

AJAY ARYA

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The Bengal Narrative

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The synergy between contemporary design and traditional craftsmanship is beautifully captured in the latest rug collection designed by Ajay Arya for Cocoon Fine Rugs. This one-of-a-kind series reimagines the rug as a dynamic element of interior design, adding a touch of luxury and sophistication to every space. Crafted from the finest materials, these rugs are not only visually arresting but also incredibly durable and comfortable.

Inspired by the rich cultural heritage of India, the carpets showcase delicate patterns, vibrant hues, and innovative designs. Each rug is meticulously handcrafted by skilled artisans, ensuring exceptional quality and attention to detail. This collaboration celebrates the timeless beauty of handwoven rugs, reimagining them for the modern home. They serve as both functional floor coverings and artworks, reflecting the cultural and historical influences that shape their designs.



ABOUT COCOON

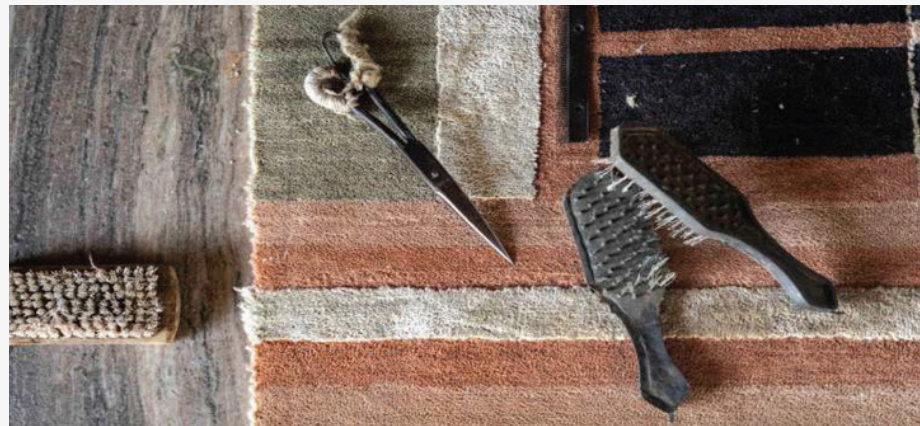
Cocoon Fine Rugs is an award-winning luxury carpet brand based out of Mumbai, India with a heritage of almost 45 years in rug-making. The brand is recognized for its sophisticated, modern designs and unique interpretations of classical Persian designs. produced using only the finest natural raw materials.

A Cocoon rug is always hand-made and created with love using the finest natural materials including pure natural silk and different signature blends of wool. Besides carrying in-house collections, the brand has also collaborated with leading names from different spectrums of design to create limited-edition collections These include versatile architects Ashiesh Shah, Rooshad Shroff. reD Architects and Studio PKA and even leading names from the fashion world like Falguni Shane Peacock and JJ Valaya. Cocoon was also recently part of a unique 3-way collaboration with a Milan based design studio DAAA Haus and artist James Vella Clark to create a beautiful series of rugs. inspired by the surreal landscapes of Malta

We invite you to enjoy our signature range of fine handmade rugs in our galleries and also on our carefully curated website and we assure you that at Cocoon, you will find more than one way to indulge your floor!

Thanks and Regards.

Ayush and Smriti Choudhary
Owners & Brand Directors



Cocoon's fine rugs are a marvellous delight for carpet aficionados. Besides carrying its in-house collection Cocoon Fine Rugs is also known for its designer collaborations that are done yearly with some of the eminent people in the world of design that need no introduction. These objects d'art are designed to offer customers a varied choice of adding something special and of a limited edition value to their homes. These are available in different textures, colorways, and sizes to meet the unique needs of homeowners.

