

Press Release

**THE CREATION - AN ART CARPET COLLABORATION BY ARTIST  
HORMAZD NARIELWALLA, ESSIE CARPETS and ACC ART, LONDON.**

For immediate release

Essie Carpets, 62 Piccadilly, Mayfair, London W1J 0DZ

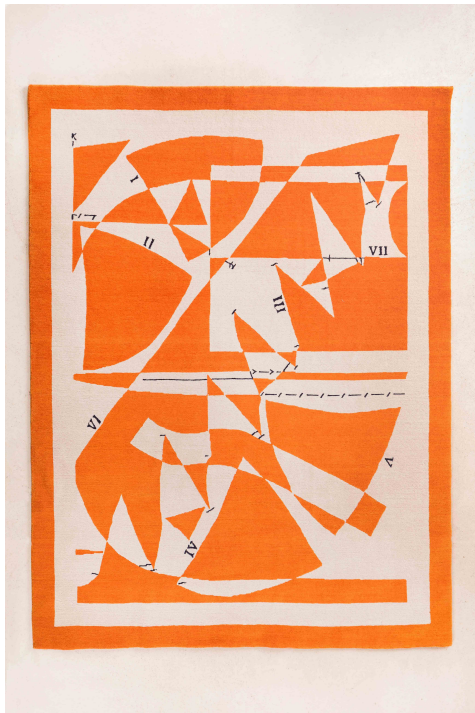


Photo credit: Rob Anderman Photography

This October, one of the world's prominent carpet experts and dealers Essie Sakhai of Essie Carpets in association with art advisor Astrid-Caroline Cole of ACC ART release the first art carpet - *The Creation*, in their collaboration with British Indian artist Hormazd Narielwalla. Under the supervision of Essie Sakhai, the hand-knotted carpet was woven to a dimension of 170 x 134 cms with three shifts per day, whereby it was possible to shorten the time of completion from around 2 ½ years to over nine months.

The *Creation* signifies "the action or process of bringing something into existence"<sup>1</sup> and depicts a geometric abstraction of one of Narielwalla's distinctive collages in a bright orange, framed by a monochromatic border and offset against a beige background quintessentially mimicking the background colour of the antique patterns the artist uses as source materials. Scattered throughout that negative space are seven unsorted

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<sup>1</sup> Oxford Languages

Roman numerals from I to VII. *The Creation* has multiple references from Biblical themes, to the number being culturally considered to be lucky, symbolising completeness and perfection in the physical and spiritual sense. While Shakespeare wrote of the seven ages of a man, the prime number has been significant since ancient times, prevalent in nature and religion likewise: from seven world wonders over seven oceans and continents to the creation of the earth and heavens by God within seven days.

*The Creation* also endeavors to not only bring together the East and West in respect to design and weaving, but also on a philosophical level. The Roman numerals found on the original pattern Narielwalla used to create the artwork, invites the viewer to reflect upon the meaning of time and space. Hormazd Narielwalla added: *"Textiles are a bit like trees: it really makes you understand the dimension of time and there is so much wisdom in both."* The numeral system, which originated in ancient Rome, and accepted throughout Europe perceived the notion of time as linear, moving forward in one direction without repetition. The focus is on the future, where time is considered to be a scarce resource. However, on the artwork the Roman numerals are laid out in an irregular manner that introduces non-linear concepts of time, such as the cyclical one that prevails in Eastern cultures. This concept is based on the notion that time repeats itself the way it can be observed in the day/night periods, or arguably the seasons. Hence the past is being given a high importance and time is being perceived as plentiful. Astrid-Caroline Cole explained: *"The influence of time plays such a crucial role throughout art history! Alighiero Boetti for instance created a series of embroidered geographical maps, but by the time they were completed, the political and geographical situation had already changed significantly compared to the start."*

## **NOTES TO EDITORS**

- *The Creation* can be viewed by appointment only at Essie Carpets, in line with the current Government Coronavirus guidelines. Please contact +44 (0)207 493 7766
- For more information and visual material on *The Creation* please e-mail [info@acc-art.com](mailto:info@acc-art.com)





Hormazd Narielwalla and the *Creation*. Photo credit: Rob Anderman Photography.



**About Hormazd Narielwalla**

Hormazd Narielwalla (born 1979) is a London based artist, who has pioneered abstract collages on vintage tailoring pattern to explore metaphysical questions. The Indian born artist is also the author of seven books and was awarded The Paupers Press Prize at the International Print Biennale. This year he has been shortlisted for the second most important art prize in the UK - *Trinity Buoy Wharf Drawing Prize*. His work is held in public and private collections worldwide, including the Victoria & Albert Museum, the Ben Uri Museum, the British Library, the Courtauld Institute of Art, Hackett Collection, Sir Paul Smith Collection. He also holds a PhD from the University of Arts, London. More on Hormazd Narielwalla can be found under [www.narielwalla.com](http://www.narielwalla.com).

**About Essie Carpets**

Born into a family with a long history of dealing in Persian Carpets dating back nine generations to 1766, Essie Sakhai is one of the world's foremost carpet experts, collectors and dealers. Various pieces of Essie's collection have featured in numerous museums and exhibitions around the world; including the 'Fabric of Life' exhibition of the Sakhai Family Collection opened by HRH Prince Charles. Essie Carpets has collaborated with renowned global brands including Gucci, Paul Smith, Disney, and London and Paris Fashion Week. Essie is also the author of three books in which he shares his extensive knowledge on the subject of Persian and Oriental carpets. More on Essie Sakhai can be found under [www.essiecarpets.com](http://www.essiecarpets.com).

**About ACC ART**

Astrid-Caroline Cole is the founder of ACC ART, a London based art advisory firm, which the German born Astrid-Caroline set up after she studied Diplomacy in Mainz and Geneva and had worked for the German Embassy in Paris. Astrid-Caroline mostly deals in the secondary market and is advising some of the top 200 art collectors internationally, for which she has successfully transacted multi-million dollar deals. In 2016 she was the art advisor for the Cinema For Peace Foundation and sourced art for the CfP auction gala at The Hague, which was hosted by Sharon Stone. In 2018, she was featured in the HBO art documentary "The Price Of Everything". In 2019, Maurizio Cattelan and Martin Parr took photos of her for their photo book "Toilet Martin Paper Parr". More on ACC ART can be found under [www.acc-art.com](http://www.acc-art.com).





Detail of the *Creation*. Photo credit: Rob Anderman Photography