

#2

A woman with dark hair, wearing a light blue button-down shirt and light-colored trousers, is sitting cross-legged on a black and white striped blanket in a field of tall, dry grass. She is holding and reading a small book. To her right, a small woven basket sits on the blanket. The background is a vast field of tall grass under a soft, warm light, suggesting late afternoon or early morning.

SIRECOM

JOURNAL #2. WHEN THE WIND SETTLES, THE STORYARC, HOMEGAME, SEALINE BY LAND

WHEN THE WIND SETTLES THE STORYARC HOME GAME SINTESI LETTERA LIBERO SEALINE BY LAND





.COM

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In order to guarantee the best possible experience, visits to our showroom in Concorezzo are managed by appointment. We therefore invite you to contact us by writing to info@sirecomtappetiitalia.com or by calling +39 02 92108484.



Since 1976 Sirecom is specialized in the production of entirely customized and tailor-made rugs.

A long journey started over 45 years ago, along the coasts of India and the highlands of Nepal, searching for the finest fabrics and the noblest techniques.

Treasures were disclosed and eventually brought back home to be interpreted again from within the cradles of modern design.

The upturning role of the rug as a form of art and expression of contemporary design can nowadays be considered an international trend, but back in the 70's when our journey started, it was perceived differently:

rugs represented culture, above all. In our eyes, rugs still involve a presence, a statement coming from distant lands where time flows differently and where we are headed to, searching through the Terai region in Nepal and the Uttar Pradesh and the Rajasthan in India. Everything we heard along the way was resounding millenary melodies, every gesture was the heritage of culture, such as the sublime refinement of both techniques and materials.

We visited villages and explored the wild searching for fabrics, but what we brought back home was way more valuable. Those initial travels became a chance to discover the quality of hand-made rugs and to pursue the perfect texture. That was how it started. Along the way and through the years design evolved and so Sirecom responded with its characteristic shapes expressing feelings and ideas in wefts.

The epicenter of Europe, Design and Fashion is what we call home. Milano is the heart of a unique culture for design, a city where Bauhaus and Cubism echoed the historicity of Bizantine flourishing and Roman aesthetics.

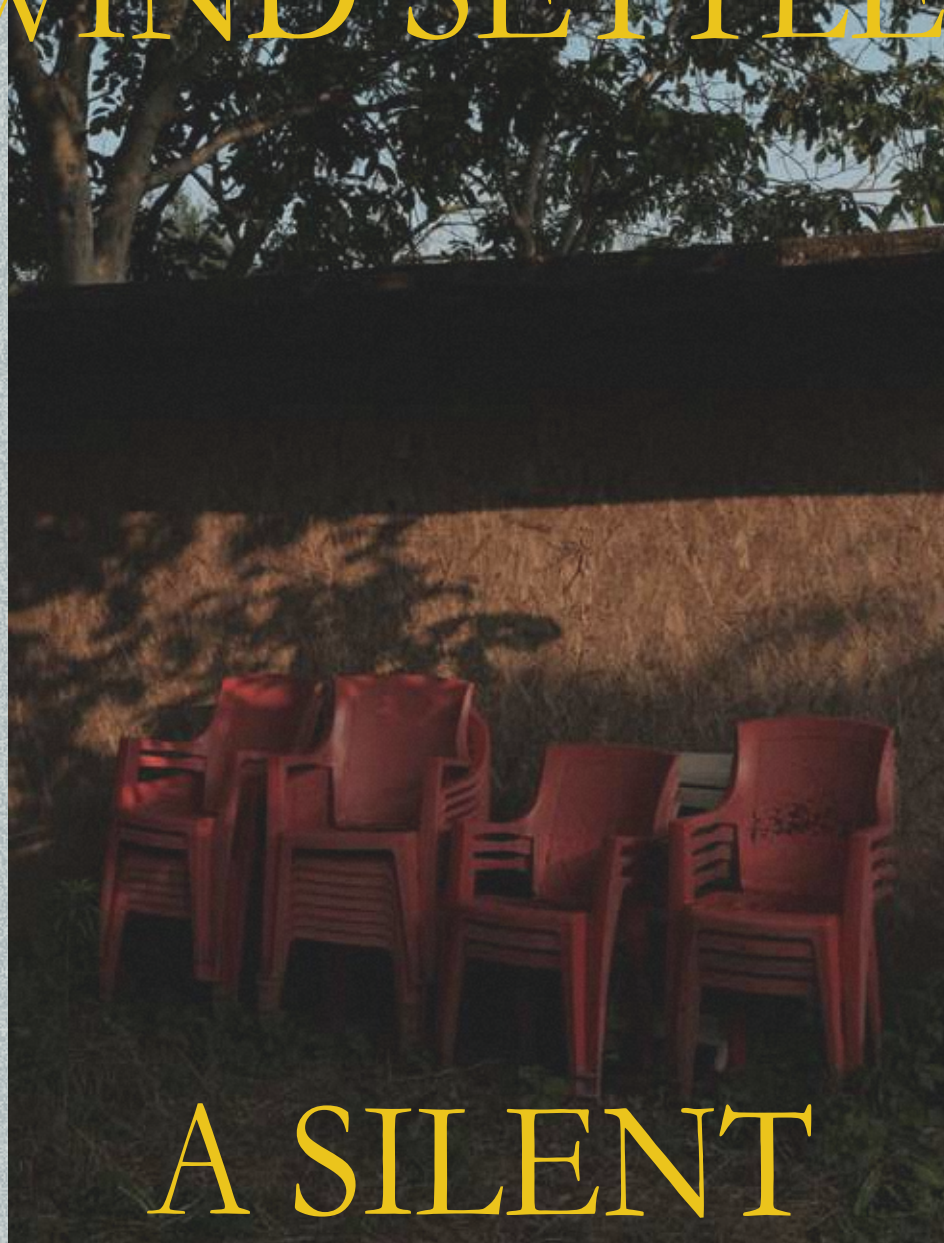
Here we observed ancient codes and values through the lens of a modern sensibility where living is an art.

