



Istanbul
Carpet Exporters' Association

Media Partners

HALI cover

Istanbul Carpet Week
21-23 October 2020

Press Release

Istanbul Carpet Week – Virtual Edition

Istanbul Carpet Week

Widely recognised as an important part of the international rug calendar, Istanbul Carpet Week (ICW) returns this autumn with a virtual edition to showcase remotely the products and skills of one of the world's oldest traditional weaving centres.

The organiser, Istanbul Carpet Exporters' Association (IHIB), is demonstrating its ongoing commitment to the annual event by taking it online in partnership with HALI and COVER to deliver a programme that closely resembles that of previous years. Registered delegates can enjoy a virtual fair, arrange meetings with dealers, view an online exhibition and watch bilingual lectures on historic Turkish carpets and other related topics, three of which will be followed by live Q&A sessions.

Virtual Fair

The trade fair that has become a core ICW draw will offer the usual range and quality of rugs and kilims that visiting buyers have come to expect. Opportunities to set up private business to business meetings with exhibitors during the hours of gam - midnight Istanbul time mean that it is more convenient than ever to meet new suppliers and to purchase rugs at ICW. A range of incentives are being offered to registered delegates who book and conduct meetings with exhibitors during this year's fair, courtesy of IHIB. For active buyers, complimentary flights and hotel accommodation in Istanbul will be offered to coincide with next edition of ICW.

Virtual Events

Taking the place of the live conference are six 20-minute presentations as outlined overleaf, three of which will be followed by live question and answer sessions. They will be broadcast online

at set times but will also be available to view for one month after ICW has ended. The viewer will be able to select to watch English or Turkish versions of each event. The three Turkish and three international speakers include:

Serdar Gülgün, interior designer and Ottoman art expert interviewed by Elisabeth Parker, consultant at Christie's Rugs & Carpets department in New York; Esti Barnes, Founder of London's Topfloor by Esti on her professional design journey; Ben Evans, HALI Editor on the Orient Stars collection; Wendel Swan on colour theory in relation to rugs; Sükrü Azizi, Bitlis Eren University on finishing weaves on East Anatolian rugs; Tabi Mund, Founder of Swoon Rugs, Ohio on how best to use online resources and social media for rug business success.

Virtual Exhibition

View 'Ottoman Carpets from the Arkas Collection 1834-1930' held at the Arkas Art Center, Izmir, online.



REPUBLIC OF TURKEY
MINISTRY OF TRADE





Istanbul Carpet Week - Speakers



Serdar Gülgün –

“Elegant Extravagance at Home”

Classically trained Ottoman art expert, sought after interior designer and acclaimed author Serdar Gülgün cites his native Istanbul's exotic blend of textures, colours and flavours of bygone eras as a constant source of inspiration. His flamboyant style is in high demand from prestigious brands, but his most personal design masterpiece is his home, the restored wooden Ottoman building, Macar Feyzullah Pasha Kosku. He discusses his love of patina and his personal approach to using rugs and textiles in interiors with Elisabeth Parker, a consultant at Christie's Rugs & Carpets department in New York who has 27-years' experience in the field and who greatly appreciates Serdar Gülgün's style.



Ben Evans –

“The ‘Orient Stars’ Kirchheim Collection: A Selection of Masterpieces ”

One of the most important groups of Turkish carpets is held in a collection compiled by Waltraud and E. Heinrich Kirchheim of Stuttgart, much of which was published to great acclaim in Orient Stars (1993). Pieces from the Orient Stars collection are due to come to market next summer for the first time in more than twenty years. Some of them were acquired later than 1993 and remain so-far unpublished. HALI Editor, Ben Evans provides insight into why he considers several of these pieces to be so outstanding, ahead of their appearance at auction in Orient Stars II at Rippon Boswell in Wiesbaden, Germany.



Sükrü Azizi –

“Fringe and Finishing Weaves on Rugs in the East Anatolian Region”

Now a member of the Faculty of Fine Arts Traditional Turkish Arts Department at Bitlis Eren University, Sükrü Azizi completed his Master's thesis ‘Carpet and Rug Traditions in Mus-Malazgirt’ at Marmara University in 2018 having won a prize at the 8th iHiB Carpet Design Competition in 2014. He will present a lecture on fringes and finishing techniques on East Anatolian rugs and carpets as well as the establishment of a new weaving cooperative in eastern Turkey.



Esti Barnes –

“Topfloor by Esti: My Journey”
Presentation followed by live Q&A

Founded by Esti Barnes in 1998, Topfloor by Esti is one of the UK's leading handmade rug companies. The company's distinctive hand-made and machine-made rug collections aim to bridge the gap between floor covering and artwork. Clients include leading British and international architects, designers and developers and Topfloor rugs adorn the floors of prestigious residential and commercial properties, superyachts and luxury hotels. Originally from Turkey, Esti studied at the Istanbul School of Applied Fine Arts. She will speak about her journey in the contemporary rug world and provide insight into her design inspiration and the creative process involved in collaborating with celebrated artists and award-winning rugs.



