

A PARTNERSHIP FOR HOPE



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arzu
STUDIO HOPE

**COALESSE IS PROUD
TO PARTNER WITH**



As a designer, you make conscious choices every day about the products you select for projects. ARZU STUDIO HOPE offers an opportunity to implement your commitment to social responsibility by enhancing spaces with ARZU STUDIO HOPE rugs. Integrating these handmade works of art as floor coverings or wall hangings unites you and your clients with our global community and, importantly, with the artisans themselves.

ARZU's philosophy is to create the highest quality 100% wool rugs while minimizing environmental impact and maximizing fair labor practices in Afghanistan. ARZU STUDIO HOPE authentically preserves the centuries-old rug-making traditions of graphing, dyeing and hand knotting. Each unique rug crafted today will be enjoyed for generations to come.

Inspiring and sustainable; ARZU STUDIO HOPE rugs are designed to make a difference.

ARZU's Mission

ARZU STUDIO HOPE empowers Afghan women by providing fair-labor, artisan-based employment and access to education and healthcare. ARZU, which means “hope” in Dari, is a 501(c)(3) not-for-profit organization that uses private sector practices to create jobs and produce export quality products.

Starting with only 30 carpet weavers, ARZU has created over 700 private sector jobs and provided direct social benefits in Bamyan Province, Afghanistan. Central to ARZU’s approach is its social contract with weaver families. ARZU agrees to pay women the market rate for weaving plus up to a 50% quality incentive bonus. In exchange for the extra income, families must agree to send all children under the age of 15 to school full-time, to allow women in the household to attend ARZU literacy classes and allow ARZU to assist pregnant women and newborns in obtaining pre- and post-natal care.



FATIMA, 18, says she and her family have always lived day-to-day, uncertain about their future. With her parents, six siblings, and extended family, Fatima has been uprooted three times in the past decade. Starvation was common in their household, where both electricity and clean water were lacking. Additionally, Fatima was never allowed to attend school. “There are many difficulties against all girls like me in Afghanistan,” she says. She always dreamed of being able to read and write.

Now Fatima weaves in ARZU’s program, and has access to education. By attending ARZU’s courses, she is becoming literate and is gaining awareness about her rights and responsibilities. Fatima is also earning a steady income. Fatima’s hope for the future: “I want to become a good physician.”

Rug Journey of Frank Gehry’s Puzz

Step One: Graphing

Once the design is finalized and the rug is ordered, the Master Grapher graphs the scaled artwork. The rug is drawn in its full size; one box represents one knot.



Step Two: Wool Dyeing

Dyeing wool is a multi-step process that begins with handspun wool. The process varies slightly depending on the desired color.



Photo: Sgt. Ken Scar, 7th Mobile Public Affairs Detachment

Rug Journey of Frank Gehry's Puzz

Step Three: Warping the Loom

The warp and weft is the foundation for all rugs. Cotton is strung from the top to the bottom of the loom to form the warp. Knots are tied to the warp and the weft is added horizontally.



Step Four: Weaving

The weavers sit along the width of the rug and use the graph as a guide to make knots in the specified color. Once the knot is tied, it is cut off and forms the pile.



Rug Journey of Frank Gehry's Puzz

Step Five: Quality Control

On a weekly basis, an Afghan ARZU rug monitor comes into the artisan's home to check on the status and quality of the rug on the loom.



Step Six: Cutting

Once the weaving is complete, the rug is cut off the loom. The weavers mark the weft, allowing enough space for the weft finish that has been indicated.



Photo: Thomas Lee

Rug Journey of Frank Gehry's Puzz

Step Seven: Washing

Once the rug arrives at the washing facility, a specified wash is prescribed. Many factors go into the rug's wash recipe; design, size and colorway are all indicators.



Step Eight: Finishing

The rug goes through the final finishing steps before shipping: shearing, blocking, fringe tucking, and pressing.



INTRODUCING THE MASTERS COLLECTION

ARZU STUDIO HOPE's Masters Collection encompasses the work of six internationally renowned architects who have donated their time and designs in support of ARZU's mission to empower the women of Afghanistan.

This unique collaboration between iconic modern architects and rural Afghan weavers elegantly embodies the marriage of high design and traditional techniques.

FRANK GEHRY
MICHAEL GRAVES
ZAHA HADID
MARGARET McCURRY
ROBERT A.M. STERN
STANLEY TIGERMAN

Frank Gehry -

“Our process for developing the rug graphic was similar to how we approach architecture. We began by looking at our sculptural studies for a pop-up store that was composed of large curved puzzle pieces. The challenge was how to translate a three dimensional object into a two dimensional graphic. Through a series of back and forth investigations, we refined the two dimensional graphics based upon the constraints of traditional rug making while still maintaining the dynamism of the three dimensional objects.”



