



## *MY LITTLE PERSIA*

### **The Concept**

**Nobahar Design** is based on the concept of **mix and match**, combination of tradition and innovation in every aspect: materials, design, and concepts.

**"My Little Persia"** collection is a clear example of the company's business concept: a unique collection, made up of unique pieces that combine conventional with unconventional, tradition with modernity, eastern handicraft with western technology and yesterday with today, **to keep history alive and make the present appealing.**

Throughout history, many artifacts in Iran have reached very high levels of quality, but none so extraordinary as the art of weaving carpets. **Persian rugs are among the most precious, complex and demanding artifacts in the world**, and in each step of the production process it is possible to perceive the soul and personality of the author.

The deep and ancient knowledge of nature by the Persians is evident from the symbolism, architecture and gardens, literature and poetry, from the celebration of spring as a rebirth of the earth. Because of this, Iranians love to bring the outer world inside their homes as well witnessed by the presence of floral and animal motifs in beautifully elaborate carpets, which represent miniature gardens. It is here that **the refined taste and unique craftsmanship of Persian artisans come together.**

I have always loved this art and I do not forget the moments of childhood spent playing with my brothers and cousins on these wonderful artifacts. At that time I was not able to understand the true value, the uniqueness and mastery of the artisans who represent the roots of the millenary culture of my land.

For this reason, **as a Persian designer, I tried to give my small contribution in order to keep this art alive in the era of digitalization, blending it with the technology that has most effectively been able to transform traditional manufacturing: Additive Manufacturing.** This technology has already been applied in fashion, in music, in engineering, architecture and medicine.

The small carpet in these pieces is **100% silk and is hand-woven**. Each piece is unique and this makes it exclusive.

The base is produced using Multi Jet Fusion technology, a new printing process that uses agents and lamps to selectively blend models in a powder bed.

The main advantages of this technology are the following:

- 1) the material is extremely light;
- 2) it is possible to produce one or more pieces at the same price using the same time;
- 3) is energy-efficient and waste-free. This way you can help protect the environment from the risks of technology.

As mentioned previously, the main concept is **mix and match** and, in this case, applies to two energy-efficient procedures related to two different historical periods: the Multi Jet Fusion and the manufacture of carpets.

Sometimes on the rigid structure it is possible to find some traditional designs inspired by the oldest Persian motifs. The rear side of the object is opened in such a way that it is clearly visible, as is the case for each Persian carpet, the precision and the value of the manual weaving.

## **EXHIBITIONS**

**November 25 2017 – January 29 2018**

**Splendida Persia**

Bijoux Museum - Casalmaggiore (CR) Italy

**February 22 2018 – February 25 2018**

**Milan Fashion Week - Artistar**

Palazzo dei Giureconsulti - Milan (MI) Italy