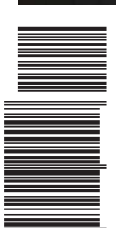


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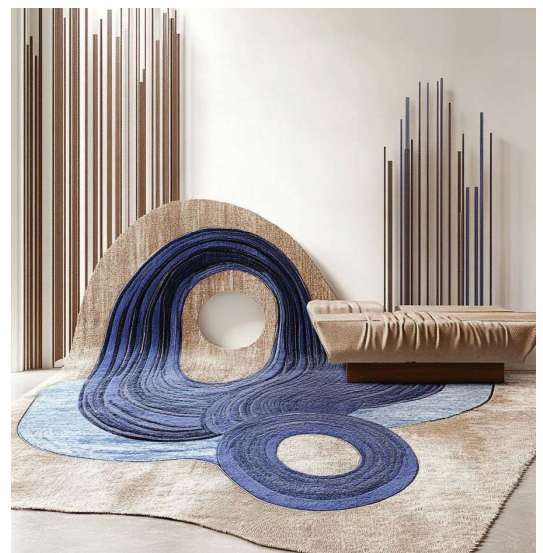
INTERVIEW WITH

GADI CARMEL

RUG DESIGNER AND CREATIVE DIRECTOR
AT RUGS&CO

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For those who don't know you, how would you introduce yourself and your journey into the world of design?

I come from the world of fashion design, where I learned the power of material, cut, texture, and movement. Over time, I realized I wanted to take those same principles—color, composition, and emotion—and translate them into interior spaces. The transition to rug design was natural: it's still about textiles and design, only on a different scale. I see it as a direct continuation of fashion—only here, the fabric wraps the space, not the body.

Why did you choose to focus specifically on rugs?

To me, a rug is a living creation. It ages, wears down, warms up through life itself—and that's the beauty of it. Unlike fashion, which changes constantly, rugs are made to last. I love their rhythm—the slowness, the depth, the chance to weave thought, emotion, and authentic material into the work.

When did you begin?

I've been in the design world for over 15 years, and in recent years I've focused on rug design. It all started from curiosity, and at some point it turned into a full passion. Along the way, I partnered with Nir, a creative partner who shares my vision. Together we lead ****RUGS&CO****, a brand that brings a new design language to the world of rugs. Our partnership creates a precise balance between design, management, and a personalized client experience.

What is the biggest challenge in rug design?

The challenge is to balance artistic expression with functionality. A rug must be a work of art, but also something that people live on—not just look at. I constantly explore how to preserve artistic depth without compromising comfort and spatial harmony.

Should a rug serve as a background or steal the focus?

It always depends on the space. In some projects, the rug takes center stage—a defining presence that shapes the entire space. In others, it serves as a quiet connector, a background that ties everything together. The goal is to find the right dialogue—knowing when the rug should speak and when it should listen.

What materials do you use?

I work exclusively with natural materials—wool, tencel, and silk. They give rugs life, depth, and authenticity. There's something honest about natural fibers—you can feel their breath. I believe high-quality material changes everything: it's both the foundation of aesthetics and the key to longevity.

What defines your signature style?

Asymmetry, calm, and harmony touched with a hint of imperfection. I'm drawn to designs that feel natural—as if they simply emerged that way, without striving for graphic perfection. My palette is usually soft, with subtle layers of color that tell an emotional rather than a purely visual story.



Do you have a guiding design philosophy?

I believe in the beauty of authenticity. Whether in fashion or rugs, I seek truth, not performance. For me, design is a language of listening—to the space, the person, the material. I don't aim to "conquer" a space but to create a quiet harmony—a feeling you want to live within.

What role does the rug play in the Israeli home, with its sunlight and humidity?

The rug has become an essential element in local design. It's not just decorative—it brings warmth, softness, and a sense of home. In Israeli culture, which is often fast-paced and loud, the rug softens the energy—it introduces balance and emotion. I collaborate with many designers and architects to create custom rugs for each space—tailored not only to the design but also to the climate and lifestyle.

What has been your most special rug or project so far?

There was a project where I designed a series of rugs inspired by the movement of water—each one born from an actual photograph of flowing

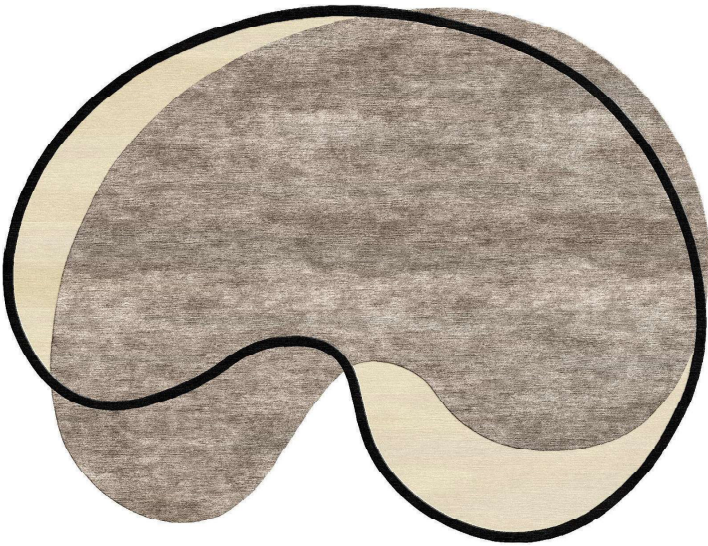
water. The process was almost meditative: observing, sketching, and translating motion into textile. It was a perfect blend of precision and freedom, control and release.

Who have you designed for, and who would you like to design for?

Over the years I've worked with a variety of clients, including artists, musicians, and creators—with whom I share a deep visual and emotional language. We're currently developing projects with several leading figures in culture and architecture (to be revealed soon). In the future, I'd love to collaborate with more musicians, artists, and architects—people who live by the sea, appreciate simplicity and materiality, and understand the depth of textiles.

How does your collaboration with architects and designers work?

Working with architects and designers is a core part of my daily life. We don't sell "ready-made" rugs; we design together—considering color, light, furniture, and atmosphere. I enjoy this dialogue—understanding the designer's language and intention behind each line or material,



and translating it into textile. Every rug is custom-made—whether for a modern penthouse, a seaside home, or a public space—so each project gains its own identity. This connection between material and architecture is where design finds real meaning.

What's new at RUGS&CO?

We're currently launching our new showroom in the design complex on Lehi Street, Bnei Brak—an important milestone for us. The 220-square-meter space was created around an experience of material, color, and light. We wanted to design not just a "rug store," but an inspirational space—a place where architects, designers, and private clients can feel our design language. The rugs are displayed freely rather than commercially—some hang on walls like artworks, others are laid on the floor or placed on natural surfaces, allowing the play of light and

texture from every angle. The entire space was designed with natural materials—wood, stone, mineral plaster, and textiles—to preserve the connection between material and person. It radiates calm, depth, and warmth, inviting visitors to simply enter, linger, and find the rug that feels right for them. Our goal was to create a multi-sensory experience—not just to see a rug, but to feel it. It tells the story of ****RUGS&CO****: a fusion of art, design, and genuine love for material.

If you weren't a rug designer, what would you be creating instead?

Probably music or photography—both exist in the same space of rhythm, emotion, and harmony. But in a way, I feel I'm already making music—only my notes are threads, shades, and textures.

