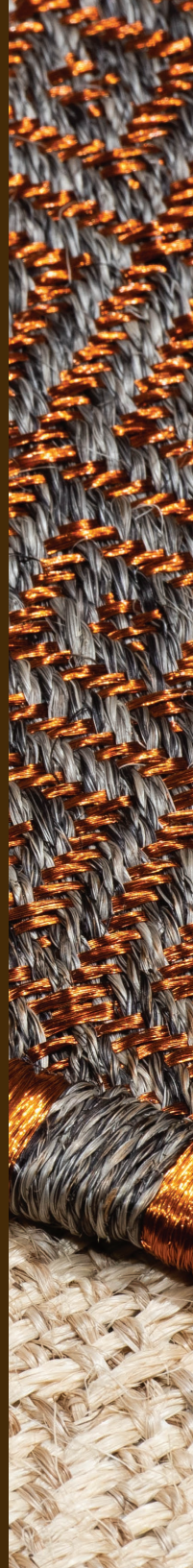


VERDI

BESPOKE RUGS
EXCLUSIVELY PRODUCED FOR

HOLLY HUNT





Medium Rhombus and Aluna Weaves



Natural Figue Fiber warp in loom



Olive Green Figue Fiber warp & Copper weft in loom

VERDI

VERDI is a Colombian multi-dimensional design studio specializing in innovative weaving techniques. They intertwine traditional organic fiber with metallic threads by hand, remaining faithful to the Colombian artistic practices upon which the company was founded. The result is revolutionary, inimitable rugs that effortlessly complement the extensive offerings in the HOLLY HUNT portfolio.



Natural Fique Fiber being prepared on the loom



THE VERDI RUG

At the heart of each rug are its humble fibers — from a native Colombian material called fique to alpaca wool, horsehair, copper and stainless steel — and the many hands that touch them on their journey.

VERDI's roots go back to 1995 when Carlos Vera Dieppa helped pioneer Latin American textile design. With the help of a local coffee-sack weaver, he developed a unique weaving technique on custom-built looms that allowed for the addition of metal, now a signature element of the VERDI rug. Today, the company is run by Dieppa's son, Tomás Vera, and remains committed to crafting exceptional, customizable floor coverings by hand.





LUME WEAVE - 100% Natural and White Alpaca Wool



LUMA WEAVES - Various custom blend Figue Fibers



KANASPI WEAVE - Figue Fiber warp & Alpaca and Stainless Steel weft



KANASPI WEAVE



OTOÑO WEAVE



OTOÑO WEAVE - Black-Gray Figue Fiber warp & Stainless Steel weft



MEDIUM RHOMBUS WEAVE - Hand bordered by artisans



CASABLANCA WEAVE - Natural Figue Fiber warp & Stainless Steel weft



CASABLANCA WEAVE - Copper warp & Gray Alpaca weft





MESETA WEAVE - Natural Fique Fiber & White Alpaca



KANASPI & CASABLANCA WEAVES – Fique Fiber, Copper and Stainless Steel



ALUNA WEAVE - Natural Figue Fiber warp & Black Acrylic weft



FIQUE PLANTATION - Colombian Andean Mountains
Curiti, Santander

"My hope is that, someday, Colombian design will not only be recognized for its craft and uniqueness but also for its inclusivity and sustainability, for how every Colombian designer takes it one step further to really help out his or her community. This is one of the core values that VERDI wishes to represent and the ultimate goal it wishes to pursue."

- Tomás Vera

SUSTAINABILITY

Every step in the process to craft a bespoke rug considers the extended VERDI family and the environment. It begins with the people in the town where fique is grown; VERDI supports local farmers and their families through an extended commitment to their businesses. When harvesting the fique plant, the farmers remove only the exterior leaves so the rest of the plant can continue to grow.

At their workshop, VERDI directly employs more than 45 highly qualified artisans and proudly offers a healthy, safe and positive working environment. They utilize non-toxic dyes that are human- and eco-friendly, as well as incredibly durable. Producing responsibly is inherent to the studio's conscientious approach to creativity and craftsmanship.



SUSU - Copper warp & 100% Alpaca weft
KANASPI - White and Natural Figue 6+6 warp, 20% Stainless Steel and 80% Natural Figue weft
SUSU - Natural Figue warp, 100% White Alpaca weft

MACORINA



Aluna Weave



Casablanca Weave



Daú Weave



Susu Weave

HERITAGE



Kanaspi Weave



M'S Weave



Medium Rhombus Weave



Otoño Weave



Rhombus Weave

SUI



Luma Weave



Meseta Weave

To view the entire collection, visit hollyhunt.com

