

cover

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SSR X RUG STAR COLLECTION



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MILAN DESIGN WEEK • NEW AT CC-TAPIS
SHEILA HICKS • KIPS BAY PALM BEACH
AMINI CARPETS • M2RUGS • KIT KEMP



Kit Kemp

Founder and Creative Director of Firmdale Hotels and Kit Kemp Design Studio, interior designer Kit Kemp is a name synonymous with vibrant and playful creativity. Here Lucy Upward speaks to Kemp about her new collection of rugs with US homeware brand Annie Selke

01 Hotline Multi, flatwoven wool rug, The Kit Kemp Collection for Annie Selke

02 Graphic, hand-tufted wool rug, The Kit Kemp Collection for Annie Selke

03 Safety Net Green, flatwoven wool rug, The Kit Kemp Collection for Annie Selke

04 Kit Kemp with the Always Greener Blue/Green indoor/outdoor PET rug, The Kit Kemp Collection for Annie Selke



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After her hand-knotted rug designs with Christopher Farr and broadloom creations for Wilton Carpets, Kit Kemp returns to the rug world with the impressive Kit Kemp Collection for Annie Selke. Comprising 38 rugs and 28 accessories in multiple materials, styles and techniques, the collection offers a colourful rug for every setting.

What inspired the decision to collaborate with Annie Selke on a new collection of rugs?

We loved the quality and the different yarns and methods of weaving and manufacturing that Annie and her team achieve. It was terrific to be working during the pandemic with my design team when the hotels were effectively closed for business. We were adaptable and relished the opportunity to work with other creative minds.

Did you approach this collection differently to your previous rug designs?

I have designed rugs for Christopher Farr and also a collection of broadloom designs for Wilton Carpets. Wiltons is one of the oldest names in carpet making in the world with quality wools. We wanted to add a more crafted look to their designs. This is very different from the old-fashioned hand looms and marled wools we have used at Annie Selke. We were also introduced to PET indoor/outdoor woven rugs. They feel like wool but wear like iron. I was completely won over by their feel and durability.

How did the designs evolve?

We broke them down into our favourite places, London, New York and Barbados. We chose three differing colour palettes of about eight colours to work in each of the collections. Ideas are never a problem, lily pads, dew ponds and fishing nets seemed to be our inspiration. It grew from there.

How hard is it to design striking rugs that can harmonise with the rest of a room?

We created hero pieces for the collection and then rugs that we felt would be hard-working and easier to use. *Graphic* is a strong striking design we felt would not be popular but would look great in photographs. Oddly enough it is proving a very popular design. We are delighted.



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Never underestimate the power of a good rug in the right place

All photos: Simon Brown Photography



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Was it important to offer a variety of rugs?

It is vitally important to have variety in the collections. Annie was amazing at deciding which would be the best method of manufacturing. I am forever learning. The marled yarns made a huge difference to the depth and quality of the designs. We used wool micro hooked, wool pile, jute, cotton, cotton micro hooked, and PET indoor/outdoor designs. PET is amazing because it does not fade. How often do we design for an orangery or a conservatory only to find that the rugs and textiles have faded to nothing over a year. With PET the colour stays and what's more you can leave the rug outside in a storm and snow or even a monsoon, then bring it back in as good as new. Amazing!

Have you ever designed an interior in which the rug takes the lead?

Oh yes. Some antique Turkish rugs and rugs from Persia or Kurdistan have been leading the design in my projects. Their complex designs can be lovely. *Lily Pad* is taking the lead in a design I am working on now. A good rug can ground a room beautifully. Equally a new rug can bring new life into a tired room. Never underestimate the power of a good rug in the right place.

What is the secret to a successful interior?

There are five aspects we always bear in mind. We call them the five 'Cs'. Colour, Comfort, Craft, Character and Curation. Not necessarily in that order but the best rooms effortlessly have all five. www.kitkemp.com