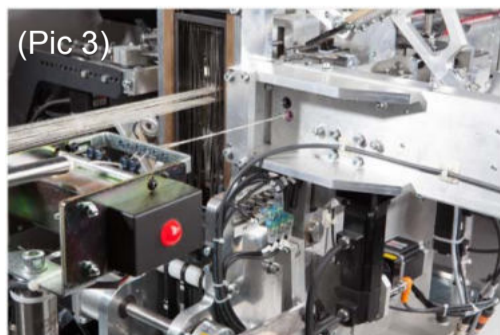
The standard creel is equipped with 24 bobbin positions, on which the bobbins are put as well for the woven band as the weft yarn which will be used to make the knot. (Pic 1)



From the creel the yarn is led into the machine where first the tension is build up and also a control device is installed to stop the machine

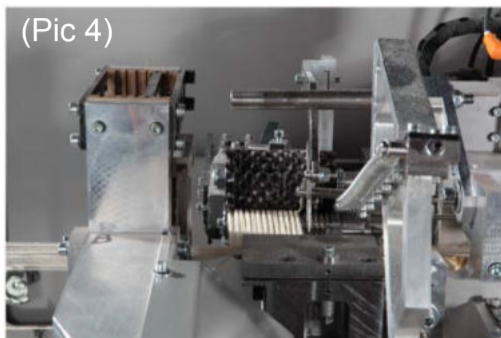


in case of a broken yarn. (Pic 2)  
For the weaving section, 2 shafts are standard installed, but for special effects we can equip



the machine upon 6 shafts. (Pic 3)  
After the weaving operation, the end of the yarns are kept between a screw and a brush, and taken by the special needle which is making the knots. (Pic 4)

Once the knots are made, the total woven product is transported to the cutting device, where every customer has the freedom to cut the end of the length they wish to have for their fringes (carpets). (Pic 5)



In the machine every movement is controlled by a separate servomotor. This allows to optimize every movement in the machine upon a good result is obtained. It also gives the possibility to change easily from a 4 pick knot to a 4 pick cross knot, without the machine needs to be rebuilt completely with other parts.

All settings as well as follow up are easily to be done by the main screen installed on the machine. (Pic 6)



- The rapier can reach a speed upon 190 rpm, depending on the material and the type of knot. The output is depending on the density of shots per cm, the yarn and the type of knot. Actually the machine is running in our showroom, with a viscose yarn, and obtaining an output of 40 length meter per hour.

- After the weaving process the length of knotted fringe is +/- 105 mm. When shorter fringes are needed, the cutting can cut the fringes on the required length.

- Different materials can be used as there are cotton, polyester, viscose, etc..

**INVITATION**  
our showroom is open for every customer who wants to see the machine in running condition. Please make an appointment in our company. With pleasure we will give you full information. ■

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chine. (Pic 6)  
Some technical specifications  
•The standard fringes which are possible to produce on this machine are a 2 pick knot, a 4 pick knot or a 4 pick crossbatch knot. It goes without saying that more is possible, and also combinations with different yarns are possible.  
•The header band is standard 13 mm, but can be changed upon the customer's needs.

■ [www.MENACARPETNEWS.com](http://www.MENACARPETNEWS.com)



# 22nd Tehran International Handmade Carpet Exhibition

**T**ehran International Handmade Carpet Exhibition was held at Tehran International Exhibition Complex with 560 stands over an area of 44000 square meters.

According to Mena Carpet News, this exhibition inaugurated at Tehran International Exhibition Complex with participation by members of Parliament, Foreign Ambassadors, Carpet Syndicate Officials, and representatives from the related industries.

573 exhibitors participated in this exhibition to display their craft over an area of 25000 square meters. This year's exhibition showed an increase of 10% over last year's.

Arrangements were made to host trading-marketing delegates from 17 countries. These delegates consisted of 200 persons from Germany, Japan, China, Brazil, New Zealand, Denmark, France, Jordan, Iraq, Turkey, and several other countries.

The delegates had the opportunity to visit exhibition to get acquainted with Iran potentials in marketing and export of handmade carpets. They had many face to face negotiations with Iranian traders, businessmen, and export organizations.

Tehran International Handmade Carpet Exhibition is held every year for one week and is open to visitors interested in handmade carpet industry and arts.

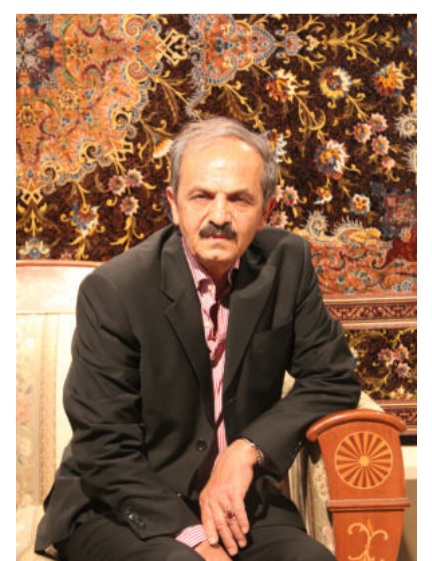
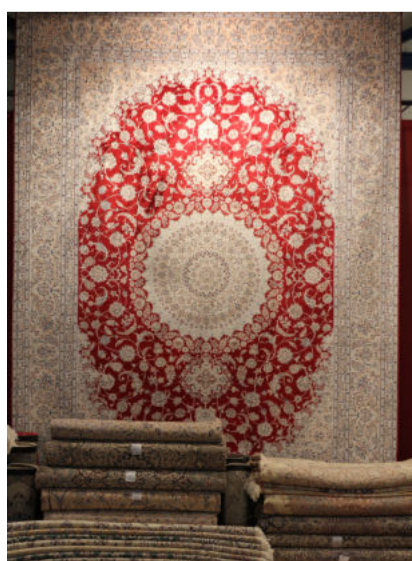
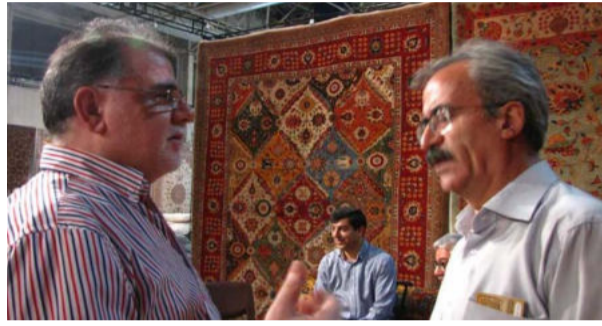
Agha Alikhani, Director of Iran Carpet Center, stated that Iran's handmade carpets are well known for their artistic and trading values. They are offered in over 80 countries. He reported that intellectual properties of carpet designs made in Harris, Khoy, Tabriz, Qum, and Isfahan are registered with Virtual Intellectual Property Organization (VIPO) in order to prevent illegal reproduction of the Iranian arts. He stipulated that six other carpet designs to be soon registered with VIPO.

Agha Alikhani reported that 22 countries will take part in the exhibition. He added that 250 delegates will visit Tehran Handmade Carpet Exhibit. They are business representatives from Japan, China, Lebanon, Switzerland, England, Germany, Denmark, Turkey, France, New Zealand, Austria, Uruguay, United Arab Emirates, Uzbekistan, Brazil, Tajikistan, Kazakhstan, Romania, South Korea, Iraq, Indonesia, and Azerbaijan.

«Iranian Décor - Iranian Home» stand is setup to introduce Iranian handmade carpet as decorative arts with the intension to increase demand in carpet market. This stand introduces carpet not as a standalone artifact, but rather, as objects that could very well fit with its surrounding décor including furniture, curtains, light fixtures, and the like.

Agha Alikhanicalled Iran's International Handmade Carpet Exhibition as an important event for handmade carpet industry. He reported that handmade carpet export amounted to \$86 million from May through August 2013. He expected that carpet export will increase during the next seven months toward the end of Iranian fiscal year.

Iran handmade carpet was one of the items included in trade embargo imposed by West. The embargo, however, failed to stop carpet trading, yet, opened new opportunities for Iran to look for and open new international markets. This year, a delegation from China is visiting the exhibition to develop new ground for handmade carpet trading. ■





# Beni Ourain Rugs of Morocco

**B**eni Ourain Rugs – The Beni Ourain is a group of Moroccan people that is actually comprised of seventeen different Berber tribes, all of whom hail from that country's Atlas mountain range. A semi-nomadic people, the Beni Ourain are primarily shepherds and goatherds who have historically raised their livestock high in the mountains, moving with their herds from one graze land to the next. It is in large part due to the extraordinarily fine wool produced by this livestock that Beni Ourain have historically produced such fine rugs and carpets. Because of the diversity of the seventeen different tribes that make up the Beni Ourain, there is a fascinating and subtle difference in the patterns and design elements present in the rugs and carpets that they produced. While some Beni Ourain tribes have preferred colors – always utilizing natural dyes – other tribes have preferred monochromatic design elements.

## Beni Ourain Rugs

Those rugs and carpets that are most broadly representative of the aesthetic of the Beni Ourain, however, are those that boast geometric designs: lines of black or brown that come together to form grid and diamond patterns. It is a combination of these seemingly disparate factors – the fine wool harvested by the Beni Ourain and their penchant for abstract, geometric art – that make Beni Ourain rugs among the most desirable in today's rug market. Thick, shaggy rugs with tantalizingly abstract designs were championed by the leading designers of the mid-twentieth century, including Frank Lloyd Wright and Le Corbusier, bringing the ancient Beni Ourain rugs into the forefront of the design world of today.