Leaders of the sector, Sirecom collections become the expression of innovative interior design with materials that create the frame for customized surroundings.



The story of a late summer sun, of brotherhood and paths sewn together in a quiet accordance.

WHEN THE WIND SETTLES



A SILENT RESONANCE

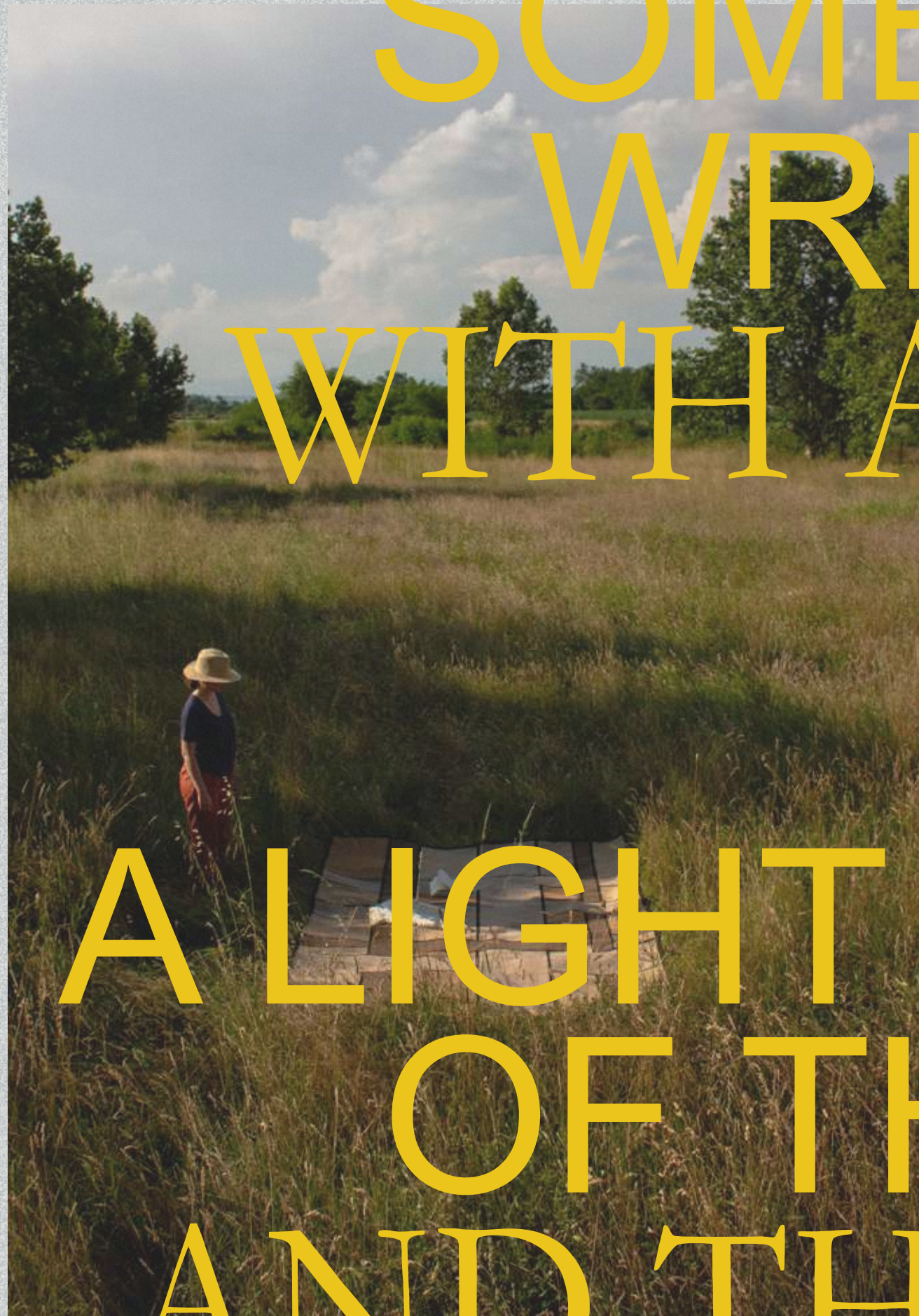
Invades the horizon. When the dust settles, when the wounds need no more tending, and the scars need no more healing. That silent resonance is the breath we

breathe, the glance we take. When the sun hangs low in the sky, casting long shadows across the land, there exists a story woven from the threads of brotherhood.