Our Collaborator: Ajay Arya

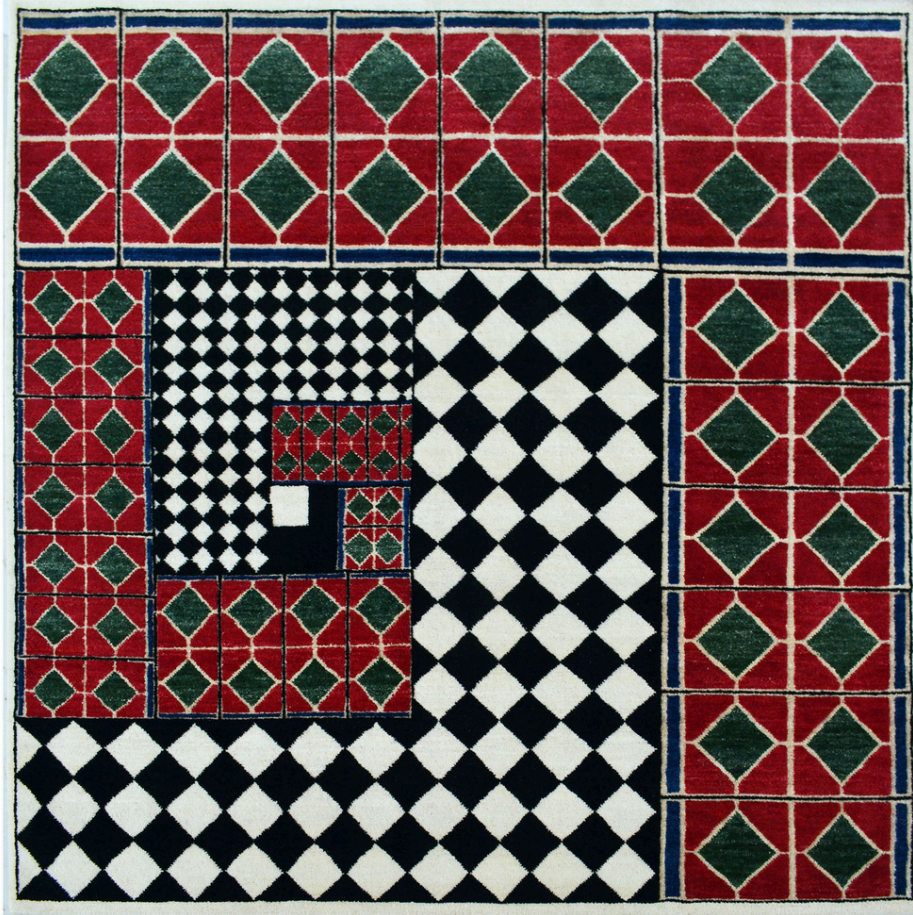
Ajay Arya, the visionary behind A Square Designs, has become a trusted name in the world of interior design, celebrated for creating aspirational and timeless spaces. Ajay blended his innate appreciation for the finer things in life with his passion for design by launching an interior design company. Over the past 25 years, his firm has transformed the aesthetic landscape of Kolkata, completing over a hundred projects with an unwavering commitment to detail and personalized design. Earlier this year, Ajay was featured on the Forbes list of India's Top 30 Architects & Designers for the year 2024.

Ajay constantly expands his repertoire, integrating cutting-edge materials, technology, and design concepts to create innovative spaces. He thrives on blending modernity with tradition. His unique ability to repurpose family heirlooms—such as miniature paintings, antique furniture, Persian carpets, and Tanjore artworks—into contemporary interiors sets his work apart. His juxtaposition of aristocratic heritage with modern design reflects his mastery of storytelling through interiors.

Being a passionate art collector and curator, Ajay spends considerable time exploring various artworks. A perfectionist by nature, he enjoys curating and experimenting, driven by his love for design. He also collaborates with artisans and traditional craft forms to weave urban design narratives that celebrate India's cultural heritage. Ajay Arya's work is an amalgamation of creativity, heritage, and innovation, embodying a promise of elegance and sophistication in everything that he creates.