Photo: Dbox

PUZZ

SIZE: 6'x12' / MSRP: \$12,000.00





Arabesque 1
 SIZE: 8'x6' / MSRP: \$6,000.00



Arabesque 2
 SIZE: 8'x6' / MSRP: \$6,000.00

Michael Graves -

“In all my rugs and tapestry designs, I have tried to make a composition that has no horizon line. In other words, it has no up and no down; all sides are up and all sides are down, so that there is a balance in the composition. I do this with the intention that when a person walks into the room and sees the rug from a number of viewpoints, they still feel the rug is oriented properly. In the rugs, the arabesques themselves are floating in free space and they too, have no head or tail, but should be seen as shapes that can accommodate all viewpoints.”



*Image Courtesy of Michael Graves & Associates.
 Photography by Barry Johnson.*



Photo: Steve Double

Zaha Hadid -

“A seamless domestic environment, depicted in perspective as a series of cuts through time and space, has been woven into this rug, evoking a new typology of living in the future.”



ZH
 SIZE: 3'x14' / MSRP: \$6,900.00



ZH
 SIZE: 3'x14' / MSRP: \$6,900.00

Margaret McCurry -

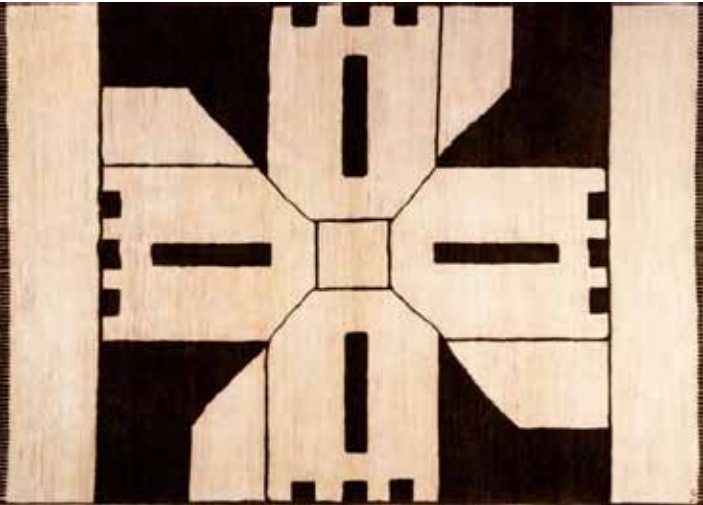
“Magnifying the size of an abstractly conceived tribal symbol allows one to perceive the shapes alternately as simply geometric patterns with all their associational ancestry or, on another architectural level, to imagine the images as remnants of an ancient desert dwelling or fortification. And then on a strictly sensual level the subtle strié of the wool strands attests not only to the hand loomed quality of the rugs, but to the individuality of their wooly coated contributors.”



SIMEON I
SIZE: 10'x14' / MSRP: \$12,000.00



SIMEON II
SIZE: 5'x7' / MSRP: \$3,500



VOLUTE
9'x12' / MSRP: \$14,000.00 SIZE: 8'x10' / MSRP: \$10,000.00 SIZE: 5'x7'6" / MSRP: \$4,500.00

Robert A.M. Stern -

“The volutes of an Ionic capital interweave with unfurling tendrils to create a climbing, spinning grapevine that is at once geometric and botanical, modern and Classical.”



Photo: Robert A.M. Stern Architects, LLP.

Stanley Tigerman -

“Geometric patterning has a long and distinguished tradition in Moorish history as informed by the 12th century Andalusian philosopher Averroes (Ibn Rushd). These geometric designs evoke long-lost millennial tribal customs. That they are woven by Afghan women is a natural part of that tradition.”