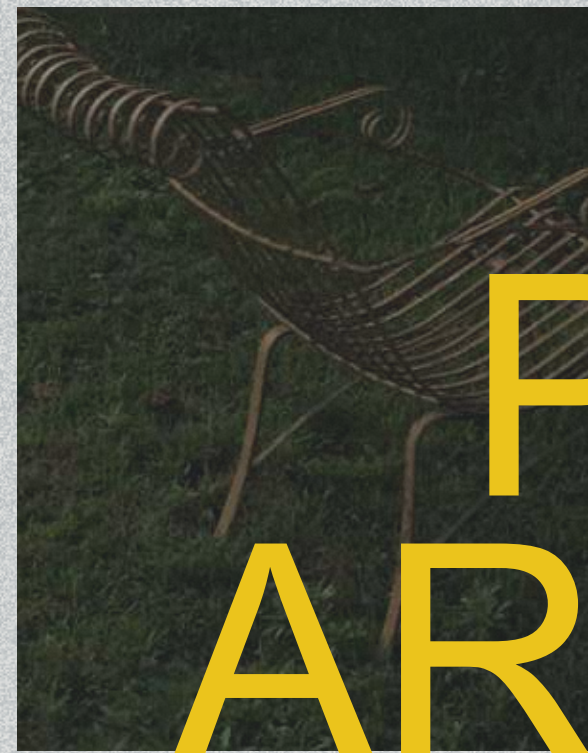


SOMETHING
WRITTEN
WITH A PENCIL



A LIGHT DRAWING
OF THE SKY
AND THE FIELDS.





PENCIL LINES
ARE TIME PIECES
INTENDED TO
BE TAKEN



AWAY

WHEN THE WIND SETTLES

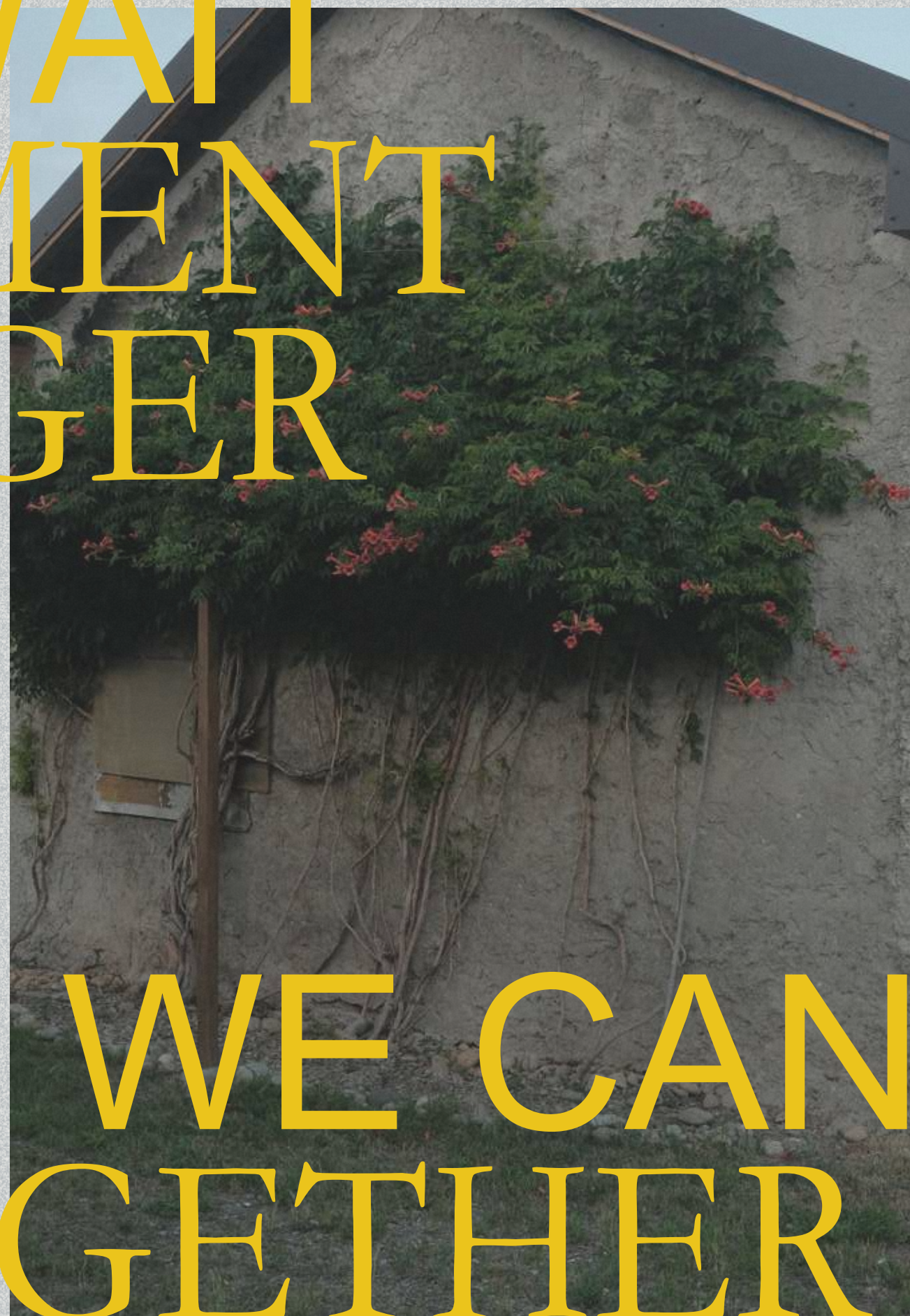
SOMETHING YOU
CAN REFER TO
WHENEVER
YOU FEEL THE NEED,
SOMETHING YOU
CAN CALL HOME