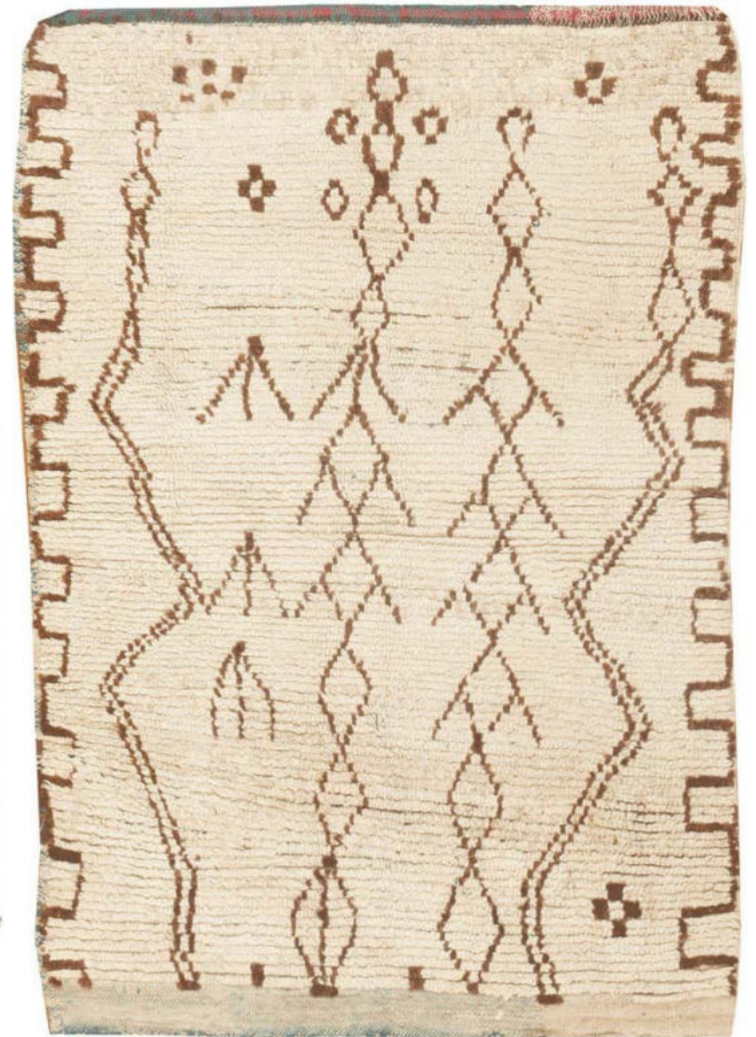
It is a fascinating set of historical and cultural developments that have made Moroccan rugs as popular as they are today.

The Beni Ourain – with a penchant for abstract symbolism and geometry as well as a steady supply of fine grade wool – happened to be weaving rugs and carpets that would be perfectly suited to the design aesthetics of the Western World in the decades following the end of the Second World War. Moroccan rugs by the Beni Ourain remain among the most desirable pieces today, and are sought after the world over, both by experts in antique Oriental rugs and everyday people who appreciate the lasting artistic value of such rugs. ■

The beautiful vintage Beni Ourain rug showcases their aesthetic values.



This beautiful Beni Ourain carpet is a brilliant study in minimalism.



This Beni Ourain rug features the symbolism motif often found in such pieces, in which important Beni Ourain symbols are woven into the carpet.

Nazmiyal to Host Antique Carpet Educational Seminars With Hajji Baba Club

# Antique Carpet Educational Seminar

**W**e're delighted to give the community a complete, hands-on look at the world of antique carpets starting with current market trends and traveling back to the 16th century. There will be light refreshments, casual discussions and plenty of time to ask questions and view carpets at each event. This is an exciting opportunity for rug collectors, Nazmiyal customers and members of the public who'd like to learn more. Here's what we'll be covering:

On Wednesday, October 23rd, from 6-8pm at our NYC Gallery enjoy a complete overview of antique rugs, including classical designs, structural differences, signs of restoration and current market trends.

We'll go in-depth in the next segment on November 13th when we explore 19th century tribal carpets and village pieces from Persia, Turkey and the Caucasus.

Next up on January 15th, we'll discover the sophisticated style of city carpets and workshop masterpieces from India, Persia and other regions.

In the final part on February 19th, you'll have a chance to view the best of the best from our private carpet collection, which includes breathtaking works from the 16th century through the Art Deco era. This is also an excellent chance to meet our experts in a question-friendly environment. You don't have to be a professor of art history or a Hajji member, to attend or enjoy this series. We've designed these events to be accessible, exciting and informative for all. ■



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**Iran's share in hand-woven carpet exports hits 35 percent**

Iran's world share in hand-woven rugs and carpets exports totals 35 percent, said Chairman of Iran's National Carpet Center Mohammad Baqer Aqa-Alikhani, adding the country's carpet exports in 2012 reached over 420 million dollars.

«Iran's hand-woven carpet exports hit 427 dollars last year. Hand-woven carpet exports in the world hit \$1.350.000,» he said.

India, China, Pakistan and Afghanistan are Iran's competitors in the industry, he said, adding proper carpet promotions in the foreign market, sending foreign delegations to other countries and identifying new markets would help boosting carpet exports.

He also added Iran plans to hold a carpet expo on September 23-29 and invite foreign traders.

**Qatar joins importers of Iranian hand-woven carpets**

Deputy Minister of Industry, Mine and Trade Hamid Safdel said Qatar has recently joined importers of Iranian hand-woven carpets.

«Iranian hand-woven carpets hold an important position in markets such as Germany, the US, UAE, Italy and Japan, and Qatar has recently joined major buyers of Iranian hand-woven carpets,» he said.

Iran's carpet exports totaled 425 million dollars in 2012, Safdel said, adding Iran has still kept its first position in producing hand-woven carpets and it has the largest share of international markets for the product.

Elsewhere, regarding Iran's competitors in hand-woven carpets, he said, «Iran does not have any competitor in producing hand-woven carpets and its carpet is not comparable to that of any other countries.»

Safdel further said China, Turkey and Afghanistan have already tried to become Iran's strong competitor, but the hand-woven buyers are always searching for Iranian carpets.

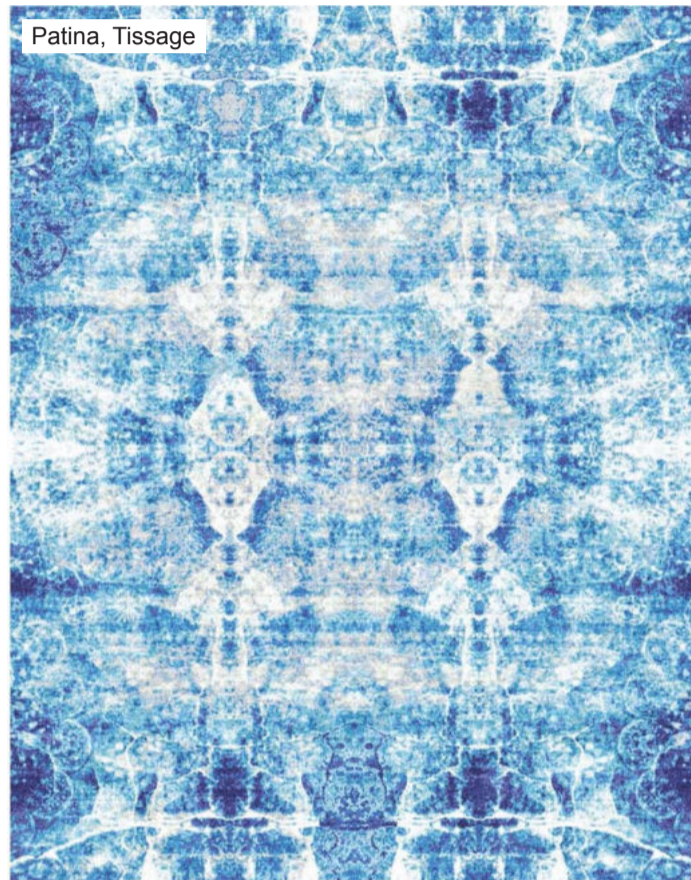
NYICS  
**Designers in the Big Apple**

The 9th annual New York International Carpet Show, 6-8 October, is at a new, high-profile venue, the Metropolitan Pavilion. With plenty of international exhibitors, it promises to be much more than a tradeshow.

NYICS HAS BECOME an important part of the annual rug calendar. It promises this autumn to deliver its most international and diverse display of newly made carpets to date. A number of new companies are participating, and choosing to launch new collections or innovations at the show. Canadian carpet house Red Spruce from Nova Scotia will show a new line of rugs using stylistic influences from couture fashion to create signature works, embodying a style best described as 'sophisticated whimsy'. Jan Kath Design will be showing their quirky yet classic designs here for the first time.

London-based Knots Rugs, another first-time exhibitor here, will show a wide selection of their beautiful and timeless creation. Each rug from The Tibet Rug Company uses traditional skills and design sensibilities which celebrate the rich history of Tibet, while it's the vibrant colours of Rajasthan that inspire Tissage's highly textural rugs.

www.nyics.com ■



Patina, Tissage



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# Most Expensive Rug Ever Sold

This is the most expensive rug ever sold. This beautiful seventeenth century Persian rug sold for nearly \$34 million today at a Sotheby's auction in New York City.



Antique Persian Carpet Becomes The Most Expensive Rug In The World

**Antique Seventeenth Century Persian Rug Shatters All Auction Price Records and Fetches Nearly \$34,000,000**

As of this afternoon, there is a new antique rug that can boast the lofty distinction of being the most expensive rug ever sold at auction as a beautiful Persian carpet sold for nearly \$34 million today at a Sotheby's auction in New York City. More than tripling the previous record price paid for a rug, the amazing piece that sold today at Sotheby's is a fantastic work of art of the highest order. According to Sotheby's, the rug is a "sickle-leaf, vine scroll and palmette 'vase'-technique carpet," that is probably of Kerman origin, and had belonged to the Clark Collection.

### Most Expensive Rug In The World

Vase carpets such as this piece are extraordinarily desirable, a fact that was only underscored by the tremendous price fetched by this impressive carpet today. Upon the final sale of the rug, the room at Sotheby's erupted into applause in a cathartic release of the excitement and energy that had been steadily building in the room as the price of the rug rose and rose.

### Jason Nazmiyal with Record Breaking Rug

Shattering pre-auction estimates and all records for the highest prices ever fetched for rugs, the sale of this magnificent Kerman marks something of a watershed moment, as antique rugs become an ever more desirable commodity and establish a very firm footing in the highest rungs of the art world.



