

RUGS LINEAR & HIVE

DESIGN BY  
ELIANE GERVASONI

FOR CHIC CHAM RUGS

CHICCHAM.COM  
ELIANEGERVASONI.NET

## CHIC CHAM RUGS

Nourished by her architectural aspirations, Eliane Gervasoni explores elementary forms and plays with the perception of space. Favouring primary colours and pure lines, she experiments with the relationship between empty and full, rhythm and silence.

For this first collaboration with Chic Cham Rugs the artist designed two rugs.

### RUG LINEAR

Limited edition, 170x240 cm, asymmetric 2020 - New Zealand hand tufted wool

The artist transposed a white ink drawing on black paper onto this asymmetrical carpet with a sequence of lines whose repetition produces vibrations and optical effects.

### RUG HIVE

Limited edition, 240x240 cm, 2020 - New Zealand hand tufted wool

Eliane Gervasoni has created a design composed of hexagonal elements. A structure with an open perspective. A play of forms like a mirror of emotions. A round and soft carpet. A space of freedom.

## CHIC CHAM RUGS

Chic Cham was born from an encounter between India and design, tradition and modernity. Created by Annabelle Dentan and Pauline Martinet, it is as brand of contemporary rugs, designed in Switzerland and woven ethically by hand in India. Chic Cham interprets fashion and trends and also invites local designers and artists, giving a contemporary identity to their creations. The production, meanwhile, is traditional and ethical, handwoven by weavers in India whose ancestral weaving knowledge confers character and quality. This mix between modern design and traditional weaving creates the identity and pride of the brand

Both rugs, LINEAR und HIVE have been on show during [Design Days - Parcours du design](#) in Lausannel. Now available at Chic Cham and online.

[www.chiccham.com](http://www.chiccham.com)

[www.elianegervasoni.net](http://www.elianegervasoni.net)

# BIOGRAPHY SHORT

# ELIANE GERVASONI

Born in Basel, Eliane Gervasoni lives and works in Lausanne. CH

Trained as an engraver, the artist is also active in drawing and photography.

Nourished by her architectural aspirations, she explores elementary forms and plays with the perception of space. Favouring primary colours and pure lines, she experiments with the relationship between empty and full, rhythm and silence.

Captivated by architecture, Eliane Gervasoni has taken inspiration from architect Louis I. Kahn's work and the book *Silence and light*. His philosophical reflections, spiritual search and desire for a materialized sensuality and symbolic presence of buildings moved her in particular.

Furthermore, also interested in experimental musical composition, she has been particularly captivated by John Cage's book, *Silence*, lectures and writings. Based on anarchist and Zen/Buddhist thinking, Cage often broke the rules and boundaries of traditional forms of expression.

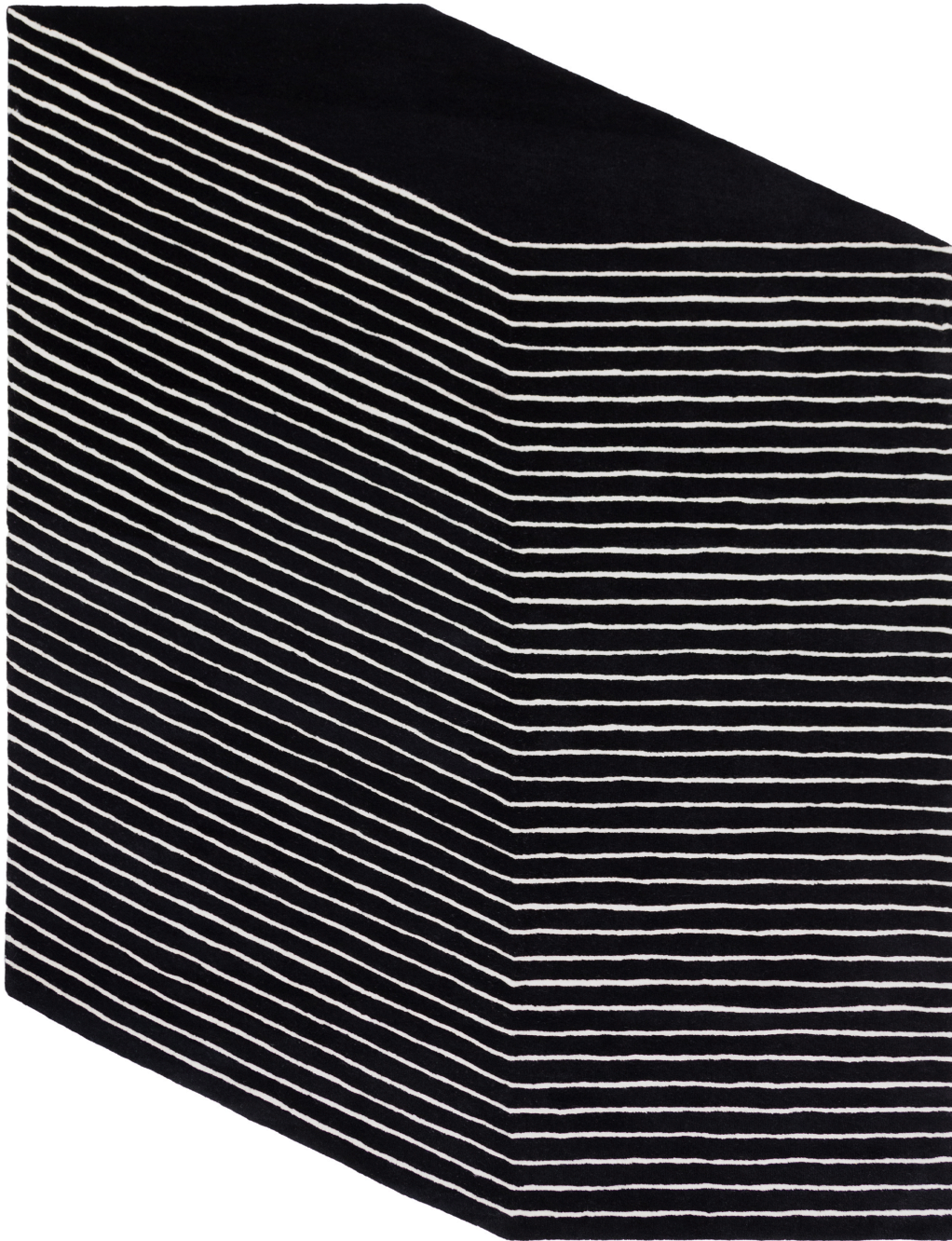
Based on her musical and architectural aspirations in printmaking, she started in 2012, a series of new drawings, experimenting with serial declinations and exploring simple forms and their evolution on black paper. With the repetition of lines, a sequence of white lines and their variations, she obtains vibrations and optical effects which enliven the works, making them sometimes two-dimensional.