SO WAIT
A MOMENT
LONGER



AND THEN WE CAN
LEAVE TOGETHER

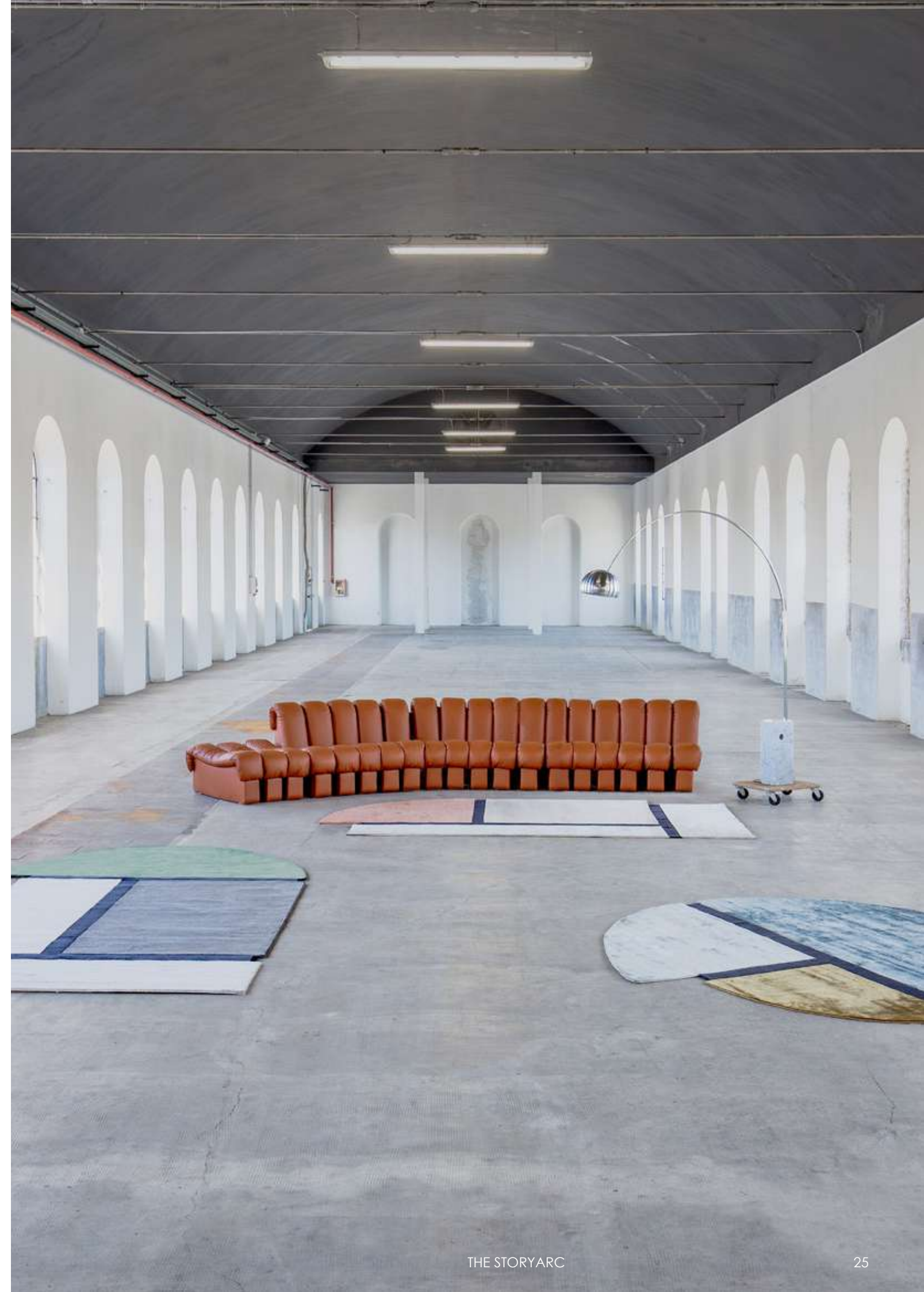




THE STORYARC

There are moments
that connect every story,

And there are stories
connected by a moment.





Island Collection,
Hand-made, bamboo silk, wool
designed by Dainelli Studio



Shogi Collection.
Hand-made, bamboo silk
designed by Dainelli Studio



Monoscopio Collection,
Hand-made, bamboo silk, wool
designed by Dainelli Studio



Nube Architettura uses architectural research as the foundation of its design process to integrate rugs seamlessly within living spaces. The studio's aim is to conceptualize carpets as highly adaptable creative components, shaping their design through a volumetric and sculptural approach, counterbalancing conventional graphic representations. To achieve this result, Nube concentrated on material and technical aspects, identifying the design's focal point in the characteristics of the carpet material. Collaborating closely with Sirecom and Nepalese artisans, the studio drew upon a diverse array of techniques. The culmination of this effort is reflected in three novel collections, wherein the rug is perceived as an integral element of the space, enhancing and safeguarding designated areas while facilitating fluid movement within its vicinity. The color palettes of these collections are meticulously curated to be tone-on-tone, strategically harmonizing with the inherent luminosity of the spaces by alternating between brilliance and opacity.

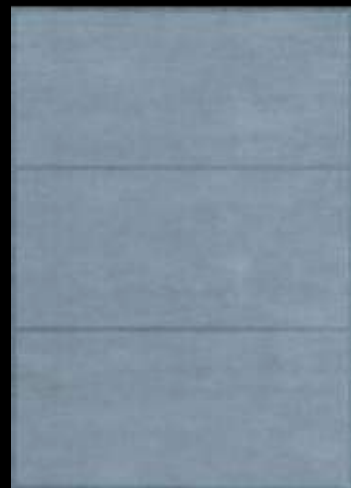


SINTESI

Sintesi Collection, New Zealand wool+bamboo silk, hand-knotted 100-knots: (1) Sintesi 26, (2) Sintesi 27, (3) Sintesi 29, (4) Sintesi 48, (5) Sintesi 79, (6) Sintesi 82. Designed by Nube Architettura.