Jason Nazmiyal, the owner of the Nazmiyal Collection, stands with the \$34 million rug that became the most expensive rug ever sold today at Sotheby's. ■

# Antique Textile Exhibit at the Metropolitan Museum Of Art

Antique Textile Exhibit - Beginning on Monday, September 16, the Metropolitan Museum of Art in New York City will be hosting a very special, four-month exhibition of fine antique textiles from around the world. The massive fall exhibition, which unfolds in nine galleries throughout the museum, features more than 130 unique textiles and nearly 30 culturally significant garments, including dresses, quilts, and bedcovers from across the world. "Interwoven Globe: The Worldwide Textile Trade, 1500-1800," is on such a grand scale and includes pieces from so many different cultures across the globe that the exhibition could only be put together with the expertise of curators from nine different departments throughout the museum, something that has never been done before in the history of the Met.

### Antique Textile Exhibit

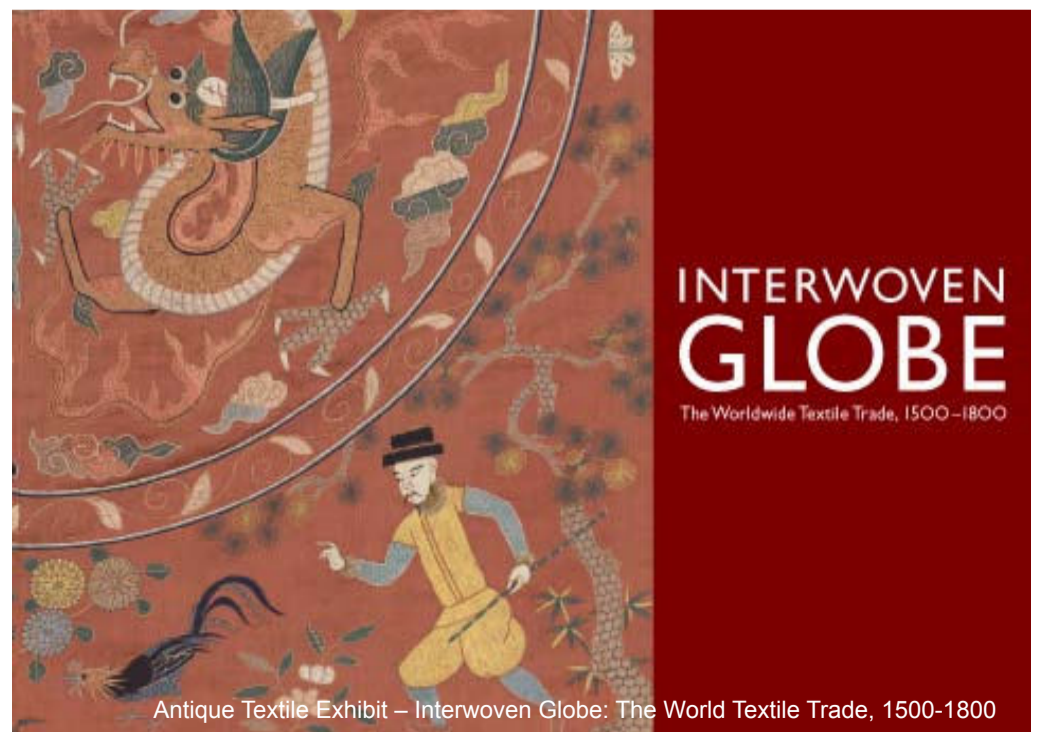
"Interwoven Globe" is remarkable for this incredible breadth. Works from places as far flung as China and England or France and India are featured, as are pieces from as early as the turn of the sixteenth century and as late as the dawn of the 19th century. Rarely (if ever) has such an incredible assortment of textiles been put on display in one place. According to a description for the antique textile exhibit from the Met's website, "Beginning in the sixteenth century, the golden age of European exploration in search of spice routes to the east brought about the flowering of an abundant textile trade. Textiles often acted as direct currency for spices, as well as other luxury goods. Textiles and textile designs made their way throughout the globe, from India and Asia to Europe, between India and Asia and Southeast Asia, from Europe to the east, and eventually west to the American colonies." By brilliantly utilizing the global sea trade of the Early Modern and Modern periods as a frame of reference for this vast collection, the Met has been able to bring together pieces that otherwise may never have been in the same museum together, let alone the same exhibition.

Rave reviews for this ambitious antique textile exhibit have already begun pouring in. In the cover story for Friday's Weekend Arts section of the New York Times, Roberta Smith writes highly of the last gallery of the exhibition, which features three Tree of Life Tapestries, one from India, one from the Netherlands, and one from the United States, all side by side. Smith writes, "This confrontation is only one of many drop-dead moments in which pictorial power, astonishing skill and cultural cross-germination collude, and where the historical Western infatuation with all things exotic is strikingly apparent." Indeed, by assembling such a diverse range of works that nevertheless possess certain unifying elements of design, the Met has opened a window into the shared nature of the human experience, shedding light on how deeply interrelated peoples from all over the globe have become, especially since the beginning of global trade in the Early Modern period.

Tapestries are something that a great many cultures have in common, and offer a unique insight into what makes people from different parts of the earth similar, rather than different. Such is the message of this fantastic new Met exhibition. ■



Antique Textile Exhibit – Room Featuring Tree of Life Tapestries



Antique Textile Exhibit – Interwoven Globe: The World Textile Trade, 1500-1800



# The Ardabil Carpet - a new perspective

Lynda Hillyer: Head of Textile Conservation  
Boris Pretzel: Materials Scientist

The Ardabil carpet form the centre piece of the new Jameel Gallery of Islamic Art at the V&A which opens in July 2006. This most famous of Persian carpets has been the subject of endless copies ranging in size from small rugs to full scale carpets. There is an 'Ardabil' at 10 Downing Street and even Hitler had an 'Ardabil' in his office in Berlin. The real Ardabil was first seen in London in 1892 when it was exhibited in a dealers showroom in Wigmore Street. William Morris described it as 'a remarkable work of art . the design is of singular perfection . . its size and splendour as a piece of workmanship do full justice to the beauty and intellectual qualities of the design'. It was Morris, in his capacity as one of the V&A's Art Referees, who persuaded the Museum to raise, with the aid of public subscription, the then vast sum of £2000 to purchase the carpet in March 1893.

The Ardabil carpet measures 10.51m x 5.34m (34' 6" x 17' 6") and is thought to be one of the largest carpets in the world. Unknown to the Museum at the time, there was a second Ardabil, more finely knotted, which is now in the Los Angeles County Museum of Art. This carpet has lost its borders and part of its central field; a portion of the missing areas are thought to have been used to repair the carpet owned by the V&A. 2 Occasionally fragments originally taken from the Los Angeles carpet have appeared on the open market. The two carpets were almost certainly a royal commission and would have taken about four years to weave. Their origins remain unclear but they are said to have come from a complex of shrines and mosques at Ardabil in North West Persia, burial place of Shaikh Safi al-Din, ancestor of Shah Ismail, founder of the Safavid dynasty. At one end of the Ardabil carpet, a cartouche contains an inscription which dates it to 1539/40 AD. The large central medallion is characteristic of carpets woven in Tabriz (North West Persia) and the fantastic design of the ground of the carpet consisting of two layers of swirling leaves, stems and flowers is typical of the art of the early Safavid dynasty.

After its acquisition the Ardabil carpet was given a linen support and repairs were carried out in silk thread. It was attached to a 3 fold frame and placed behind glass in Gallery 42 where it remained on display until 1974, when it became obvious that the repairs were failing and that the carpet needed further support. Furthermore it was very dirty and lacked the clarity of its sister carpet in Los Angeles which had been wet cleaned. The Museum had no facility to clean an object of this dimension and it was taken to Birmingham where it was washed outside on a specially constructed ramp using local water which comes directly from the Welsh mountains and is low in mineral and chlorine content. After its support and repair it was attached to a secondary support of Terylene sheeting which was lashed to a new 12 section metal frame using pre-shrunk Terylene ropes around all 4 sides. A series of ties connected the carpet and the sheeting to the frame at regular intervals.

The work carried out on the Ardabil in 1974 ensured its safe display for 30 years. However, the real beauty of the Ardabil carpet has never been seen in the Museum. The glazing which protected it had a slightly green tinge and obscured the vibrancy and harmony of its ten colours and the brilliance of its design. The carpet was designed to be seen flat; the difference in size between the two lamp motifs is deliberate and counteracts the foreshortening of the design along its length. This was achieved at a time when the use of perspective in Safavid art was uncommon. Low cushions would have been placed on the end of the carpet where the weaving began; thus the carpet would have been viewed against the pile, making the colours appear even more luminous. Figure 1

The Jameel Gallery will allow the Ardabil to be seen horizontally for the first time since 1892. The carpet was de-installed in June 2004 and was the last object to be taken out of Gallery 42 to clear the space for its refurbishment. The whole operation was filmed just as its installation had been filmed 30 years earlier. Preparatory work in the first half of June released the ties which

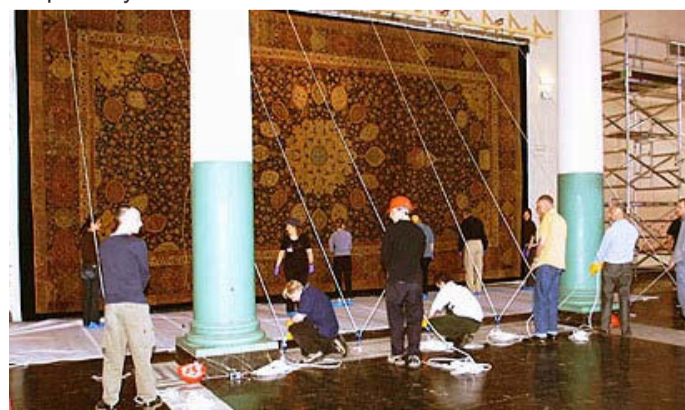


Figure 1. Pulleys and ropes in position ready to lower the Ardabil carpet. Photography by Paul Robins V&A photographic studio.

secured the carpet and its Terylene support to the multiple section frame. On de-installation day, the frame carrying the carpet was pulled out on its runners to the east side of the Gallery. Eight pulleys had been attached to the high framework supporting the runners. The lacing which held the Terylene support to the top of the frame was undone and the carpet and its support were gradually transferred with new lacing to a two part baton made of wood faced with aluminium. Eight ropes were threaded through the pulleys, attached to the top of the baton and tensioned on eight anchor points on the Gallery floor. The remaining lacing on the sides and bottom of the Terylene was undone so that the carpet and support were then totally suspended from the baton (Figure 1). Slowly and gently this huge and very fragile object was gently lowered by a team of technicians under the expert and appropriate guidance of Marion Kite (Marion had been involved in the installation of the carpet 30 years earlier) (Figure2). The carpet was moved safely to a larger central space in the Gallery on a large polyester floor cloth, made specially for the de-installation by a sail maker. The stitching which attached the carpet to its Terylene support was released and the carpet was rolled and taken to the Textile Conservation studio.

