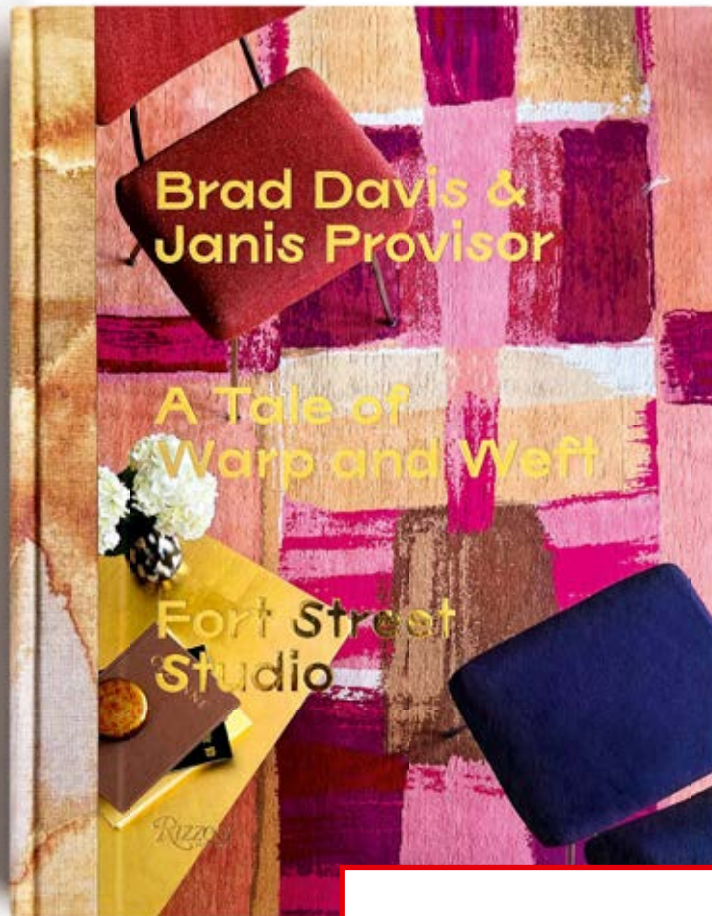


AD

BIJOY IN ONOMICHI

THE
CRAFTSMANSHIP
ISSUE





TEXT: ELA DAS. PHOTO COURTESY OF FORT STREET STUDIO & RIZZOLI.

It started as a fairly simple idea: Design a rug that will tie a living room together in a New York loft. Little did artists Janis Provisor and Brad Davis know that this one-time creative vision for their home would turn into a lifelong hands-on practice in weaving hand-knotted silk carpets.

When the recession in 1993 seemingly closed up the art world in the United States, they took a sabbatical trip to Hong Kong and Hangzhou in China. There, they decided to experiment with a watercolour-style carpet that is now globally synonymous with their atelier Fort Street Studio, which celebrates 25 years of carpet-making in a new book, *A Tale of Warp and Weft*, published by Rizzoli.

Over the years, the New York-based brand—which now weaves most of their rugs in Varanasi, Jaipur and Kathmandu—has found fans across the globe, from celebrities like Steve Martin, Madonna, Elton John and Jon Bon Jovi to couture houses like Hermès, and prominent art collectors. “We wanted something soft-edged and modern, which would hold the room together like a piece of art,” recalls Davis, with Provisor adding, “Even though we were both artists, we decided to collaborate and create something completely different from both our individual styles.”

Turning watercolours into hand-knotted silk carpets called for years of winding research to perfect the craft. From their early years spent on long research trips across India and Nepal, setting up their studio in China and now relocating it to India, the couple have finally come full circle. Today, about 70 per cent of their carpets are designed, dyed and woven in the country. “India is our future. The limitless talent and techniques that are ripe in this country need to be preserved and showcased to be handed down for many generations to follow,” reveal the duo. ▲

Read more about Fort Street Studio at architecturaldigest.in.

WARP & WEFT

THE FOUNDERS OF FORT STREET STUDIO CELEBRATE 25 YEARS OF TURNING WATERCOLOURS INTO WOVEN CARPETS IN THEIR NEW BOOK