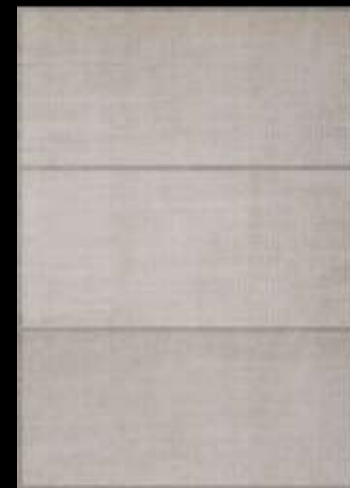
(1)



(2)



(3)



(4)



(5)



(6)

Minimalist blocks of regular volumes accented with luminous lines serve as the cornerstone of the concept. The inspiration behind the “*Sintesi*” collection derives from the reinterpretation of basic geometries such as cubes, rectangles, and slabs, evoking clear architectural influences. These elements are employed to imbue the environment with a functional modular coherence.

The repetitive arrangement of these blocks accentuates the simplicity and uniformity of the shapes, while instilling a sense of rhythm and spatial progression. Principal volumes crafted from New Zealand wool are intersected by delicate luminous corridors achieved through the use of bamboo silk and precise cutwork at varying heights.



LETTERA

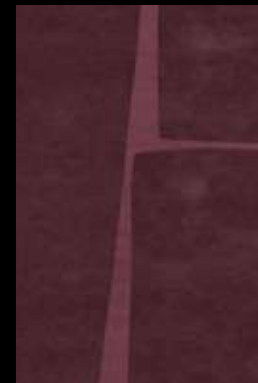
Lettera Collection, New Zealand wool+bamboo silk, hand-knotted 100-knots: (1) Lettera Blu Chiusa, (2) Lettera Gialla Chiusa, (3) Lettera Rossa Chiusa, (4) Lettera Verde Chiusa, (5) Lettera Blu, (6) Lettera Gialla, (7) Lettera Rossa, (8) Lettera Verde. Designed by Nube Architetture.



(1)



(2)



(3)



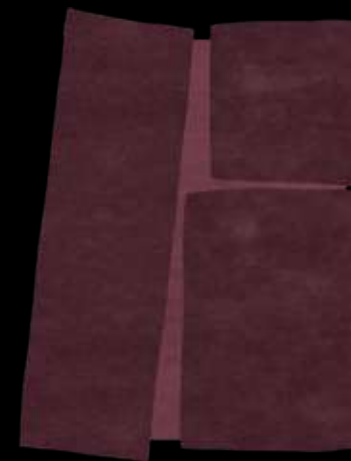
(4)



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(7)



(8)

A missive to the cosmos, where the essence of simplicity converges with the extraordinary. This collection embarks on a journey beyond mere symbolism, embracing volumes liberated from the constraints of conventional forms. Illuminated by the radiance of bamboo silk, a luminous bed serves as the focal point, crowned by irregular, sinuous, and opaque volumes that transcend the confines of predefined contours, forging new rhythmic patterns. Central

to the ethos of the “*Lettera*” collection is the aspiration to craft an element that seamlessly integrates into the living environment, imbued with character and poetic resonance. Hand-knotted from 100-knot New Zealand wool, expansive opaque stones hover delicately on the surface, effortlessly approaching, retreating, and intertwining with one another.



LIBERO

Libero Collection, hand-knotted 100-knots: (1) Libero Gesso, (2) Libero Nebbia, (3) Libero Sabbia, (4) Libero Tortora.
Designed by Nube Architettura



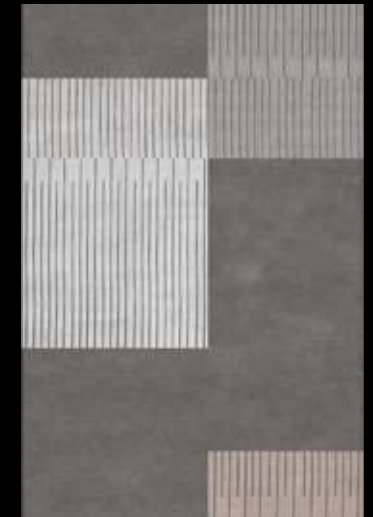
(1)



(2)



(3)



(4)

Natural gesture to restore a free element. “*Libero*” embodies a sculptural gesture of reduction, wherein material is selectively removed to unveil its essence. Here, expansive areas of bamboo silk gleam, juxtaposed against an opaque backdrop of New Zealand wool. The interplay of brilliant irregular lines crossing the rug stems from a quest for a natural flow, imparting both

subtlety and dynamism to the space. The collection achieves a delicate balance between functionality and organic allure through the interweaving of various techniques. The alternating heights, meticulous manual knotting, and reinterpretation of the traditional abrash technique on wool imbue the pieces with a rich patina, evoking a sense of preciousness.

SHOGI

Discover our
Shogi Collection

Designed by
Dainelli Studio





The refined use of hand-loomed bamboo silk informs the essential rhythms of the collection. Inspired by the movements of the chessboard, Shogi defines the aesthetic synthesis of colorful and discreet harmonies capable of accompanying every living activity in an elegant and sophisticated way. The carving bas-reliefs whisper a dynamic attitude in the softest shades, while the blocks of color in her heart shine the technical art in the juxtaposition of twisted and knotted.