She exhibits regularly in Switzerland and Italy.



RUG LINEAR

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[Chic Cham Rugs](#)



RUG LINEAR

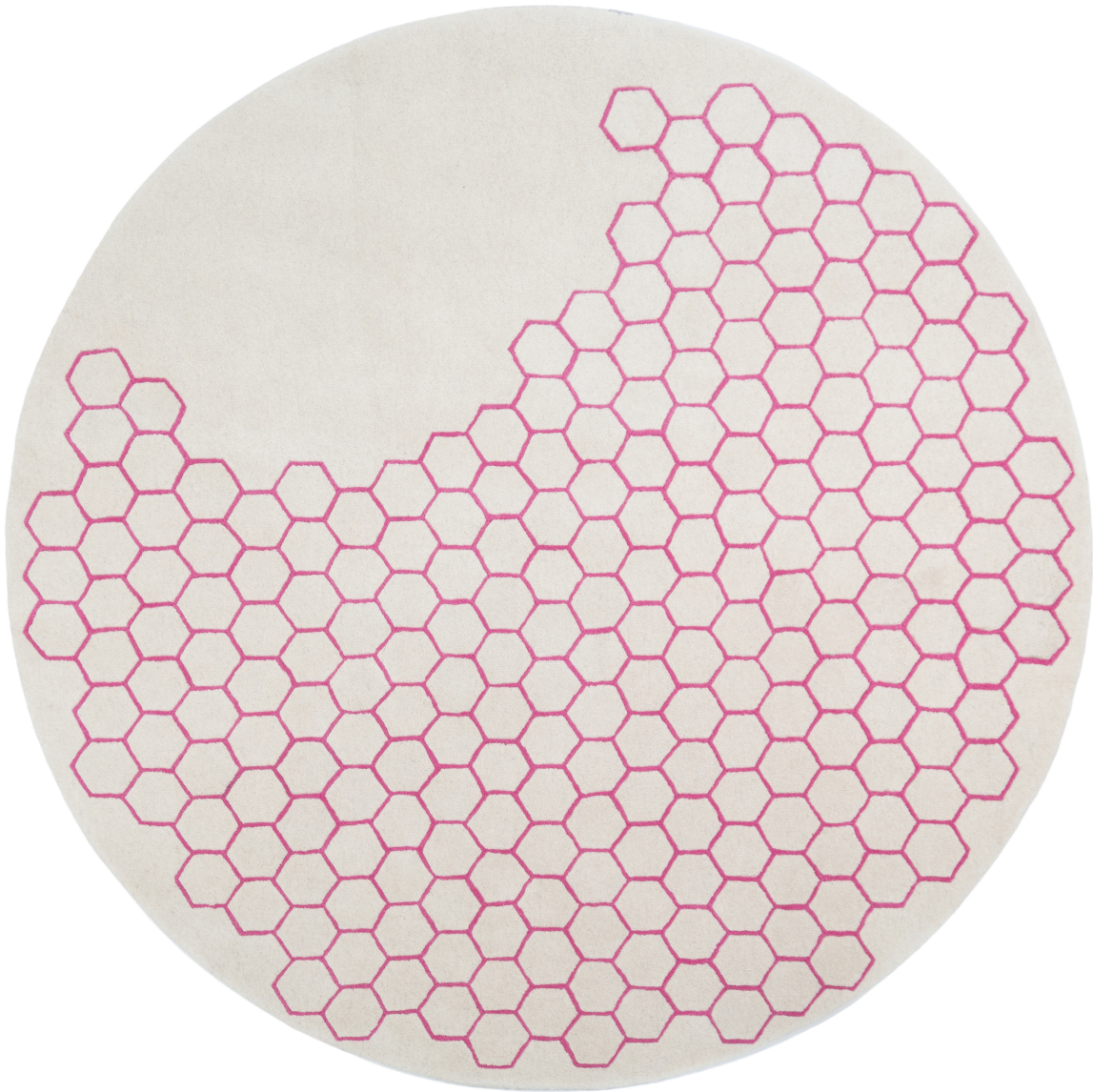
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RUG HIVE

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RUG HIVE

Limited edition , 240 x 240 cm, 2020.

New Zealand hand tufted wool.

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RUG HIVE

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RECHERCHER

LE DÉPOUILLEMENT

EXPÉRIMENTER

LE VIDE ET LE PLEIN

COMPOSER

LE SILENCE ET LE SON

CRÉER

LA LUMIÈRE ET L'OMBRE.

ENTRE TOUT CECI ET CELA,

L'ESPRIT S'ENVOLE

ELIANE GERVASONI