ABRAHAMIC TRIBAL PATTERNING I
SIZE: 10'x14' / MSRP: \$12,000.00



ABRAHAMIC TRIBAL PATTERNING II
SIZE: 5'x7' / MSRP: \$3,500.00



Price List

Rugs	Designer	Style Number	Dimensions	MSRP	Upcharge for Wall Hanging	
					Vertical	Horizontal
Puzz	Frank Gehry	COFGP612	6 x 12	\$12,000.00	\$308.00	\$572.00
Arabesque 1	Michael Graves	COMGA186	8 x 6	\$6,000.00	NA	\$396.00
Arabesque 2	Michael Graves	COMGA286	8 x 6	\$6,000.00	NA	\$396.00
ZH black and white	Zaha Hadid	COZHZW314	3 x 14	\$6,900.00	\$176.00	\$660.00
ZH pink and black	Zaha Hadid	COZHZP314	3 x 14	\$6,900.00	\$176.00	\$660.00
Simeon I	Margaret McCurry	COMMS11014	10 x 14	\$10,000.00	\$484.00	\$660.00
Simeon II	Margaret McCurry	COMMS257	5 x 7	\$3,500.00	\$264.00	\$352.00
Volute Sm	Robert A.M.Stern	CORSV57	5 x 7-1/2	\$4,500.00	\$264.00	\$396.00
Volute Med	Robert A.M.Stern	CORSV810	8 x 10	\$10,000.00	\$396.00	\$484.00
Volute Lg	Robert A.M.Stern	CORSV912	9 x 12	\$14,000.00	\$440.00	\$572.00
Abrahamic I	Stanley Tigerman	COSTA1014	10 x 14	\$12,000.00	\$484.00	\$660.00
Abrahamic II	Stanley Tigerman	COSTA57	5 x 7	\$3,500.00	\$264.00	\$352.00

Rug Pads	Designer	Style Number	Dimensions	MSRP Hard Floor	MSRP Carpet
Puzz	Frank Gehry	COFGP612P	6 x 12	\$352.00	\$429.00
Arabesque 1	Michael Graves	COMGA186P	8 x 6	\$242.00	\$292.00
Arabesque 2	Michael Graves	COMGA286P	8 x 6	\$242.00	\$292.00
ZH black and white	Zaha Hadid	COZHZW314P	3 x 14	\$209.00	\$253.00
ZH pink and black	Zaha Hadid	COZHZP314P	3 x 14	\$209.00	\$253.00
Simeon I	Margaret McCurry	COMMS11014P	10 x 14	\$671.00	\$825.00
Simeon II	Margaret McCurry	COMMS257P	5 x 7	\$187.00	\$226.00
Volute Sm	Robert A.M.Stern	CORSV57P	5 x 7-1/2	\$198.00	\$242.00
Volute Med	Robert A.M.Stern	CORSV810P	8 x 10	\$402.00	\$490.00
Volute Lg	Robert A.M.Stern	CORSV912P	9 x 12	\$528.00	\$644.00
Abrahamic I	Stanley Tigerman	COSTA1014P	10 x 14	\$666.00	\$820.00
Abrahamic II	Stanley Tigerman	COSTA57P	5 x 7	\$187.00	\$226.00

Specification & Facts

- ARZU STUDIO HOPE rugs are hand-knotted with 100% sheep’s wool on steel looms in the homes of our weavers.
- Wool is hand-dyed with natural materials whenever possible, including madder root for red, walnut husks for brown and pomegranate for yellow. Synthetic dyes are used as necessary to achieve colors that cannot be produced with natural materials.
- Hand-spun wool absorbs dye unevenly to produce variegated color, known as abrash. This charming irregularity is a hallmark of rugs handmade from natural dyes.
- Depending on the weave type and intricacy of the pattern, rugs range from 120 to 275 knots per square inch.
- Weavers utilize a Turkish knot for all patterns except for the Gehry and Hadid designs, which are woven with a Persian knot.
- Rug pile height is 6-8 mm.
- The customer must select whether they would like the rug fringe to be tucked or exposed. If exposed, the fringe typically measures 3/4” long.
- The subtle “h” woven into the corner of each rug is ARZU STUDIO HOPE’s mark of authenticity and symbolically brings “hope” into every space.
- No modifications can be made to rug color, size or design.
- The Masters Collection is a limited edition, numbered collection, available by custom order only.
- Each rug is accompanied by a certificate of authenticity, artist statement, design specification card, artisan story, rug care instructions, and a special label adhered to the back of the rug.
- A quality rug pad is recommended in order to prevent unnecessary friction and wear. ARZU can have a rug pad cut to size to accompany the rug upon delivery. Pads are available for both hard surfaces and carpet.

Terms

- Coalesse standard terms and conditions apply with the following exceptions:
 - No order cancellations or returns
 - No warranty. Referral to local repair professionals available upon request.
 - MAP prices shown. Standard discount terms do not apply.
- Free shipping to contiguous 48 states.
- Pricing subject to change. Please call (866) 645-6952 for final pricing.
- Rug size may vary by up to 10% because of its nature as a hand-crafted product.
- Color may vary slightly due to use of natural dyes and hand-made process.
- Please call (866) 645-6952 for lead time estimate. Because ARZU rugs are handcrafted, lead times vary by size, knot count, and intricacy of the design.

Details

With Fringe*



Hanging Rings



Without Fringe



Rugs may be ordered to be hung on a wall. If specified, wall hanging rings will be attached to the back of the rug and will not alter the appearance of the rug. Upcharge applies.

* Available on Abrahamic Tribal Patterning 1 & 2 only)

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arzustudiohope.org

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