(1)



(2)



(3)



(4)

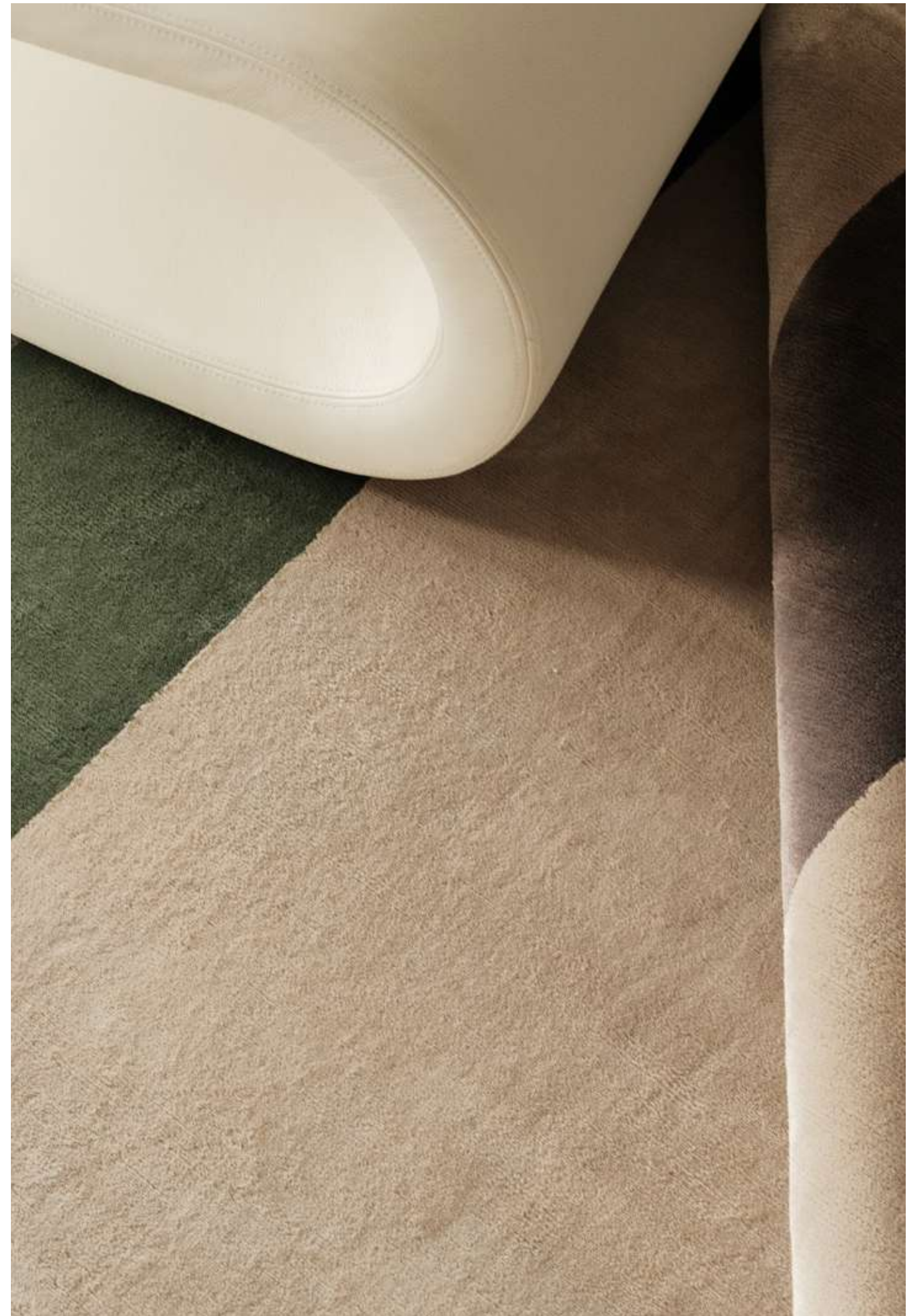
Shogi Collection: (1) Shogi Checkmate, (2) Shogi Kingwalk, (3) Shogi Dama, (4) Shogi Queenwalk



H O M E G A M E



A gentle, never intrusive presence makes Island the perfect modular or monobloc solution for creating contours, tracing a path and outlining perspectives both in large, welcoming environments and in intimate spaces. Together with a continuous search for new nuances, the play of volumes and bas-reliefs generates the features of a modern and distinctive iconicity.





On the left, Stardust Gypsum. The textures are made to resemble the sectioned minerals and precious stones like marble, amethyst quartz, agate and pyrite. The interlaced Bamboo and Wool yarns create the rhythmic structures alternated with a background in bas-reliefs. The design modulate light and shadows over three different layers of width to emphasize the shiny yarns and vibrant tones.
On the right, Horta, Composizioni and Face Reloaded collections.



On the left, Prospettive Orange by Dainelli Studio. The textures are made to resemble Openings in our living spaces and within fragmented horizons. Prospettive are the design investigation over the geometrical technique that allows a flat surface to represent plans that correspond to direct, orientated or distant images. A collection of rugs and the ambition to become a model of living by opening up our living spaces.

On the right, Island, Filigrana and Stardust collections.



LUPETTATELIER

SARNICO PROJECT

Inspired by the saturated colors of the lake, with local and raw materials. The project focuses on the paths and the staircase that connects the two floors, the true protagonists of the architecture. A period villa from the last century on Lake Iseo, inherited by a young couple who wanted to bring back the charm of times gone by with a touch of eclecticism and colour.

