

21 August 2008

By: Elena Gorgan, Life & Style Editor

Bacio
Roubini

[Luxury Roubini Fornasetti Rugs for Your Home](#)

Walk on the best of the best

Artwork should, and is, generally displayed everywhere else than on the floors of the apartments or houses we live in. Enter Roubini Rugs, the famous manufacturer and retailer of "works of art" that are just ideal for you to tread on: handmade rugs. Now, with the recent introduction of the new Fornasetti collection, art and fashion have come to meet and, at the same time, acquire a whole new meaning. With considerable experience in the industry, spanning over 25 years, Roubini is known for its several collections of rugs usually inspired in the works of painters, sculptors and even fashion designers. The Fornasetti collection is no exception - which is why it's perfect for anyone looking to express their strong personality and individuality. The ultra luxurious hand-woven rugs can be purchased from a few high-end department stores and interior design houses from NYC. If you can afford them, of course. Based on the most famous works of Italian painter, sculptor, engraver and interior decorator Piero Fornasetti, the rugs in the new Roubini collection retail for a starting price of \$2,900, for the smallest sized one. However, the manufacturer assures, you can also customize the pattern that you like to best fit your home - which will bring the overall costs to about \$24,000. Then again, they don't call them "luxury" rugs for nothing. With all that, it's not only the pricing that sets the Fornasetti rugs apart from other similar products, but also the fact that they are hand-knotted of natural wool and silk in the company's own factory in China. And then, there's the design on them, which is as close as you can get to a truly original piece of art for your floors. "We worked in collaboration with Mr. Fornasetti in Milan. We went into his design archives and created about 30 patterns that cover different influences of his work." Jonathan Roubini, VP of the Roubini said when queried on how the idea for the new rugs came into being. Below are some of the patterns included in the Fornasetti collection. If you're not yet convinced that they're just the thing to turn your house into a truly bold statement in terms of interior design, [here](#) is where you can see more of them.