

The Manifesto of The Contemporary Rug

"The rug is the earth-platform on which we were born. It is just like us. It is the first element in the creation of an intimate and domestic atmosphere. In the home, it represents the scent, the habits, the poetry. The rug is an archaic symbol that G.T.Design transforms into something contemporary, a part of everyday life, a sign that indicates the boundaries of our personal space."

Deanna Comellini

An overview of 40 years of open-minded original design

G.T.Design, for over 40 years has been designing and producing articles with full respect paid to Man and the environment. **Established in 1977**, the production was focused on items and accessories originating from different cultures, selected, given a contemporary design twist and combined to anticipate the emerging trends in interior design. Then, around 1990, G.T.Design decided to channel its creative energy exclusively into the **design of rugs**. It was a deliberate choice, fired by the company's own creative adventure.

The rug: the result of artisan know-how and the culture of design

For G.T.Design, the rug has been transformed from an archaic symbol into something contemporary, familiar, a feature that defines the boundaries of personal space. The curiosity surrounding it is free from the conditioning facing Deanna Comellini as she carried this element into the design disciplines and this has given rise to an **encounter between artisan know-how and the culture of design** that has always oriented the collections produced by G.T.Design.



Since the 90s, from the initial projects with weavers, spinners, local craftworkers, Deanna's far-reaching contemporary sensitivity identified a way of allowing the craftsmen to express their creativity in modern terms, through a meeting with nature, color and light. One example was the **Coconut Rug**, the first patented contemporary rug in luxurious coconut fibers. This was followed by sumptuous viscose, the rug **Kama**, another best-seller that created a new trend in the sector and is still unequalled for sheen and depth of color. The research by G.T.Design into yarns for interior design then branched into **sustainable fibers**, such as hemp and jute, to the hand-weaving of high performance, technological yarns.

G.T.Design was able to combine and organize different realities, sometimes light years apart, crossing continents and including the top yarn producers in the production chain, activating a process to produce the most stylish textile articles. Capitalizing on 360 degree know-how - the synthesis of a wide range of cultural realities - today the legacy of G.T.Design can be described as an invaluable bridge between the past and the future for applications of the textile industry in interior design.

Shaping the perfect surface: collaborations with projects and interior designers

The expertise of G.T.Design at the service of projects and interior designers. Designing with textiles defines spaces that have an open-mind. The textile component is a fundamental requisite in every project of interior design, and the design phase requires in-depth study, constant updating and research into the textiles.

G.T. Design has combined these skills with its research to create a system of services that can support and accompany the architects in their design projects. Top architecture and interior design professionals are fully aware of the importance of working with producers who can interpret their requirements and provide solutions with extremely high functional properties and formal esthetic charm. From **USA** to **Shanghai**, with consolidated representation in the best showcases of international design, this program provides design studios with a service that combines the skills of the interior designer with the development of custom solutions, a personalized service to transfer G.T. Design's passion and know-how to every interior design project.

The G.T. Design **project division** is a platform that resulted from decades of research by Deanna Comellini, the brand's designer and art director, and the experience that Michele Preti, corporate manager of G.T.Design, acquired from working with the partners of interior design. The years spent selecting the yarns, the loom-weaving and the textile production, the experimentation with materials and surface textures, listening to and assisting the architects and interpreting their creative and formal requirements, have ensured that G.T. Design has developed a unique skillset and invaluable expertise that is now at the service of architects and interior design studios.

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