



LEADING RUG MAKERS

TRADITIONAL

2010

A
HPL
PROMOTION

LEADING RUG MAKERS

TRADITIONAL

2010

These Leading Rug Makers have been invited to participate in this special publication because we have identified them as the companies that make the best carpets with traditional designs anywhere in the world. These producers, all of whom imbue their work with their knowledge and passion for old rugs, are the new guardians of traditional rug making, and we feel that they deserve to have their work appropriately recognised.

HALI
CARPET, TEXTILE & ISLAMIC ART

cover
MODERN CARPETS & TEXTILES FOR INTERIORS

30 Liddell Road, London NW6 2EW, United Kingdom
T +44 (0)20 7578 7201 Editorial F +44 (0)20 7578 7222
Advertisement F +44 (0)20 7578 7221 E info@hali.com W www.hali.com



Progressive, dynamic and ethical, this is an Indian rug producer that prides itself on achieving the best in production

keeping
ahead
of the
pack

"TO BE A PIONEER IN THE INDUSTRY" is Obeetee's company vision and one that they can often lay claim to have achieved. The company, established in 1920, is the leading rug producer and exporter in India, with seven hundred employees and over twenty five thousand artisans engaged in the production of its carpets. Obeetee was the first rug manufacturer in India to use CAD computers and has always been ahead of the pack in its production processes. It is an award-winning company that takes pride in the materials it uses and the high standards that it applies to all its production areas, including modern in-house dyeing facilities and a large design department. Social and environmental responsibilities are taken extremely seriously by Obeetee who are considered to be progressive, dynamic, and ethical, giving their customers the very best in service and high quality rugs.

This 'Vase-Design' carpet has an elegant pattern, reminiscent of the much sought after 16th-17th century carpets from the classical Persian tradition with their elaborate overall repeat design. Obeetee's rug is densely decorated and acutely articulated with the field dominated by an endless repeat pattern that careful observation reveals consists of three overlapping design layers. The design has an overall energy and movement that carries the eye across the verdant field of flowers and vines interspersed with three vases and swirling palmettes. With its muted browns and creams on a dark background the carpet has a distinctly contemporary colour palette and is very finely woven, giving a great clarity to the design. This carpet demonstrates the abilities that Obeetee has in making traditional style rugs for current tastes without ever forgetting the vital elements that make great carpets: individuality, clarity and delicate colouring.

OBEETEE PRIVATE LIMITED

Bisundarpur, Civil Lines, P. O. Box No. 4,
Mirzapur 231001, India

Showroom: A-45, Sector 64, Noida
201309, India

Contact: Gaurav Sharma, Abhinay Gupta

T +91-120-4690200, F +91-120-4690201

E gaurav.sharma@obeetee.com,

abhinay.gupta@obeetee.com

W www.obeetee.com