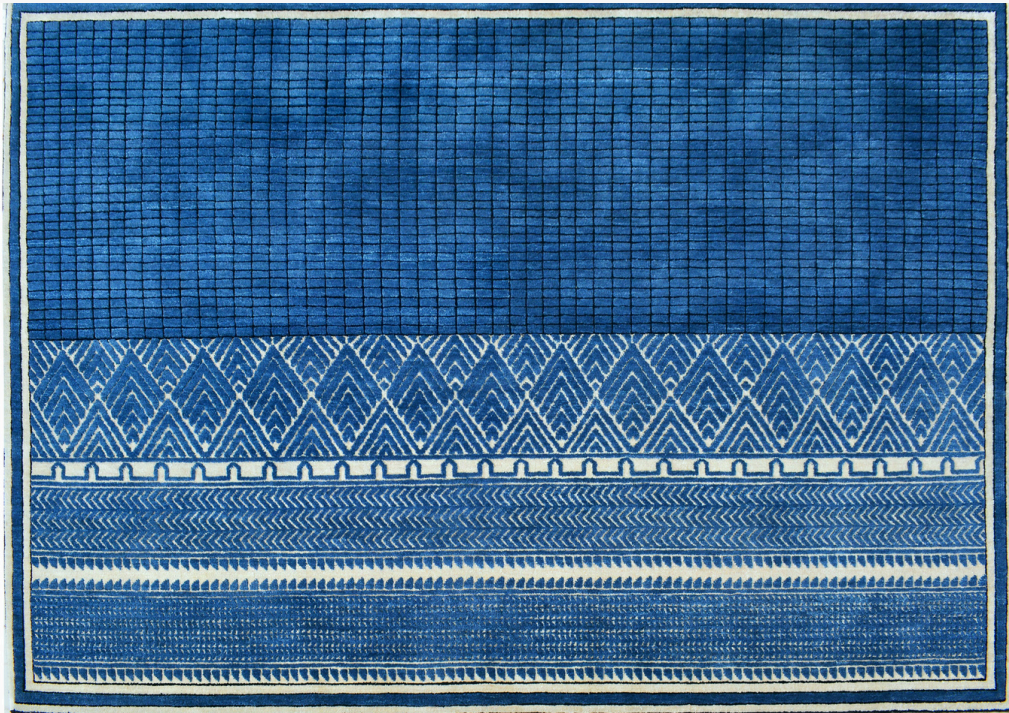
‘Calcutta Heritage’



Drawing inspiration from Calcutta's historic architecture, this rug exhibits a harmonious blend of traditional and contemporary elements. The design features details evocative of the Victorian and Zamindari styles, including flooring patterns and stained-glass windows. A central axis, guided by the golden ratio, creates an aesthetically pleasing optical illusion that elevates this piece to a modern masterpiece. The rich, earthy tones of the rug evoke the warmth and character of Calcutta's historic buildings, while the geometric patterns add a touch of modernity. This carpet is not just a floor covering, but a work of art that celebrates the city's rich heritage and timeless appeal.

Heritage Hues
Size - 6' X 6'

'Geometric Weaves'



Sacred Geometry
Size - 9' X 6'

This geometric embroidery style carpet is a testament to the enduring allure of traditional artistry in a contemporary world. Inspired by a border of a 'dhakai' saree, this rug is rooted in cultures with rich textile histories, this rug exhibits intricate geometric patterns meticulously hand-stitched onto sturdy fabric bases. The vibrant threads, in contrasting colours, bring these designs to life .

From simple forms to complex tessellations, the geometric motifs in this carpet offer an eye-catching visual experience that complements diverse interior aesthetics, from minimalist modern to bohemian chic. Beyond its aesthetic appeal, this carpet pays homage to the cultural heritage and artistic ingenuity of the artisans who create them. Whether adorning the floors of homes, hotels, or galleries, they stand as an enduring symbol of the harmonious blend of tradition and contemporary design sensibilities .