The Ardabil carpet will be one the star objects of the Jameel Gallery. It will be displayed flat under a suspended canopy. Its central position in the new Gallery will ensure that it can be viewed from all sides. The canopy forms the top of the case which will enclose the Ardabil and will thus protect the carpet from general gallery lighting. Glazing will be of low-iron glass with an anti-reflective coating applied to both sides. Adjustable fibre optic lighting will illuminate the carpet but extensive testing is necessary to determine the level of lighting. Figure 2

Given the size of the carpet, its prominence in the new Gallery, and its importance to the collection, it will not be possible to rotate this artefact or take it off display after a few years. It is therefore essential that the Museum is aware of the long term consequences for the carpet of continued illumination and the likely benefits that might be gained by different lighting proposals. The response of four of the ten colours present in the carpet will be established using the equipment originally designed to determine the response of William Morris's Bullerswood carpet, presently on display in the British Galleries. 4 The equipment consists of a dual beam UV-visible-near infrared spectrometer coupled to an external integrating head using optical fibres. The external integrating head is used both to concentrate intense illumination (from a Schott microscope illuminator fitted with a tungsten halogen lamp) on to selected areas of the carpet and, periodically, to measure the reflectance spectrum of the area under consideration to determine colour changes as a function of exposure. The equipment was designed specifically to allow the response to illumination at levels likely to be encountered in the museum to be determined from the exposure trials with a high degree of precision, thereby allowing extrapolation of data well beyond the exposures actually used in the experiments. Although the process does induce some limited damage to the selected areas (as they are exposed to up to 8 mlx.h of illumination), judicious choice of measurement areas (in the present instance, on the back of the carpet) limits the damage to the artefact. Measuring the response of actual areas on the carpet guarantees that the results are applicable to it in its current condition.

### Technical details:

Warp: cream or undyed silk. 35 threads per square inch  
Weft: cream or undyed silk. 3 paired shoots after each row of knots  
Knot: asymmetrical; 340 per sq. inch  
Pile: wool, 3 shades of blue, 3 shades of red, yellow, green, black and white

### How the Ardabil Carpet Was Made

The basic structure of the carpet is hidden by the pile. Like most textiles, it consists of warps and wefts. The warps are the threads running the length of the carpet. The wefts are the threads that run across its breadth. Both warps and wefts are made from silk,



Figure 2. Lowering the carpet onto the Gallery floor. Photography by Paul Robins V&A photographic studio.



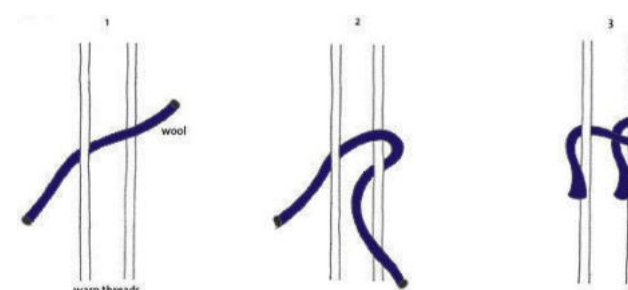
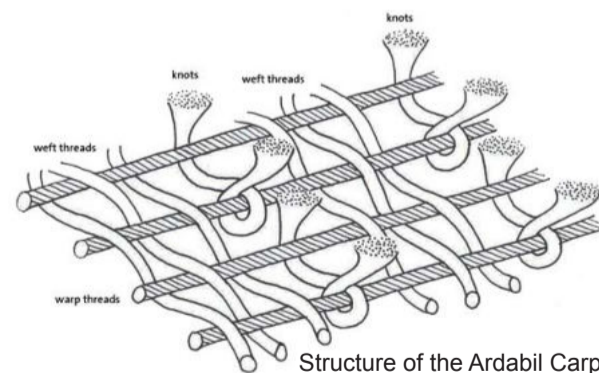
which is a very strong fibre when new. The first stage in production was to tie the warps on to a huge, vertical loom. The weavers then knotted short lengths of wool around the warps to create a row of pile. When the whole row was finished, they inserted three rows of weft over and under the warps to hold the knots in place. The pile was then packed down with a special comb-like beater. Finally, the pile was trimmed with special scissors to achieve a uniform length. This process was repeated again and again until the huge carpet was finished, when a final trimming would have taken place.

The pile is made from wool, which holds dye much better than silk. The pile is very dense - there are about 5300 knots per ten centimetres square (340 knots per square inch). This density allowed the designer to incorporate a great deal of detail, but making such a large carpet with so many knots would have taken a team of skilled weavers several years. Up to ten weavers may have worked on the carpet at any one time. Most carpet weaving was done at home by women, but for a court commission such as this, the weavers may have been men.

The weavers would have worked from drawings provided by a specialist designer. The patterns are generally symmetrical, but there are often small differences between the two halves. This suggests that the drawings showed the overall pattern required but not the colour of each knot. The pattern includes ten colours. The wool was dyed in batches using natural materials such as pomegranate rind and indigo, so the shades vary slightly. For example, the blue background appears to 'ripple' where darker and lighter batches of wool were used. The direction of the pile shows that the weavers began at the end with the smaller lamp. The colours are best viewed from that end. ■

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The type of knot used to create the pile of the Ardabil Carpet



## 73% visitors visit FESPA Eurasia for first time

**F**ESPA Eurasia, which took place for the first time in Istanbul, Turkey from 3 to 5 October 2013, set a new standard for wide format printing and signage events in Turkey. An international audience of almost 7000 - individual senior decision makers travelled to the launch event from more than 98 countries.

26% of visitors travelled to FESPA Eurasia from outside Turkey, with the most significant visitor groups coming from Bulgaria, Iran, Greece, Russia, Pakistan and Ukraine. Notable visitor groups also attended from the UK and Germany.

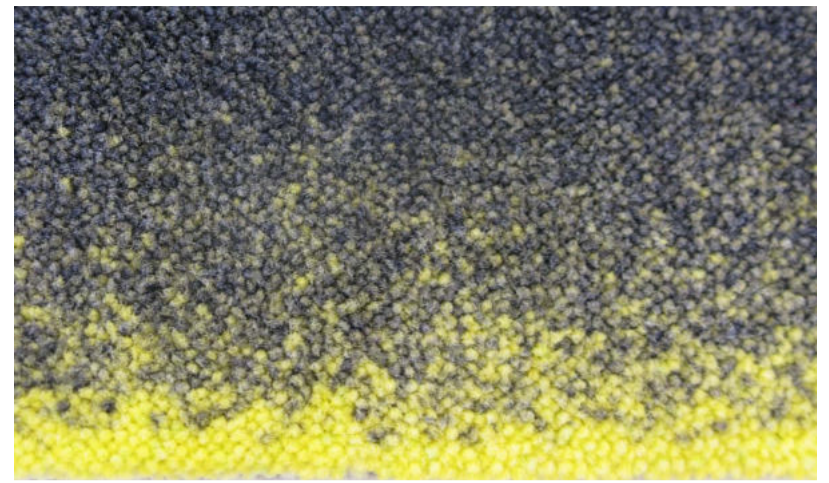
FESPA Eurasia Exhibition Manager, Michael Ryan comments, "Our visitor statistics give a very clear picture of the high calibre of the visitor audience at FESPA Eurasia, which the FESPA brand is able to attract. There were 6,784 individual visitors at the event over three days, a figure which excludes exhibitor personnel and multiple visits, this made for busy stands and a lively launch event buzz.

«With many individuals also attending for more than one day, there was a lot of opportunity for the industry to exchange knowledge and discuss the latest innovations. For 73% of visitors their visit to FESPA Eurasia was their first time attending a FESPA exhibition, reinforcing our goal to reach new audienc-

es, by taking the FESPA brand into developing markets." He continues, "Our registration data revealed the audience to be investment ready – 68% of visitors were business owners or senior directors with overall purchasing responsibility. Indications are that the average budget for investment in wide format printing equipment or materials in the next 12 months for visitors to the show was 225,550 Euros (615,000 TL), with 44% of visitors planning to invest within six months. These are positive signals for FESPA, for Turkey, and for the wider Eurasia region."

The location of this regional show in Istanbul - with its cosmopolitan reputation, robust visitor infrastructure and strong regional transport links - made FESPA Eurasia 2013 an appealing destination event for printers from many key markets in Eurasia, enriching the knowledge exchange between visitors and exhibitors compared with a purely domestic event.

The dynamism of the region's textile and garment printing industry was reflected in the high level of interest in textile printing equipment and consumables, and the enthusiastic visitor response to the Garment Central work-



shops demonstrating garment decoration and screen printing.

Ekrem Iscimenler, Sign and Display Manager (Turkey, Greece and South Africa), HP, commented: "FESPA is an international organisation. Lots of visitors come to the show from all around the world. FESPA creates a connection between our customers and machine producers, and maximises the knowledge circulation between them, that's why FESPA is very important for HP." ■

## Iran plans expansion of export markets for carpets

**I**ran has planned to expand its carpet export markets in countries such as Russia, Malaysia, South Africa and China, according to Iran National Carpet Center (INCC).

The INCC has also announced plans for increasing exports of carpets to countries like Qatar and the UAE, reports Tehran Times.

According to data released by INCC, Iran has exported around €24.9 million worth of handmade carpets to the European Union during the first half of the current Iranian year that began on March 21, 2013.

Countries such as Germany, France, Italy, Sweden, and the UK were the main European importers of Iran's handmade carpets during the six-month period. Iranian carpets constitute 35 percent of the global carpet trade.

The exports of handwoven carpets fetched US\$ 427 million for Iran, during the last Iranian calendar year. Over 1.2 million weavers in Iran engage in carpet weaving and produce around five million square metres of carpets each year, 80 percent of which are exported.

## Carpet Recycling UK bags Resource Revolution Award

**C**arpet Recycling UK : Carpet Recycling UK was named winner of a Resource Revolution Award in the Landfill Diversion category, in recognition of its achievements in finding alternative uses for waste carpet.

