

**New at:**

Salone del Mobile Hall 16 B23

**Flora**

Santi Moix

**A new collaboration full of color at the hand of Barcelona artist Santi Moix, born from the admiration of Nani Marquina.**

Like the Chillida and Sybilla collections, Flora is an exercise that continues to support culture and art. The Flora collaboration consists of artist-chosen works that explore the parallelism between life and death through Moix's biomorphic flowers. His use of color is beyond the merely decorative: it enhances and accentuates certain details paying special attention to in-betweens – those intermediate processes in flowers like the moments before their birth, their explosion of color, and their decay.

Flora is comprised of three different models, all canvases that capture the beauty of Moix's flowers: Backyard, Promenade, and Bloom, each made using a high-quality hand tufted technique that allows for expert detail.



**Backyard** is a literal representation of one of Moix's works, in which the original has been transferred as reliably as possible to a rug. Its namesake refers to the natural space behind a house, where the flora is wilder. **Backyard** is a mural that takes a messier approach where flowers are presented on a spectacular scale. Lines in low relief reflect the pencil sketches of the painting.



**Promenade** is an exercise in which the team has reinterpreted Moix's flowers. In a thorough search for balance in the scale of the flower's, the team executed important compositional work and selected the most significant elements to highlight with a neutral background. An exhaustively handmade piece, **Promenade** contains up to thirty-eight different colors.



**Bloom** is a collection of smaller models that extract the Promenade flowers as separate pieces and represent two moments in the life cycle of a flower: wilting and flowering. **Bloom** is designed to combine with each other, as well as complement the **Colors** collection.

### Art Direction:

Carlota Marquina, nanimarquina's Art Director, has chosen some of the most emblematic buildings of Barcelona to showcase **Flora** – a selection based not only on aesthetics, but also because both locations are related to the work and life of the artist, Santi Moix.

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Marquina's first chosen location, the magnificent house of Xavier Corberó in Esplugues de Llobregat, is considered by many to be the most significant Catalan artist since Gaudi. The sculptor, Corberó, built a home that befits his reputation: an expansive estate which revealed that the work of a mind is as much artistic as architectural. Corberó's residence has been a timeless exploration: nine pre-existing and dilapidated industrial structures have been brought back to life, forming a labyrinth composed of studios, living areas, artist residencies, gallery spaces, and a subterranean workshop. Corberó, who spent some of his career in New York, helped Santi Moix when he arrived in the big metropolis, and became one of his mentors.



The second location chosen by Marquina is the Casa Batllo by Antoni Gaudi. A remodel of a previously built house, Gaudi redesigned the home in 1904. The local name for the building is

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Casa dels ossos (House of Bones), as it has a visceral, skeletal organic quality. It's located on the Passeig de Gracis in the Eixample district – the perfect scenario for the organic motives of Moix's artwork which depict nature in all its stages.

## Technical Information:



### Backyard

Technique: Hand-tufted

Density: 56.000 knots/m2

Material: 100% New wool

Sizes: 170x240cm / 200x300 / 300x400cm

5'7"x7'11" / 6'7"x9'10" / 9'10"x13'1"



### Promenade

Technique: Hand-tufted

Density: 56.000/m2

Material: 100% New wool

Sizes: 107x240cm / 200x300 / 300x400cm

5'7"x7'11" / 6'7"x9'10" / 9'10"x13'1"

Ø250 / 8' 2"



Bloom 1



Bloom 2

## Bloom

Technique: Hand-tufted

Density: 56.000 knots/m<sup>2</sup>

Material: 100% New wool

Sizes: Bloom 1 – 150x166cm / 4'11" x 5'5"

Bloom 2 – 150x170cm / 4'11" x 5'7"

## Making of Flora in India



## About Santi Moix

Moix achieved international recognition in 2013 when Prada commissioned a large mural for their Soho store in New York, designed by Rem Koolhaas. This mural brought together various techniques and languages, representing his aesthetic approach to large-scale work. Throughout the years, Moix has enjoyed many highlights in his career, such as being awarded a John Simon Guggenheim Memorial Foundation scholarship in 2002, and different exhibitions, amongst which there is the Carles Tache in 2018, and his famous pictorial intervention in the Church of Seuri in December of 2018. Recently he's exhibited at the Pace Prints gallery in New York in 2019.

## About nanimarquina

Driven by a singular desire and a very creative background, Nani established nanimarquina in 1987 with a clear goal: to design unique and surprising handcrafted rugs for people to enjoy. This family-owned company is a pioneer in the field of contemporary rug design; searching for constant innovation, handcraft techniques, and new materials. Based in Barcelona and NYC, the company produces in India and Pakistan discovering the unlimited possibilities of the craftsmanship. nanimarquina works with local and international designers to ensure a diversity of themes and experimentation with various textures, materials and shapes. The result: one-of-a-kind nanimarquina rugs for each of our customers. A rug for each space and emotion.

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