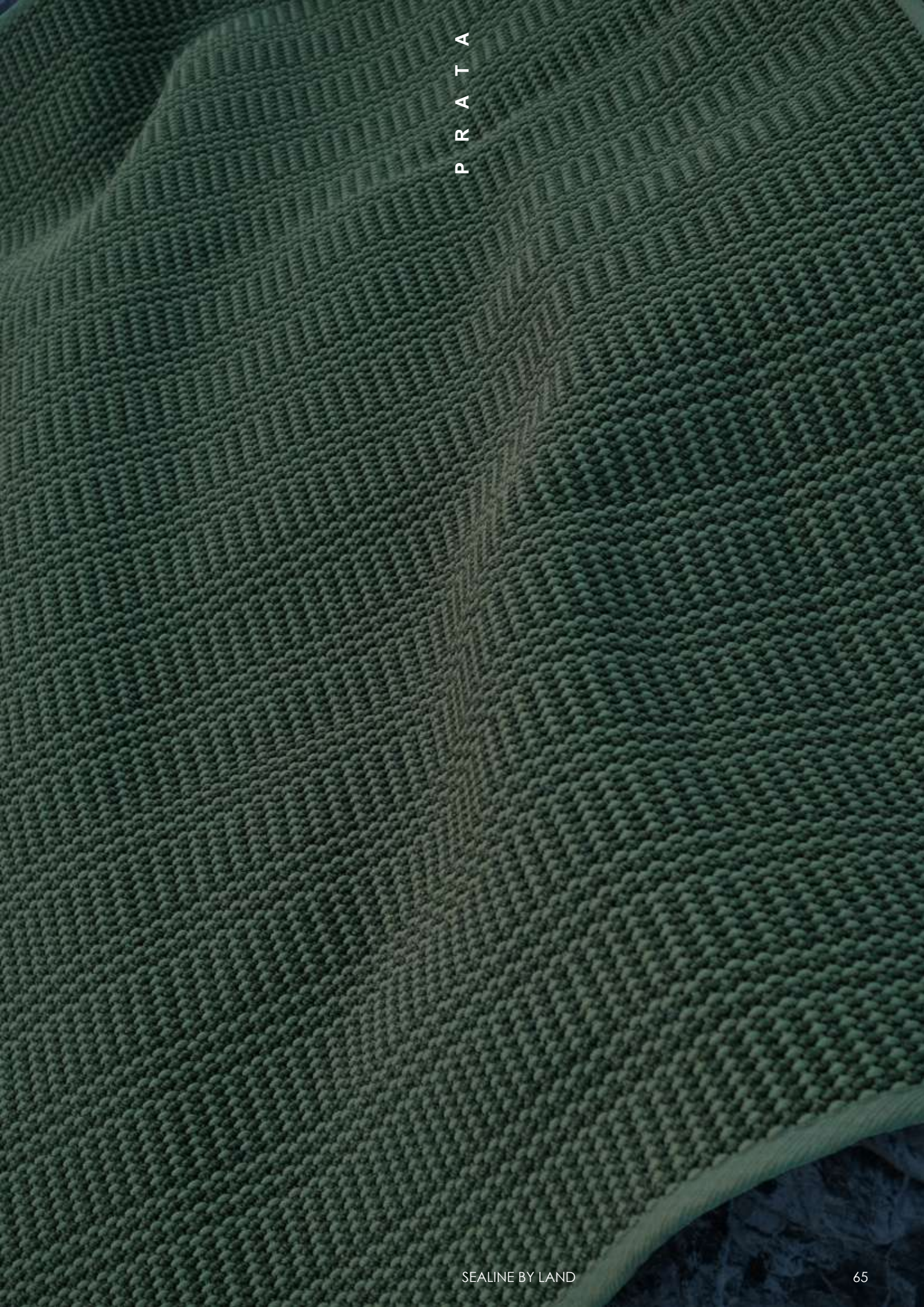




SEALINE BY LAND



L A N D



P R A T A



We headed south-
west at the earliest
lights of the day from
the plain horizon.
Streets soon
became tortuous
ways and strange
steely buildings with
silvery chimneys
started populating
the hills. Alive, metal-
lic monsters fought
against little houses
that strenuously
defended the LAND.



As we got closer to the sea from every rooftop and every window a colourful square appeared, segments of colour soaring to the sky followed us. Green, red, brown and yellow flying pixels as if the atmosphere was loaded with too many memories, too much detail.