CRUK Co-ordinator Jane Gardner commented: "We're delighted and very proud to have won this award, which honours the efforts, support and commitment across the entire supply chain to drive our initiative forward. In providing the core funding for Carpet Recycling UK, the manufacturers wanted to demonstrate producer responsibility for their products and their input is vital to our success."

The judges praised CRUK for bringing businesses together to progress carpet recovery, saying: "Their entry made it obvious they were tackling a tough issue head-on while delivering significant benefits on the ground."

Resource Revolution Award LogoThe Resource Revolution Awards are presented to organisations revolutionising the concept of waste and the way society deals with it. They are hosted by edie.net with Local Authority Waste and Recycling Magazine and are sponsored by Carbon Trust and FCC Environment.



**Global Floor Furnishers, an ISO 9001 certified company, a unit of surekas group, are indian manufacturers, suppliers and exporters of following kind of rugs and carpets:**

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2. Hand- knotted Carpets, rugs & mats including Hand-knotted Indo-Tibetan or Nepalese Carpets-rugs & mats
3. Hand-woven rugs-Shaggy Rugs & Shaggy Carpets, Cotton dhurries, Patch work rugs, Jute dhurry, Hemp dhurries and Woollen Durries and rugs
4. Hand-knotted Silk Rugs – Original and Artificial In addition to bulk order and working with hospitality industry we also take small orders, for retailers etc. With 20 direct and 4000 indirect employees we are manufacturing the carpets and rugs as per the client requirements, with capacity of 1,20,000 sq meters of handtufted, handwoven of 2,60,000 sq meters, and hand-knotted 50,000 sq meters.

We are registered members of Carpet Export Promotion Council (CEPC), India, Federation of Indian Exporters Organisation (FIEO), India, Indo-Arab Chamber of Commerce (IACC), India, Indian Merchants Chamber & Export Promotion Beureu.

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# Portuguese Carpet

Persia , seventeenth century  
Wool - 477 x 200 cm



## “Portuguese” carpet

Persia , seventeenth century  
Wool  
477 x 200 cm

**C**arpet with original composition starting from a central lozenge, with serrated border, completely decorated with flowers and four medallions around a rosette. The first lozenge is followed successively by concentric lozenges in distinct colours with the same borders also decorated with flowers. In the four corners of the field, on a zig-zag ground in blue and white representing the sea, there are maritime scenes, with a vessel with figures in European dress and someone swimming, as well as some maritime fauna. The red border is decorated with arabesques, palmettes and surrounded by inner borders in a light colour scattered with flowers.

The maritime scenes in the corners of the field are probably related to episodes relevant to the Portuguese passage to the Far East, which gave this kind of carpet its name.

There are scarcely more than a dozen of carpets with this decorative theme and these are to be found in the Museum of Decorative Arts in Vienna, Lyons Museum, the Metropolitan Museum in New York and the Rijksmuseum in Amsterdam. ■



Persian Hand-Knotted Carpet Think Tank  
thinktank@carpetour.net



A gift from the motherland Carpet:

# The Anhalt Medallion Carpet



Object Name: Carpet  
Date: probably first half 16th century  
Geography: Iran

Medium: Cotton (warp), silk (weft),  
wool (pile); asymmetrically knotted  
pile

Dimensions:

Rug: H. 317 1/2 in. (806.5 cm) W.  
167 in. (424.2 cm)

Classification: Textiles-Rugs

Credit Line: Gift of Samuel H. Kress  
Foundation, 1946

Accession Number: 46.128

Dukes of Anhalt, Dessau, Germany  
(after 1683); Sir Joseph Duveen ,  
London (by 1931–d. 1939); [ Duveen  
Brothers, London , by 1940]; Samuel  
H. Kress Foundation, New York  
(until 1946) ■



Persian Hand-Knotted Carpet Think Tank  
thinktank@carpetour.net



# DOMOTEX Middle East receives major boost from Turkey's burgeoning construction sector

– Key market leaders register stand space  
– Premier meeting place for carpets and floor coverings industry

Istanbul/Hannover. DOMOTEX Middle East will open its gates in three months and the fair's organizers are already recording solid bookings for exhibition space from Turkish and international companies. Turkey's buoyant economy no doubt has a part to play in prompting registrations from key players in the global floor coverings market, including Peli Parquet, Tugra Hali, Neuhofer Holz and M. A. Trading. From 7 to 10 November 2013, DOMOTEX Middle East will be showcasing a vast range of carpets and floor coverings from around the world at the Istanbul Expo Center.

"The Turkish economy is expected to grow by 3.7 percent this year and by a similar rate once again in 2014," explained Alexander Kühnel, General Manager of Hannover Fairs Turkey Fuarcılık A.S. "With its population of 70 million and its central geographic location, Turkey is the perfect host country for DOMOTEX Middle East," stressed Kühnel. "The show's strategic location makes it the ideal springboard for companies wanting to reach new customers in Turkey and the Middle East. We are delighted to report that we are once again recording strong demand for exhibition space from carpet and floor coverings manufacturers. DOMOTEX Middle East is an absolute must for anyone in the industry with an interest in doing business with the Middle East, the Gulf States and the entire Arabian Peninsula," he added.

## Turkish construction sector

The period of consolidation which followed the 2010 and 2011 boom years in Turkey's construction sector has ended, with the local industry now bracing for a new growth spurt. The Turkish government's plans to foster environmentally-friendly and energy efficient building solutions have sparked fresh interest from construction companies and finance providers, including from Germany. According to the "European Real Estate Assets Investment Trend 2013" report by consulting firm Ernst & Young, Turkey ranks among Europe's most attractive markets for real estate investment. The Turkish Association of Real Estate Investment Companies (GYODER) is expecting Turkey's construction sector to grow by around five percent in 2013. Underpinning this growth is the country's strong demand for apartments, which is outstripping the rest of Europe by a significant margin and which

will benefit both local companies and international suppliers.

The Turkish government's plans for an "Urban Transformation Program" will provide an added boost to the local construction industry. The program calls for 400 billion US dollars-worth of investment into private apartments and numerous large housing complexes over the next 20 years. Apart from meeting residential housing demand, its objectives are to lift building safety standards in Turkey's cities and reduce the potential damage caused by natural disasters, such as earthquakes.

The Turkish government also plans to increase the capacity of its domestic hotel industry, especially the number of hotel new builds by international luxury hotel chains. Other major construction measures in the planning pipeline include a third international airport, a finance center, the Istanbul Seaport project and the expansion and upgrade of the country's network of hospitals.

## Product portfolio and visitor profile

The product portfolio on show at this year's DOMOTEX Middle East will reflect the sheer scale and specific needs of Turkey's burgeoning construction sector. It will comprise hand- and machine-made carpets, hallway runners and mats, textile and resilient floor coverings, laminates and timber and parquet flooring. It will also feature state-of-the-art textile production machinery and materials, such as fibers and yarns; artificial grass and sports surfaces; laying, cleaning and application technologies; and natural stone, marble and ceramic tiles. DOMOTEX Middle East is the only trade fair in Turkey to feature such a comprehensive offering of floor coverings and associated products and technologies.

DOMOTEX Middle East is frequented exclusively by industry professionals, such as floor covering wholesalers and retailers, exporters, importers, architects, interior designers, industrial and product designers, real estate developers and floor layers. The fair also attracts purchasing executives and senior managers from public authorities, hospitals,

educational institutions, sports centers, manufacturing companies, construction firms, hotels, shopping and business centers and the ship and yacht building industry. ■



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Flooring Trade Fair For Turkey and Middle East  
Istanbul Expo Center - Turkey

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- Machine-made Carpets, Rugs and Mats
- Textile Floor Coverings (wall-to-wall)
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- Laminate, Wood and Parquet
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- Artificial Grass and Sport Floorings
- Fibres, Yarns and Textiles
- Textile Machinery and Accessories
- Laying Skills, Cleaning and Application Technologies



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# "CARPETS & YOU": Copa Image Campaign at Heimtextil



Carpets are becoming personal: the Copa buying cooperative has recently initiated the "TEPPICH & DU" (Carpets and You) image campaign, in collaboration with industry and the retail trade. The aim is to bring the particular value of fitted carpets more positively to the attention of the wholesale and retail trades, of the fitters and designers and of the consumers. At Heimtextil, the international trade fair for home and contract textiles (8 to 11 January 2014), trade visitors can find out about the campaign for the first time in person. A stand in the Foyer of Hall 4.1 will be offering advertising material as well as contact with the sector.

"For us, Heimtextil is just the right platform to convince customers and other interested parties of the value of our campaign. We are therefore delighted to be exhibiting at the trade fair for the first time," says Manfred Birkenstock, CEO at Copa eG. "Fitted carpets are healthy, make our

rooms more beautiful and create an atmosphere of pure relaxation. In order to bring these and other advantages of our products more sharply into focus, we have launched the 'TEPPICH & DU' campaign, in order to cash these advantages in practice, working together with all our partners from industry and commerce.

As the world's largest trade fair dedicated to home and contract textiles, Heimtextil in Frankfurt am Main marks the start, at the beginning of the year, of the new season for furnishings. Over 2,600 exhibitors last presented their new products and services here in January 2013. A large number of the buyers are interested in carpets, too. "Holistic textile furnishing concepts also, of course, include the carpet – that is why we are particularly pleased that Copa is presenting this initiative for the sector for the first time at a trade fair," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

A large amount of promotional material is planned for the "TEPPICH & DU" campaign, including flyers, postcards and posters, together with other publicity measures for the trade and for specialist retailers. The website www.teppich-und-du.eu has some additional information about the advantages of our products, surfaces and types of fibre, as well as some inspiring room designs. ■



# SURYA TO INTRODUCE RUGS FROM EUROPEAN DESIGN FIRM PAPILIO

Surya Papilion Lima rug from the Papilio Planet collection is made of recycled sari silk. CALHOUN, GA. Surya will introduce a line of novelty lifestyle rugs under a new licensing agreement with Papilio, a Belgian-based design firm. The five rug collections combine a unique design aesthetic with recycled materials and unexpected construction techniques, according to Satya Tiwari, president of Surya. The rugs are made from a variety of materials in several constructions and will have a suggested retail price range of \$200 to \$1,600 in 5x8 size, depending on the materials and construction. Designed in Belgium, the rugs are produced in various countries.

