

RIVIERE

Handcrafted custom rugs as original floor art



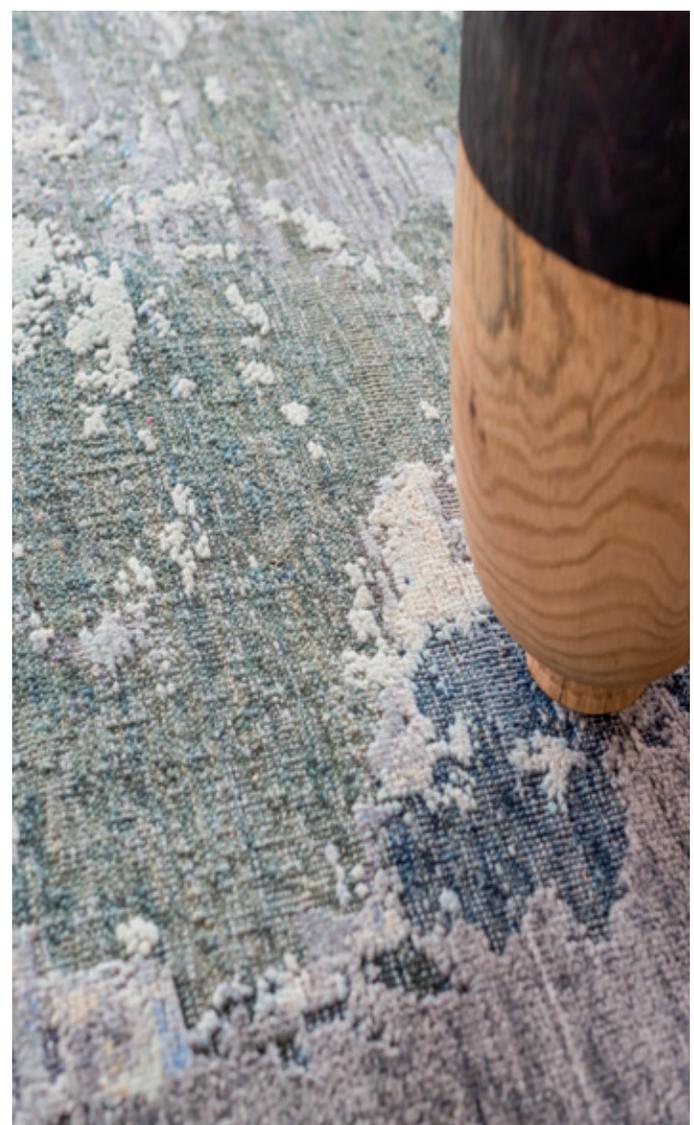
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Riviere is a leading designer of custom handmade rugs. The company was founded in 2005 by Camilla and Leo Riviere who both have a background in art and design and an appreciation of classical and modern architecture. This background, together with their extensive travels in Europe and Asia, are both major influences that feed into their exquisite collection of 90 rug designs. For instance, several of their designs, including Moma, Rothko and Raku, take inspiration from renowned artists such as Mark Rothko, while the pattern on Nam Khong stems from the wood carving on the monks' quarters at the Wat Xieng Thong in Luang Prabang, Laos.

Each design can be customised with a choice of colour, size, shape and material. In addition, Riviere provides a colour

matching service and a library of more than 2,000 colour poms at its showroom on Lots Road, in the heart of London's Chelsea Design Quarter. Working closely with some of the most respected interior design practices worldwide, Riviere also offers a fully bespoke design service that gives designers the scope to create truly original, one-off pieces for their clients. Rugs from Riviere's stunning Modern Classic, signature Geometric and understated Elemental and Abstract collections have been commissioned for some of the most valuable properties and superyachts in the world.

The collections are entirely handcrafted in Riviere's own workshops in the Kathmandu Valley of Nepal and in Rajasthan. Using only the finest grade, hand-carded and hand-spun Tibetan wool and pure Chinese silk, the rugs



CLOCKWISE FROM LEFT: 'Raku', from the Abstract Collection; 'Caumont Storm', from the Abstract Collection (image courtesy of Zoffany); 'Trevi', from the Abstract Collection; 'Itami', from the Geometric Collection (image courtesy of Romo); 'Madhu', from the Transitional Collection

are hand-woven with a minimum of 100 knots per square inch (in addition to wool and silk they also use a wide range of other yarns and knot counts including mohair, nettle, linen and botanic silk). From the hand dyeing, carding and spinning of the natural yarns to the labour-intensive weaving process, the creation of each rug is carried out by skilled artisans using techniques that have been passed down for generations.

Although Riviere's rugs avoid passing fashions, the beauty of customisation is that clients can adapt a design or shape to reference a trend if they wish. The last couple of years have seen a huge revival in Art Deco styling in interiors and the kind of curved furniture most commonly associated with modern minimalism or architectural spaces. This means that curved rugs are also having a

moment in the spotlight. Where furnishings have been kept to a minimum, a curved rug has more opportunity to define the style of a space, for shaped rugs tend to soften the harsh and sharp lines of a room.

Both Camilla and Leo work continuously on developing new techniques in order to realise and translate their concepts into original floor art. Their latest collection, Transitional, focuses on texture and abash (the colour variations in hand-knotted and Oriental rugs) and pushes the boundaries of custom dyeing and complex weaving to create unique pieces.

Riviere's rugs are designed to become modern classics for both contemporary and traditional schemes. Combining craftsmanship and creativity, each rug is truly original and will last for generations.

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