Wendel Swan –

“The Complex Appeal of Colour in Oriental Rugs”
Presentation followed by live Q&A

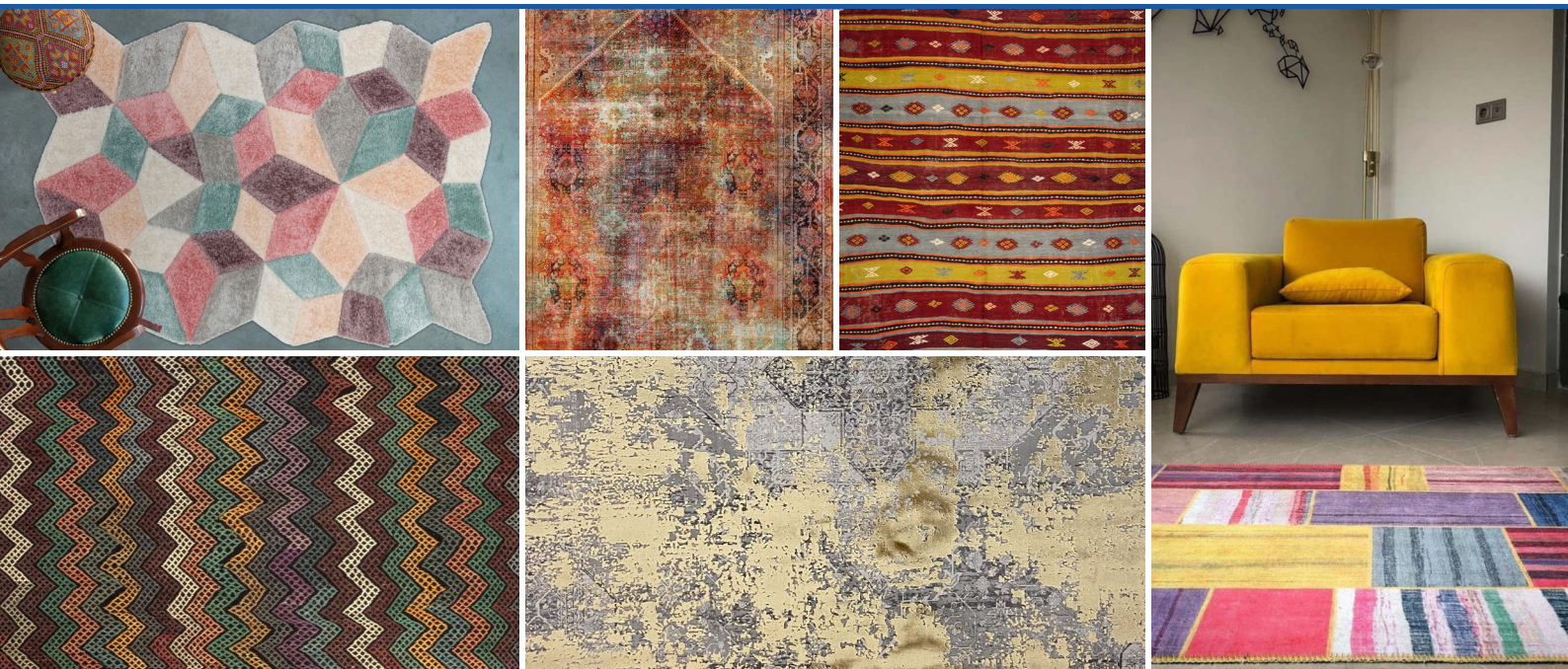
Having collected rugs and textiles since 1968, Wendel Swan serves on the Board of Trustees at the GWU/Textile Museum in Washington DC, is chair of the Executive Committee of the International Conference on Oriental Carpets (ICOC), was the president of two rug societies for 16 years and has lectured at various rug societies, conferences and museums throughout the United States and in Europe. He will explore how the combination, placement and proportion of colours in oriental rugs determines how we perceive them; Using the centuries old science-based principles of colour theory to demonstrate how complex the appeal of colour is in reference to Anatolian rugs.



Tabi Mund –

“Staying Connected in a New World”
Presentation followed by live Q&A

Tabi Mund launched Swoon Rugs in 2016 as an e-commerce shop while working in the e-design industry. After several successful years' operating online, she opened a brick and mortar studio space and rug store in Columbus, Ohio, from where she also conducts her interior design work. She is passionate about sourcing vintage rugs and sustainable decor pieces for her clients. She will speak about how she used online resources to set up her business; Sharing tips on how to create a popular Instagram feed to reach a wider audience and explaining how to create an attractive website, capable of generating income, that can become a key part of any rug company.



Itinerary

Fair preview: 16-20 October 2020

Fair open: 21-23 October 2020

Fair opening times: 9am – 12am Istanbul / 7am – 10pm BST / 2am – 5pm EST / 11pm – 2pm PST

Business meetings should be booked in advance of the fair opening

Wednesday 21 October	Thursday 22 October	Friday 23 October
9.00am Fair opens 7.00pm: Serdar Gülgün interview 7.30pm: Esti Barnes presentation followed by live Q&A 12.00am Fair closes	9.00am Fair opens 7.00pm: Ben Evans lecture 7.30pm: Wendel Swan presentation followed by live Q&A 12.00am Fair closes	9.00am Fair opens 7.00pm: Sükrü Azizi lecture 7.30pm: Tabi Mund presentation followed by live Q&A 12.00am Fair closes

The above listings are correct in Turkish time (GMT+3)

Events will be made available on demand for 1 month after ICW

Registration is free

For details visit:

www.halievts.com/icw2020

Follow @istanbulcarpetweek and #istanbulcarpetweek on Instagram to keep up to date with ICW exhibitor and event announcements

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