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ERDEN

NEW CONCEPT: MIXED ELEMENTS - RUGS | BRONZE | BRASS

1 March – 30 April 2017



Willer is delighted to announce its representation of ERDEN and introduce its founder, Brian Erden, the visionary force at the centre of this newly created company, whose mission is to extend the boundaries of luxury hand crafted rug making beyond anything previously imagined.

The worldwide launch of the first step into these new realms will be held at Willer on Wednesday 1 March: embedded, subtly hand worked brass and bronze bars incorporated into the structure of sumptuous alpaca, mohair and silk rugs. The patent has just been obtained, one of the very few patents to be filed in hand-woven rugs in the past 150 years. The remarkable story is explained below.

ERDEN was started with a clear vision: to bring new techniques and materials to the ancient craft of rug and textile weaving. ERDEN's mission is to create restrained designs that spring from the innate properties of the natural materials used and the construction of the weave. Harnessing the underlying physical properties of the knot, along with the creation of new weaves and dyeing techniques, has given rise to a new aesthetic of spare restraint.

Founder Brian Erden has devoted the past fifteen years to the crafts of rug making and yarn production. Traveling extensively and working with local artisans, he has learned the life-cycle of fibre from its birth in the Peruvian Andes and the Mongolian Steppes, to its metamorphosis in the Himalayas in Nepal.

The first ERDEN collection encapsulates the essential elements of the material and craft as revealed by Brian's meticulous study of the production of fibre at its source, and the often overlooked, but equally important, craft of blending, carding, and spinning. The results are achieved by the use of eight ERDEN-exclusive yarns of five extraordinary materials: Mongolian Camel, two species of Peruvian Alpaca, Australian Merino Wool, and South African Mohair.

The use of these wonderfully soft materials provides heightened contrast for the embedding of bronze and brass buried in deep pile. It is a first in the history of weaving, and a patent is pending on this new process. This marriage of ancient and radical new techniques is at the core of the ERDEN approach.

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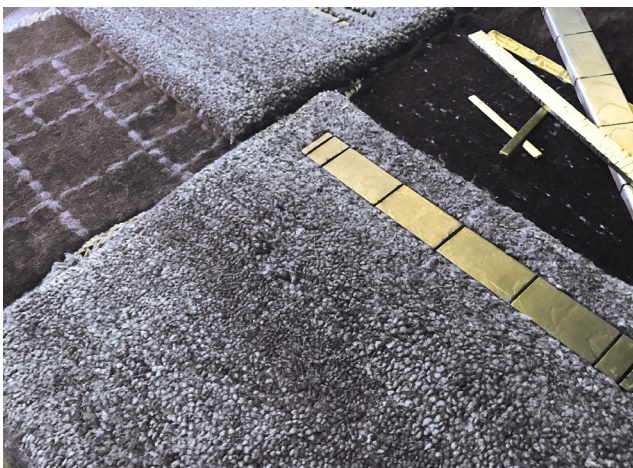
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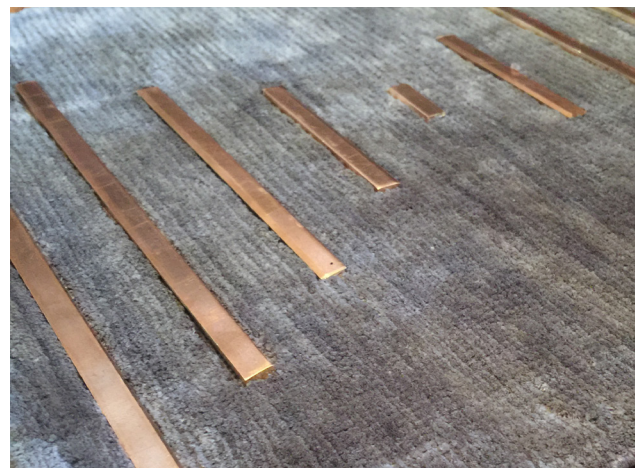
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