



chaccra

2019 LONDON DESIGN FESTIVAL PRODUCT LAUNCH MEDIA INFORMATION

ABOUT CHACCRA

Our spaces should reflect the journeys we take and the stories we tell - filled with design that inspires self expression, purpose and balance. CHACCRA innovates artisanal Nepalese craft to create contemporary homewares that celebrate the hands and minds of those who make them. Nepal is home to a unique and sturdy creative community that preserves and nurtures traditional handcraft practices that date back centuries. Our collections draw eyes east to the cultural diversity and story of this community, to encourage adventure and curiosity inside the home and out.

OUR PRODUCT COLLECTIONS:

HANDMADE RUGS

- Chakra Design Collection
- MōDALA Collection
- Hemp Collection

ARTISANAL HOMEWARES

ONLINE SHOP: WWW.CHACCRA.COM

chaccra



Founder: Sharon Shi



A synthesis between artisanal techniques and abstract design, the Chakra Design Collection innovates ancient methodologies to inspire interaction and engagement through playful, abstract design.

Like paintings in motion, this collection of woven and hand knotted rugs are inspired by the seven body chakras and their ethereal flowering - creating diverse rhythms through tangled colour palettes, experimental textures and contemporary, yet purposeful design.

At this year's fair we are launching three new designs for our design collection. It follows our launch of chaccra at the 2018 London design fair.



Inspired by the chakra of the third eye, AJNA glimpses into a flowing nocturnal universe - encouraging a sense of deep reflection and personal clarity.

AJNA is composed of shaggy piles in various shades of indigo, set against sculpted and abstract shapes. A piece from our eponymous Chakra Design Collection, AJNA explores the traditions of flat weave to challenge our perceptions of design through rolling, tactile and intricate textile landscapes.

Materials
Himalayan Wool

Technique
Hand woven

Size
240 x 150 cm

Inspiration
Inspired by Third Eye Chakra

Designer
Julia Guenther

AJNA



VIDHI STONE

Vidhi Stone explores channels of muted, dry palettes through textures of spontaneous pattern and experimental sculpture.

Inspired by the energy of Nepalese thoroughfares, Vidhi Stone plays with the aesthetics of flickering dust to harness design reminiscent of Asian metropolitan vibrancy.

Vidhi for the Chakra Design Collection is an energetic expression of fluidity, imperfection, boldness and stimulation. Each rug shares a muted palette of tangled colour, with nuances of Chakra healing crystals and Scandinavian interior style.



Material
Tibetan Wool

Technique
Hand Knotted, 100 Knots

Size
240 x 150 cm

Designer
Mylene Spencer





Vidhi Blush moves with the energy lines of the body, playfully experimenting with soft tones, feminine hues and mindful formations to encourage a sense of flow and fluidity.

Hand knotted from pure Tibetan wool, Vidhi Blush conceptualises paint strokes, journeying through the heartlands of Nepalese iconography and spirituality, to embody the aesthetics of the lotus flower.

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Material
Tibetan Wool

Technique
Hand Knotted, 100 Knots

Size
240 x 150 cm

Designer
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VIDHI BLUSH

**BUILD,
CHANGE,
ADD,
EXPAND...**



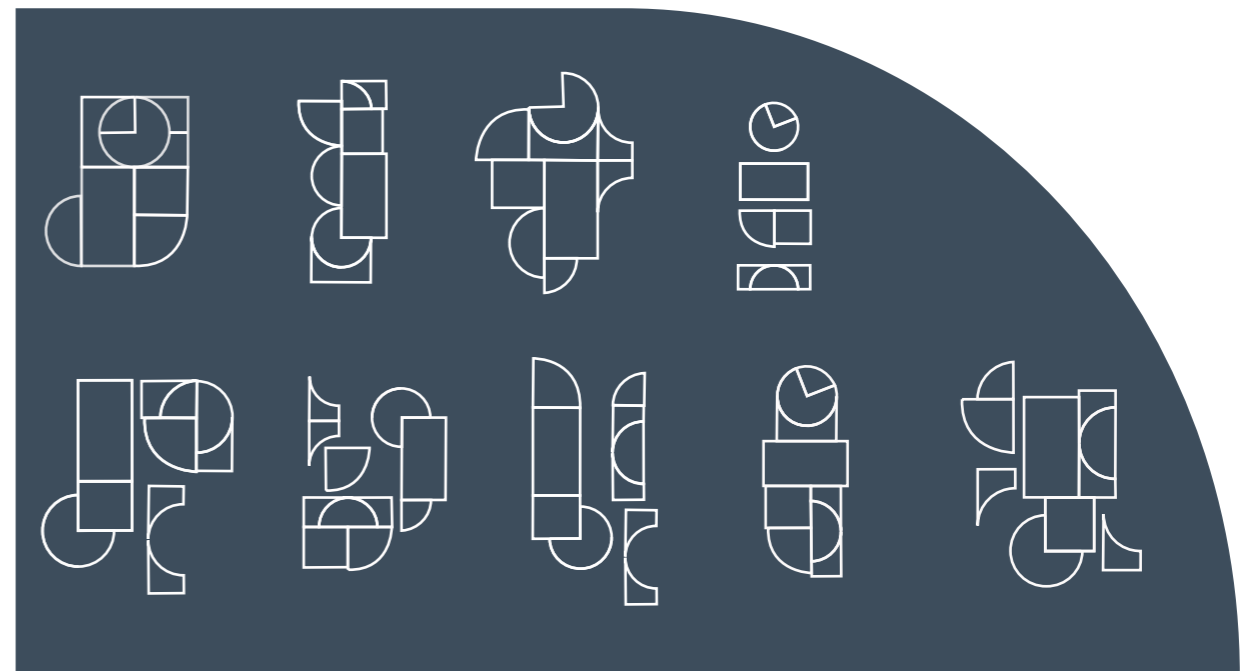
MōDALA
THE MODULAR COLLECTION



The Modular Collection is a gathering of geometric shapes made up of smooth curves and stark right angles. Inspired by the ancient Nepali art Thangka, the collection blends a diverse scope of unique directions, sizes, lines and shapes to create interesting and shapeshifting juxtapositions.

The concept for the Modular Collection derives from the need to create engaging, multi-functional and long-lasting rugs. In a world saturated with too many things, it was important for us to create a collection that could offer value through diversified and timeless aesthetics, with pieces designed to inspire a sense of identity and individuality.

With two design pieces made from renewable hemp fibres and Tibetan wool, the concept for the Modular Collection is to create rugs with detachable, modular pieces, so that customers can build their own shapes and formations. They're able to purchase the rug in its simplest form, further adding to it through time, choosing from our collection of smaller, detachable pieces. The collection is designed to be able to grow with families, adapting to suit the movement of daily life. From moving house to interior refreshers, the Modular Collection can change shape and even separate into multiple rugs for use in different rooms around the house.



PRESS INFORMATION

For further information, images,
interviews please contact:
pr@chaccra.com

The new CHACCRA designs will be at the London Design Fair, Hall 10, Booth 31.
Old Truman Brewery, 19-22 September 2019.

Current CHACCRA designs can also be found at RB12, 6 King John Ct, Hackney,
London EC2A 3EZ

For more information:
Email: hello@chaccra.com or sign up online at www.chaccra.com,
Instagram: @chaccra and on Facebook: @chaccradecor