Papilio's philosophy is to give discarded materials a second life. The company's rug designs incorporate exotic fibers such as bamboo, banana and camel wool, along with less common materials like newspaper, used cardboard and Indian saris, to provide a range of eco-conscious options. The rugs are grouped into lifestyle collections, each of which contains several price points. "We are excited to partner with Papilio to bring to the U.S. market these stylish and trendsetting European rugs that not only convey a unique design aesthetic but also reflect concern for our environment and sustainability," said Satya Tiwari, president of Surya. Papilio has given brand rights for its rugs in the U.S. exclusively to Surya. The rugs are making their debut at Surya's High Point flagship showroom, Showplace 4100. ■





AYDAH MERZA  
CARPET COLLECTOR  
www.aydahcarpets.com

## Ayдах Merzah a Collector and Merchant of Beautiful Oriental Carpets

She is a Kuwaiti carpet collector and merchant of unique Oriental carpets, holding consummate knowledge of all things related to carpets. Due to this innate passion for carpets, Aydah's name has become regionally synonymous with oriental rugs, carpets and tapestries and is regularly sought out by potential buyers due to her ability to advise accurately on quality, value and after care.

Ayдах used to visit her grandmother every summer at Tehran until Shah left Iran Jan 1979. One day Ayдах and her grandmother went to the bank, naively she thought she needed to withdraw money, however, when they arrived at the bank her grandmother asked the attendant to take them to the basement where they stored their customers' Persian Carpets.

In the basement she unrolled her carpets to air them out. It was at that point that she began to recognize the value of Persian Carpet and her appreciation for them

She clearly recall that as a child most of the other children her age were busy playing outside, however, she was more interested in attending the Persian Carpet Bazaars.

She started her foray into the world of carpets, when visiting the marketplaces of Tehran with her grandmother. Her exposure at a young age left an indelible influence on eventually almost guaranteeing that she would follow on to become a successful merchant collector.

In 2006 she was involved in a car accident and she was forced to take an early retirement from Kuwait Petroleum Corporation due to the injuries she incurred. One week after receiving her retirement letter, she traveled to Iran.

Her life changed on the day she came across a carpet shop which at the time featured a beautiful

tapestry that caught her eye from across the street. Her first transaction with a carpet seller took place that day, and Ayдах realized that she loved every minute of the experience, from the exhilaration of having bought her first piece to the bond that she created with the shop owner.

Ayдах's travels have taken her into some of the most off the beaten path workshop locations where she learned firsthand everything there is to learn about the art, from weaving techniques, to the various materials utilized as well as dying techniques. This unique insight gives her the ability to decipher quality and type as well as origin.

She boasts solid friendships and working relationships with some of the most world renowned carpet producers and is the official agent and distributor for the following distinguished carpet houses and labels:

Mohammed Serafian, Akbar Mehdee, Mohammed Faythallah Hagheeghee, Hassan Dardshti, Hussein Kasheezad, Habib Bayat, Ali Forzan, and Mohammed Hussein Erami.

Ayдах travels the world sourcing unique pieces from Iran, Georgia, Uzbekistan, Azerbaijan, Turkey, Lebanon, Switzerland, Germany, and England; either going to the heart of where carpets are produced, and to where they are exhibited at the better known trade shows where the carpet industry congregates.

Her exhibitions take place during the first week of every January in at the finer Kuwaiti art galleries. She can assist in advising on and the procurement of Oriental carpets upon request. Interested collectors can have their carpets sourced and shipped to them anywhere in the world. ■



LEFT: MR FARZIN MOLLAIAN, RIGHT: MR ROBINSON (THE MANAGAR OF ISLAMIC ART AT CHRISTIE'S)

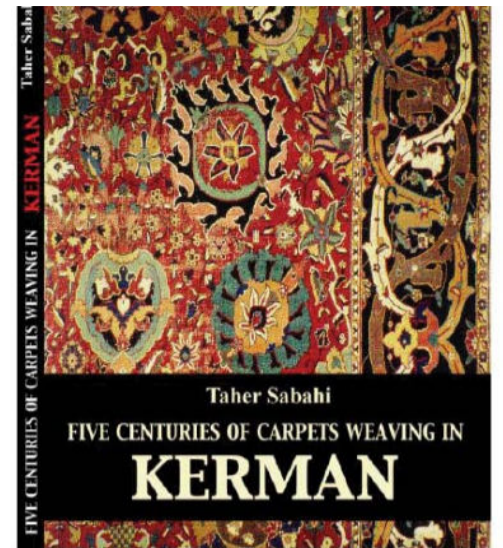
# BOOK

## FIVE CENTURIES OF CARPETS WEAVING IN KERMAN

Taher Sabahi: Edizioni del Capricorno, 2006

130 pages over 100 photographs  
Prezzo di copertina: 90 €

The name Kerman immediately brings to mind the splendour of spring, a flowery hodgepodge of differently-coloured wools knotted together to create flower-beds, trees, rose gardens. This is the miracle worked by skilled and patient weavers, for remote Kerman, already mentioned by Marco Polo in the 13th century for the quality of its yarn and the legendary abilities of the local rug-makers, lies at the edge of one of the world's most arid deserts. And yet its rugs are the most flowery of all the Orient, as though the master weavers wished to strike out the sad monochromy and desolation of the landscape around the town by creating rugs that are full of light, joyous colours and a thousand flowers and essences. Because of this feature that makes them unique, the rugs of Kerman are known and loved both in Persia and abroad, where they are often taken as being the symbol of the most traditional Persian production. Kerman is also a fine example of the evolutionary processes of the art of rug-making in Persia, thanks to



the combination of a fortunate series of factors. During the Safavid era, the town saw many workshops flourish, involved in the production of large carpets decorated with a particular floral "vase" design, and knotted with uncommon materials and techniques; the same as are still used today. Signed and dated examples document the continuation of the textile tradition even during the dark centuries that followed the decadence of the Safavid empire, and on to the period of extraordinary richness between the 19th and 20th century. ■



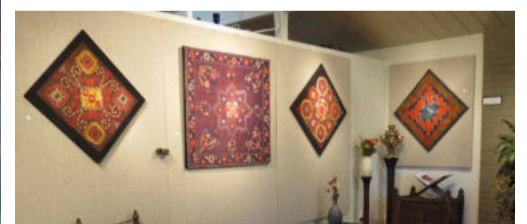
Persian women weaving a carpet in Kerman in 1922



The Masjid gate through which Agha Mohammad Khan entered the city.

## Non Turkmen Central Asian pile weaving, flat weave and textile art by Thomas Cole

Like recent years Thomas Cole runs a special tribal rug and textile exhibition to coincide with the Antique Rug & Textile Show in San Francisco. This years exhibition 'Non Turkmen Central Asian pile weaving, flat weave and textile art' will run through 30 December 2013 and is hosted at his gallery in Marin County in the North San Francisco Bay Area.



An opening reception took place in Thomas Cole's gallery Saturday 19 October.



**DOMOTEX**

DOMOTEX Asia/CHINAFLOOR:

**gateway to new opportunities in the Asia-Pacific floor coverings market**

DOMOTEX Asia/CHINAFLOOR (25 to 27 March 2014):

**D**OMOTEX Asia/CHINAFLOOR: gateway to new opportunities in the Asia-Pacific floor coverings market

– 75 percent of available exhibition space already booked

– New: special programs for architects and designers Hannover/Shanghai. The floor coverings markets of Asia are booming, with 377 million square meters of floor coverings having been sold in China in 2012, alone. Next year, the DOMOTEX Asia/CHINAFLOOR tradeshow will once again provide the international floor coverings industry with a powerful, high-yield springboard for new business and new markets in Asia.

There are still eight months to go until the start of the 16th DOMOTEX Asia/CHINAFLOOR, but already 75 percent of the show's available exhibition space is booked. DOMOTEX Asia/CHINAFLOOR is an annual event held at the Shanghai New International Exhibition Centre (SNIEC), and next year's season runs from 25 to 27 March. A good number of exhibitors took time out from the 2013 showcase to re-register for 2014, and over the past few months the organizers have noticed another spike in demand for exhibition space. DOMOTEX Asia/CHINAFLOOR 2013 featured some 1,200 exhibitors, who used the show to profile a wide array of floor covering products and give their target market a comprehensive overview of the latest flooring trends.

The highlights in 2014 include a revamped "InnovAction Flooring" marketing platform that will give innovative floor covering products an even greater share of the DOMOTEX Asia/CHINAFLOOR limelight. The platform will enable exhibitors to showcase selected product innovations with great accuracy to their target markets. In addition, new event formats at the exhibition venue will draw the attention of visitors in a highly targeted fashion to selected flooring products and product categories. The plans include a dedicated display zone in Hall W5 for providers of hand-knotted carpets and a special platform in Hall E7 for the best-known Chinese wood flooring producers of the last 20 years.

**Special hub for architects and designers**

The DOMOTEX Asia/CHINAFLOOR database now encompasses more than 200,000 professionals in the flooring and related industries. It's a sizeable pool of addresses – and one in which architects and designers feature strongly. So much so, in fact, that the fair's organizers have developed a special Hub for Architects and Designers to cater for the special interests of this professional

group with respect to the Asian floor coverings market. The "A&D Hub" will be located in the center of the exhibition grounds (Hall W5) and will be structured into five separate areas:

– The Shanghai Architect Fair – an annual event for architects and designers that will focus on specific kinds of floor coverings and explore topical issues, such as the use of tiles in the Asian contract flooring market.

– The InnovAction Flooring Centre. This is a special display area that will cluster the best products of the year, as selected by an expert jury.

– Materia. The independent global network Materia is running a special display themed around ceramics, natural stone, sustainability and health.

– Showrom Areas. A series of flooring installations staged by the show's top exhibiting manu-

facturers, the Showroom Areas will wow trade visitors with an exciting array of colors, designs and creations.

– Ceramics special display. Specially developed by international manufacturers of high-end hard flooring solutions, the display will take a close look at ceramic tiles and natural stone flooring.

