

Zakaria Rugs

Hosted by: Zakaria Rugs

Project Information (EN)

Design Approach

The designs for the Zakaria Rugs Collection made by the creative duo Philip Rosenberger and Gabrielė Adomaitytė evolve through minimal gestures of digital drawings with lines, color, and the slight figurativeness of abstract shapes. Initially, the designs were made to integrate into the interior with forms that mimic the natural world through a digital lens. The fully abstract designs of the rugs have taken cues from the process of distorting the images through various devices and programs. The process of minimizing visual elements and leaving only suggestive forms and essential color blocks is an invitation to embrace the vivification of the painterly way of working with a brushstroke and perceive elements that can feel like accidents or effects of photocopying. We collaborate with artists and other creatives who are not only inspiring people but are also under our radar by contributing to the cultural community or expressing a meaningful connection to Zakaria Rugs.

Projectinformatie (NL)

Design Approach

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Image List

Filename	Caption	Credit
final-diffusion_1633947439.jpg	'Diffusion' designed by Gabrielė Adomaitytė	Rein Kooyman

The images above are included in the ZIP under `/images`.