'Works of Art'



Autumn Rhapsody

Size - 9' X 6'

Inspired by the timeless traditions of the Bengal School of Art, Kalighat paintings, and Shantiniketan decorative style, these carpets offer a fresh interpretation with modern colour palettes. Shantiniketan-style carpets, a unique expression of India's rich artistic heritage, are handwoven masterpieces hailing from the town of Shantiniketan in West Bengal. These carpets, crafted by skilled craftspeople, combine traditional motifs with contemporary aesthetics. Their delicate forms, bold hues, and geometric patterns are inspired by the region's rich cultural tapestry.

Moreover, the Spring Rhapsody and Autumn Rhapsody carpets capture the essence of the seasons of spring and autumn, featuring stylised flora and fauna against the backdrop of vernacular architecture. This fusion of tradition and modernity celebrates the rich visual culture of Bengal .



Spring Rhapsody
Size - 6' X 9'

‘Jamdanis’



Handloom Heritage Style I

Size - 6' X 9'

Jamdani, a revered textile technique originating from the Bengal region, is well-loved for its captivating patterns and exquisite workmanship. Traditionally associated with sarees and scarves, Jamdani's delicate motifs and designs can be adapted to carpet weaving. At the heart of these Jamdani-inspired carpets lies a medallion motif, meticulously woven with intricate floral elements. Delicate blossoms and swirling vines craft a sense of natural elegance, drawing the eye towards the centre of the design. Radiating outwards from the medallion, ornate arabesque motifs intertwine in a mesmerising pattern, adding depth and visual interest.

Smaller motifs, such as beautiful paisleys, geometric forms, and tiny floral clusters, adorn the borders of the central medallion. These motifs are arranged in symmetrical rows, contributing to the overall harmony and balance of the design. The edges of the carpet are further embellished with a range of borders consisting of geometric patterns and floral motifs, exhibiting the skill and precision of the artisans. The resulting Jamdani-style carpets are a classic masterpiece, exuding beauty and sophistication. Their intricate patterns and rich colours make them statement pieces, ideal for enhancing the ambiance of any space .



Handloom Heritage Style II
Size - 6' X 9'



Handloom Heritage Style III

Size - 6' X 9'

Our Presence

Our friendly and knowledgeable team will be very happy to assist you during your visit at any of our outlets. A carefully curated range of our rugs is also available at our online store, which we are happy to ship globally.

Details of stores

MUMBAI

- 📍 A - Block Basement, Shiv Sagar Estate, Dr. A. B. Road. Worli, Mumbai - 400 018
- ☎️ 022 2492 8647, 48/022 4616 2791, +91 9326213461
- ✉️ mail@cococoncarpets.com

BENGALURU

- 📍 Stanley Level Next, 1st floor, No. 16/3, 16/4 and 16/5, Veersandra Village Hosur Road Opposite Toll Plaza, Electronic City, Bengaluru, Karnataka - 560100
- ☎️ 080 67629000
- ✉️ bengaluru@cococoncarpets.com

DELHI

- 📍 Inside Stanley Level next Khasra No - 350/355, Sultanpur crossing, Mehrauli - Gurgaon Rd, New Delhi - 110030
- ☎️ +91 93217 09190
- ✉️ delhi@cococoncarpets.com

BENGALURU

- 📍 42/7, New Airport Road, Meenanukunte Village, Jala Hobli, Bangalore 562157.
- ☎️ +91 93217 09166
- ✉️ bengaluru@cococoncarpets.com

HYDERABAD

- 📍 Cocoon Fine Rugs, Design 8, A/126/C, 8-2-293/82, Rd Number 36, Jubilee Hills, Hyderabad, Telangana 500033
- ☎️ +91 91375 53130
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JAIPUR

- 📍 D-12 Hanuman Nagar, Vaishali Nagar, Jaipur-302021
- ☎️ 0141 2350934, +91 8905129298
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KOLKATA

- 📍 Ground Floor, Aspirations Vintage, 12 Pretoria Street, Kolkata-700 071
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