**About DOMOTEX worldwide:**

DOMOTEX Asia/CHINAFLOOR, which next year runs from 25 to 27 March, is the Asia-Pacific region's leading trade fair for the floor coverings industry. It is a joint project between VNU Exhibitions Asia, Build Your Dream and Deutsche Messe subsidiary Hannover Milano Fairs Shanghai. DOMOTEX Asia/CHINAFLOOR is preceded by two other events in the DOMOTEX series. The first of these, DOMOTEX Middle East, will be held from 7 to 10 November 2013. The fair targets the markets of Turkey and the Middle East and is organized by Deutsche Messe subsidiary Hannover Messe International Istanbul. This will be followed by DOMOTEX HANNOVER, the world's leading trade fair for carpets and floor coverings, which will be held in Hannover, Germany, from 11 to 14 January 2014. Then, after DOMOTEX Asia/CHINAFLOOR, the spotlight will shift to the Russian-speaking markets with DOMOTEX Russia, which will be held in Moscow from 1 to 3 April 2014 and which is organized by Deutsche Messe subsidiary Deutsche Messe RUS. ■



**Iranian carpets in US markets via third countries**

Iranian carpets are sent to American markets via third countries including Canada and Afghanistan.

An Iranian official of Industry, Mining and Trade Ministry said, «Despite embargo on Iranian carpets and rugs, the products are sent to American markets through third countries including Canada and Afghanistan.»

Also regarding any measure on behalf of Iran over last year to lift embargo, Mohammad Reza Abed said, «We believe that the US has deprived its people of Iranian carpets, but merchants of different countries interested in Iranian carpets buy the products in various ways.»

«In the recent carpet fair held in South Korea we witnessed that Americans were trying to buy Iranian carpets,» he added.

He also added Iran has raised export of the worthy handicraft to Afghanistan and Canada showing that carpets sent to the two countries are exported to the US more than years before.

«It represents that merchants have managed to bypass embargo and export Iranian rugs and carpets to the US.»

Iran is under 4 rounds of the UN Security Council sanctions over its refusal to halt peaceful uranium enrichment. Also the US and EU have imposed unilateral sanctions on Iran.

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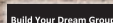
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## Turkish carpet exports jump 9.5%

The exports of carpets from Turkey increased by 9.5 percent to US\$ 1.388 billion during the first eight months of the current year compared to exports worth US\$ 1.268 million made during the same period



last year, according to the Istanbul Textile and Apparel Exporters' Association (ITKIB).

During the eight-month period, Saudi Arabia was the largest importer of Turkish carpets accounting for US\$ 248.26 million or 17 percent of the total Turkish carpet exports, Risale Haber reported quoting AA news agency.

Libya, Iraq and Germany were the other main importers of Turkish carpets during the period under review.

In August 2013, Turkish carpet exports decreased by 10.2 percent year-on-year to US\$ 144.886 million.

According to the Research and Development department of ITKIB, Turkish carpet industry has several advantages in terms of production and raw material supply. As a textile producing country, Turkey is able to meet the wool yarn and synthetic yarn needs from the domestic sources.

Secondly, the country has geographical proximity to the main markets such as the Middle East, Europe and the CIS states. Moreover, the country has skilled labor force in hand-made carpet industry and know-how in machine-made carpet industry.

## Turkey to produce 13,000 tons of cotton under BCI in 2013

The Turkey Cotton Association (IPUD) has set the target of producing 13,000 tons of cotton for the 2013 harvest period under the standards of the Better Cotton Initiative (BCI) which are being launched this year in the country.

In order to achieve this goal, the Aydin, Izmir, Bursa, Adana, Gaziantep, Mardin, Sanliurfa and Sirnak regions in the country have planned to cultivate about 8,000 hectares of land, with the help of 7 organizations such as the IPUD, the National Cotton Council, Taris Cotton Association, the Sanko Textile and Apparel Exporters Association of Istanbul, Izmir Mercantile Exchange, Textile Employers' Association of Turkey and Turkey Union of Chambers of Agriculture, who would work with around 310 cotton producers in the country.

Earlier in January, 2013, the BCI held a one-day Multi-Stakeholder workshop in Istanbul where 55 participants representing various cotton producers' organizations, Turkish Government agencies, non-governmental organizations and intergovernmental agencies met and discussed implementing the 'Better Cotton' initiative in the country.

The workshop participants agreed that Turkish cotton quality is recognized for the efficiency of its production, but there are number of material sustainability challenges which BCI must focus on, which include: water use and negative impacts of irrigated cotton; implementing threshold spraying (of pesticides); and, in Southeastern provinces in particular, decent work for hired (seasonal) labor on cotton farms.

The participants also suggested that BCI should collaborate with a range of stakeholders, including public, private and third-sector (NGO) organizations, for the cultivation of Better Cotton in Turkey. The BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.



## Roberto Cavalli unveils Junior store in Dubai

Roberto Cavalli announces the opening of the 'Roberto Cavalli Junior' shop in Dubai, in the United Arab Emirates. The 'Roberto Cavalli Junior' store was inaugurated August 7th 2013 in the prestigious Mall of Emirates, point of reference for the luxury brands and important shopping destination in the United Arab Emirates.

The store was opened in collaboration with Simonetta SpA, long-time partner of the Maison Cavalli, and in franchising with Multiplast Trading LLC, a partner specialized in the retail expansion of kidswear products.

The boutique hosts a series a recurring decorative elements, which characterize the 'Roberto Cavalli Junior' boutiques such as wooden furniture with mother-of-pearl ivory finishings, Roberto Cavalli Home ivory leopard-print wallpaper, shiny brass hangers, which convey a pleasant and energetic atmosphere made to accommodate unique and surprising collections with an ironic

and dynamic spirit.

The following product categories are present in the store: Roberto Cavalli Junior clothing and accessories for boy and girl (ages 2 – 16), Roberto Cavalli Junior Shoes (shoes for boys, girls and infants) and Roberto Cavalli Newborn (0 – 24 months).

With this opening, the Cavalli Maison consolidates the presence of its kidswear collections in the Middle East, after the recent opening of its first monobrand boutique in the Dubai Mall.



## Egypt's cotton exports surge 51.8% in March - May13

The exports of cotton from Egypt increased sharply by about 51.8 percent during March-May 2013 period, according to the data from the Central Agency for Public Mobilization and Statistics (CAPMAS).

Egypt exported 351,700 tons of cotton during the three-month period compared to exports of 231,800 tons made during the same period last year, CAPMAS said in its quarterly newsletter for the third quarter of the 2012-13 agricultural year.

Meanwhile, the consumption of cotton by domestic spinning and weaving mills registered 346,200 quintals in March-May 2013

period, registering a decline of 1.7 percent compared to domestic consumption of 352,300 quintals during the corresponding period of previous year.

The consumption of imported cotton during the period under review also declined by 6.3 percent to 21,800 quintals from import of 23,200 quintals during the same period previous season.

CAPMAS attributed both the decrease in domestic consumption of cotton as well as cotton imports to the closing down of a number of spinning and weaving factories due to political instability in the country.

During the period under discussion, the total quantity of cotton ginned nosedived 67.2 percent to 490,000 quintals from 1.48 million quintals ginned during the previous season. The huge decline in amount of ginned cotton was attributed to stockpiling of large amounts of cotton last year.

## World Bank's MIGA insures Afghan cashmere facility

The Multilateral Investment Guarantee Agency (MIGA), the political risk insurance arm of the World Bank Group, is insuring a cashmere scouring and disinfection facility in Herat province of Afghanistan.

The MIGA-supported project will boost the nascent cashmere industry in Afghanistan, create direct and indirect employment, and transfer technical know-how in a country undergoing a period of transition, a MIGA press release said.

MIGA's investment guarantees of US\$2 million cover equity and shareholder loan investments by Traitex International S.A. of Belgium and a shareholder loan investment by Sodintec Finances S.A. of Luxembourg to Traitex Industry in Afghanistan.

MIGA is insuring the project for up to 10 years against the risks of transfer restriction, expropriation, and war and civil disturbance, which would help the currently underdeveloped Afghan cashmere sector.

Among other challenges, the high percentage of waste material in raw cashmere increases its weight—and therefore transport costs. Competition from other



countries where the sector is more developed has meant that Afghan producers and traders have had to keep their prices low.

The Traitex facility in Herat's Fibers and Textiles Industrial Park will process fiber for export. Traders will be able to command a higher net price for processed Afghan cashmere, stimulating greater harvesting of cashmere goats and increasing income for local herders.

In addition to the indirect employment of herders, the project will also create 35 permanent jobs in an area with limited opportunities and will provide training to Afghan staff.

"Until now Afghanistan has exported al-

most all of its cashmere in its raw form, as no significant processing has taken place within the country," said Dominique Godin of Traitex International S.A. in the statement.

"There's great potential for this industry going forward, and we're pleased that MIGA's insurance helped reduce the risk profile of this project so that it can advance," he added.

MIGA's executive vice president Keiko Honda said the project is a solid example of how MIGA's insurance supports foreign direct investment in a fragile context like Afghanistan.

## US to limit import of carpets with perfluorinated chemical

The United States Environmental Protection Agency (EPA) is finalizing a rule that will allow the agency to restrict imports of potentially harmful perfluorinated chemicals that could be used in carpets, an EPA press release said.

The regulation will require companies to report to EPA all new uses, including in domestic and imported products, of these chemicals once used for soil and stain resistance in carpets.

Perfluorinated chemicals have been shown to persist in the environment and bioaccumulate in humans and animals, and thus they represent a potential threat to American health, according to the statement.

The EPA action follows the US chemical industry's voluntary phase out of these chemicals and a range of actions by EPA

to address concerns with these chemicals.

"While this category of chemicals has largely been voluntarily phased out by the US chemical industry and not in use in this country, they could still be imported in carpets. The latest action will ensure that EPA has the opportunity to take action to restrict or limit the intended use, if warranted, for any new domestic uses or imports," said Jim Jones, EPA's Assistant Administrator for the Office of Chemical Safety and Pollution Prevention.

"The latest action will also provide a level playing field for those companies that stepped up to cease the use of these chemicals in the US, while at the same time protecting the American public from exposure to these chemicals in imported

carpet products," he added.

The final rule, known as a Significant New Use Rule under the Toxic Substances Control Act, requires that anyone who intends to manufacture (including import) or process any long-chain perfluoroalkyl carboxylic (LCPFAC) chemicals for use in carpets or carpet products submit a notification to EPA at least 90 days before beginning the activity, providing the agency with an opportunity to review and, if necessary, place limits on manufacturers or processors who intend to reintroduce or import products with these chemicals.

