



On the Rugs

## Relaxed encounters with carpets *Zwanglose Begegnungen mit dem Teppich*

**Anna Wahdat and Tina Brunner swear by life “On the Rugs”. With their newly founded label of the same name, the journalist and product designer want to get more people enthusiastic about carpets and rugs.**

**T**o us, a carpet is much more than just a decorative article”, explained Tina Brunner. “They are also great for sitting on, eating on and chatting. This is what we want to demonstrate at our events.” During the events and pop-up sales, Wahdat and Brunner focus on handmade products. Under the motto “Komm auf den Teppich” (Get on the carpet), they create cosy rooms, in which carpets and people can encounter one another in a casual manner. Without any selling pressure (but of course with the possibility of buying), but with a pleasant atmosphere and an appropriate accompanying programme: oriental snacks for example, readings, DJ or live music. The idea: to experience first-hand just how rooms can be designed with carpets, and what it feels like to live with Kelim, Baluchi, Ghashgai and Ghoum silk.

*Anna Wahdat und Tina Brunner schwören auf ein Leben „On the Rugs“. Mit ihrem neu gegründeten gleichnamigen Label wollen die Journalistin und die Produktdesignerin noch mehr Menschen auf den Teppich holen.*

*E*n Teppich ist für uns mehr als nur ein Dekoartikel“, erklärt Tina Brunner. „Darauf lässt sich auch gut sitzen, essen und quatschen. Das wollen wir bei unseren Events vorleben.“ Bei Veranstaltungen und Pop-up-Sales setzen Wahdat und Brunner die Handarbeiten in Szene. Unter dem Motto „Komm auf den Teppich“ schaffen sie gemütliche Räume, in denen sich Teppiche und Menschen ganz zwanglos begegnen können. Ohne Verkaufsdruck (wohl aber mit Kaufmöglichkeit), dafür mit viel Atmosphäre und passendem Rahmenprogramm: mit orientalischen Häppchen zum Beispiel, Lesungen, DJ oder Live-Musik. Die Idee: einfach mal live erleben, wie Räume mit Teppichen gestaltet werden können, wie sich's mit Kelims, Belutsch, Ghashgai und Ghoum-Seide leben lässt. >



During the events and pop-up sales, Wahdat and Brunner set the stage with carpets in a skilful way.  
*Bei Veranstaltungen und Pop-up-Sales setzen Anna Wahdat und Tina Brunner Teppiche gekonnt in Szene.*

For example, in Luv Interior, a concept store for furnishings and furniture design in the trendy Schanzendistrict of Hamburg: here, Brunner and Wahdat highlight modern designer furniture in combination with knotted and woven items. It was a bit more “down to earth” at the last event in the Hamburg’s historical Speicherstadt: On one of the warehouse floors, the “On the Rugs“ team set up a pop-up store with three subject worlds: silk rugs, red Berbers and Kelims. Two or three partners were brought on board to assist with furniture and cushions here. And lots of people were invited: the press, bloggers and other multipliers, and of course anyone else who wanted to come. Other events of this kind are to follow.

And the feedback? As diversified as the people themselves: some came specifically to search for a carpet >



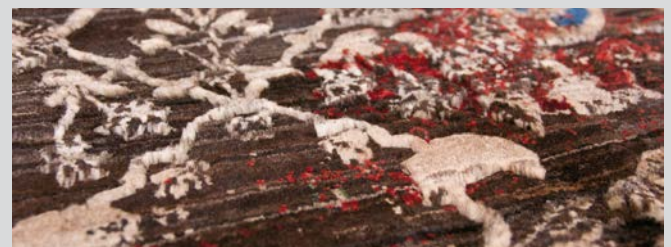
“On the Rugs” in Luv Interior, a concept store for furnishings and furniture design in the trendy Hamburg Schanzendistrict.

*„On the Rugs“ im LUV Interior, einem Concept Store für Einrichtung und Möbeldesign im szenigen Hamburger Schanzenviertel.*



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Tina Brunner is a product designer with a passion for interiors and textiles. She comes from a weaver family and has furnished apartments and offices with carpets. Anna Wahdat is a journalist and the daughter of a long-established carpet importer in Hamburg. She likes stylish living with a bit of a culture clash.

*Tina Brunner ist Produktdesignerin mit Leidenschaft für Interieur und Textil. Sie stammt aus einer Weberei-Familie und hat Wohnung und Büro mit Teppichen eingerichtet. Anna Wahdat ist Journalistin und Tochter eines alleingesessenen Hamburger Teppichimporteurs. Ihr gefällt stilvolles Wohnen mit einer Prise Culture Clash.*

or rug, others were just inquisitive. Tina Brunner quoted one enthusiastic yoga teacher: “At last! People come to me for yoga and want to earth themselves, but don’t ever think about sitting on the floor when at home.”

Young people and families, above all, felt right at home “on the rugs”. Kelims and nomad rugs were particularly popular; after all, both matched the Scandinavian living style being presented ideally. According to Brunner, there are still some hesitation regarding silk rugs and carpets; people are still cautious with this exquisite material – but this is changing slowly.

The carpets themselves came from an importer in Hamburg’s Speicherstadt; Anna Wahdat’s father is one of the managing directors. In a warehouse containing handmade products from different provinces, Anna Wahdat picks out special and unusual pieces, which she and Tina Brunner then take into their care, before presenting them at events and selling them. Projects such as “carpet subscriptions” for offices are also feasible. Offices and agencies could then improve their rooms with a variety of carpets for a low price, which would be exchanged between carpet subscribers on a regular basis: an idea that definitely should be further looked into.

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