EPA anticipates another Significant New Use Rule on additional perfluorinated chemicals in early 2014 as well as Significant New Use Rules on other chemicals that will include imported products.



DOMOTEX 2014 (11 to 14 January)

# DOMOTEX 2014 to showcase trends that will define the future

- Enormous interest in Innovations@DOMOTEX
- Trend researcher Matthias Horx to present latest study on "The Future of Home Living"
- Outdoor trends: new design ideas for outdoor living

**H**annover. The international floor coverings industry is watching Hannover, Germany, with keen anticipation because that's where the next DOMOTEX show will be held. DOMOTEX is the world's No. 1 trade fair for carpets and floor coverings. In 2014, from 11 to 14 January, some 1,400 companies from 60 nations will converge on the Hannover Exhibition Center to showcase their latest products and new season's collections. DOMOTEX picks up on key trends and innovations and sets the tone in international interior design fashions for each new year. And with its new Innovations@DOMOTEX format, next year's show will give unprecedented exposure to a select handful of product innovations and design highlights, starting with a major pre-show PR campaign. Exhibitors interested in showcasing their innovations in textile and resilient floor coverings, parquet and laminate flooring and modern hand-made carpets as part of the Innovations@DOMOTEX format still have until 2 October to submit their applications. Submission is free of charge.

Innovations@DOMOTEX has sparked enormous interest among DOMOTEX exhibitors and attracted an impressive number of quality entries very soon after it was first announced. "The exhibitors quickly recognized Innovations@DOMOTEX for the great opportunity that it is – the opportunity to leverage a comprehensive package of communication measures to get their innovations front of mind with their target audiences and hence get more out of their DOMOTEX showcase," commented Dr. Jochen Köckler, a member of the Managing Board of Deutsche Messe AG, the official organizer of DOMOTEX.

### Architect Jürgen Mayer H. to design "Innovations@DOMOTEX Areas"

The product innovations selected for Innovations@DOMOTEX by the expert jury will be staged to dramatic effect in special display zones known as Innovations@DOMOTEX Areas. The creative design of these exhibition spaces is in the capable hands of the internationally respected German architect Jürgen Mayer H. The Innovations@DOMOTEX Areas will feature as central meeting points and design highlights in Halls 6, 9 and 17. Jürgen Mayer H. heads the eponymous Jürgen Mayer H. architectural firm in Berlin, which works at the interface between architecture, communication and new technology. His work has earned him numerous international awards, including the 2013 Mies van der Rohe Emerging Architect Special Mention Award and the Holcim Award 2005 Bronze Europe for sustainable architecture.

### Future expert Matthias Horx guest speaker at the Wood Flooring Summit

Germany's population is decreasing, but the number of households is on the rise. The resulting shortage of residential development space poses great challenges both for architects and designers. What new modes of home living will emerge as Germany responds to these challenges? What might future solutions look like? Answers to these questions and more will be provided by Max Horx of Germany's Zukunftsinstitut (Future Institute) at DOMOTEX 2014. Horx, an influential trend researcher, will be giving a lecture at the Wood Flooring Summit in which he will present the Future Institute's latest study, "The Future of Home Living – Central Trends Through to 2025." The lecture, which will be given on 11 January and will be followed by a discussion round, is an absolute must for anyone and everyone who wants to get an overview of today's key developments in home living.

### Platform for the international contract furnishing sector

With its winning mix of lectures and presentations of innovative materials for the contract furnishing sector, DOMOTEX is also a must for architects, interior designers, planners and furnishing designers on the lookout for creative new ideas for their design palette. The Innovations@DOMOTEX showcase will highlight current flooring trends and new product developments for the diverse range of application areas encompassed by the healthcare, catering and hospitality sectors. Thanks to the breadth and quality of the innovations on show, DOMOTEX is sure to put in a strong performance worthy of its status as a leading professional platform for the international contract furnishing sector. Before the show even starts, visitors can research the latest developments in their particular areas of interest – so they know which manufacturers to talk to when they get to Hannover.

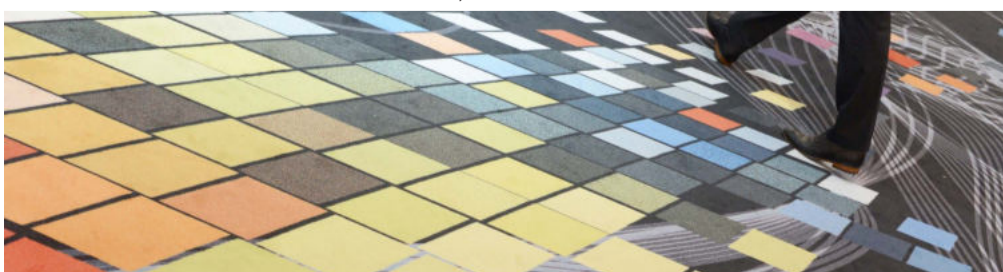
### Outdoor trends in the floor coverings industry

There's a growing awareness in the market of the immense lifestyle design possibilities offered by flooring solutions for outdoor living. Next year's DOMOTEX will embrace this trend with a comprehensive offering of innovative floor coverings for outdoor use in exhibition halls 8 and 9. The manufacturers of these sorts of products deliver much more than just good looks; they're also big on quality, eco-friendliness and sustainability. Decking boards are available in a wide range of timber types, both treated and untreated. Being natural and highly durable, they lend a timeless elegance to any outdoor area they are used in, whether classic or modern. DOMOTEX 2014 will most likely feature more than 200 manufacturers of parquet and laminate flooring and flooring solutions for outdoor areas.

### East Anatolian carpet production takes on the world

One of the DOMOTEX's biggest exhibiting nations is Turkey, which next year will use the show to present an extensive offering of hand-knotted and machine-made rugs. For Turkish rug makers, DOMOTEX offers excellent opportunities for tapping into new markets and boosting their exports. In 2011, an EU-funded project was launched to enhance the competitiveness of Turkish firms in the international market. The project focuses on five Turkish cities, one of which is the Southeast Anatolian city of Gaziantep. There, the project provides support for local production of machine-made rugs – one of the city's most important industries. Some 40 percent of the world's area rugs are made in Gaziantep. Next year, an extensive selection of Gaziantep-made rugs will be on show in halls 2 to 4 at DOMOTEX.

For further information on DOMOTEX 2014, visit [www.domotex.de](http://www.domotex.de). ■



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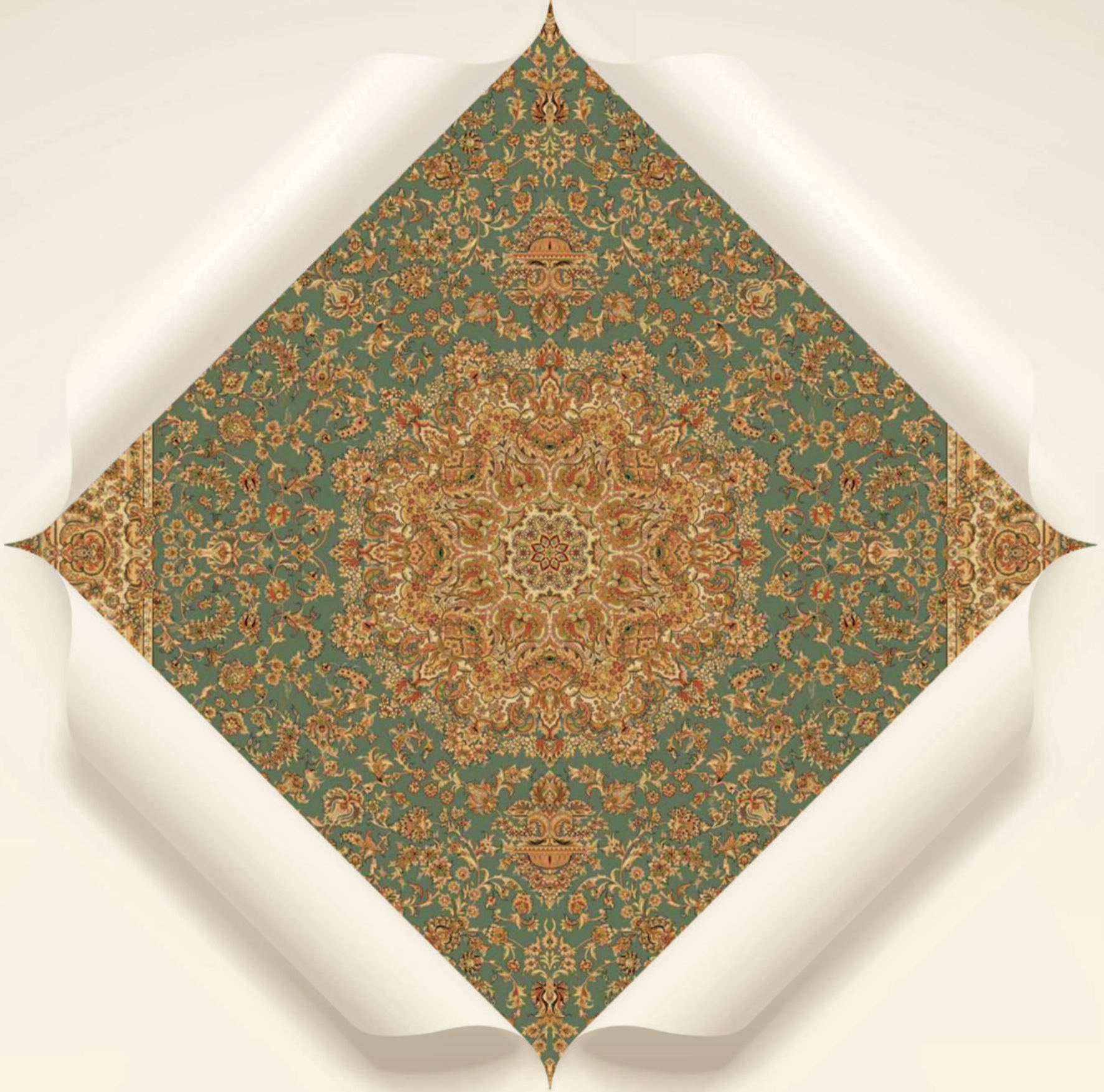
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