S O L E

Discover

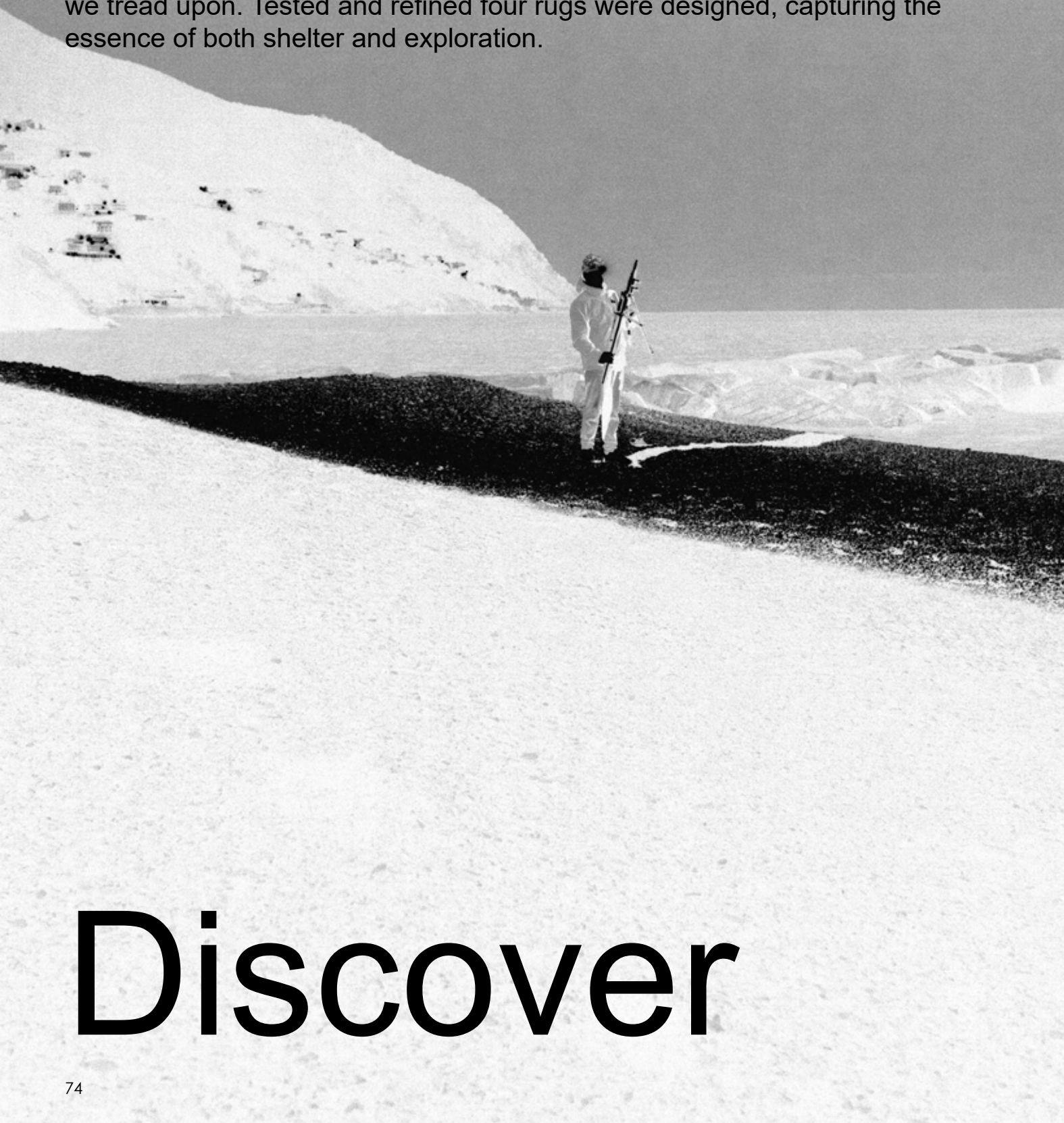
L A N D

LAND

These rugs stand as guardians of outdoor spaces, meticulously crafted to serve as both shields and symbols of protection. They are imbued with the essence of talismans and amulets, woven with the purpose of safeguarding their surroundings. Designed to seamlessly transition between indoor sanctuaries and the rugged terrain of the outdoors, each LAND rug embodies resilience and versatility.

Every thread tells a story of endurance, as these rugs undergo rigorous trials amidst sands, fields, and rocky landscapes.

LAND rugs are not merely decorative pieces but bearers of the journey, each pattern and motif etched with the imprints of the earth's strata and the paths we tread upon. Tested and refined four rugs were designed, capturing the essence of both shelter and exploration.



Discover



LAND



P r a t a



F i e n o



S t e p p a



S o l i e

Available
Online

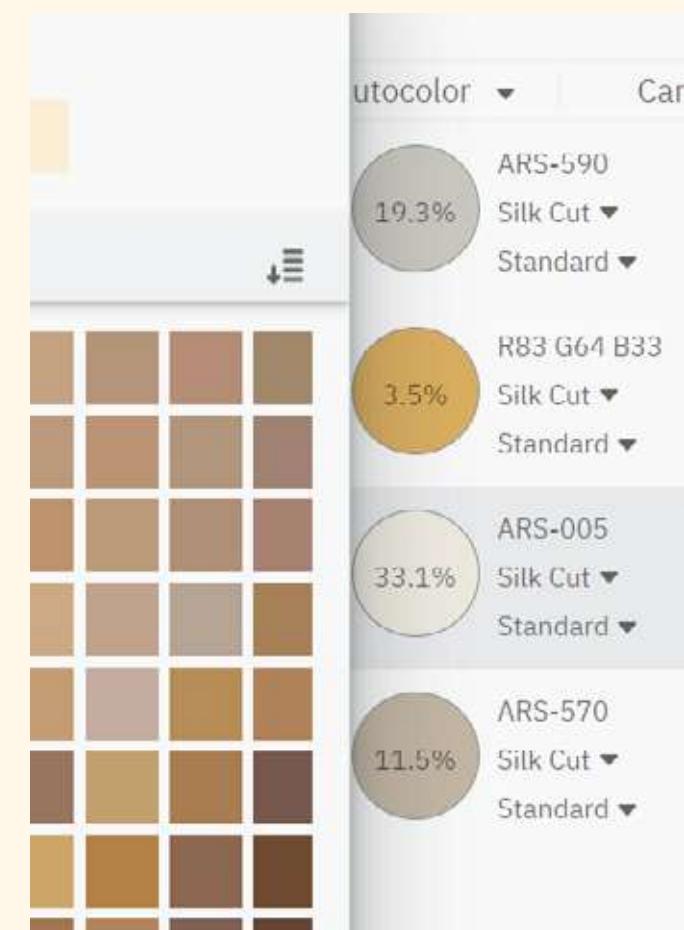
Sirecom
3D Configurator





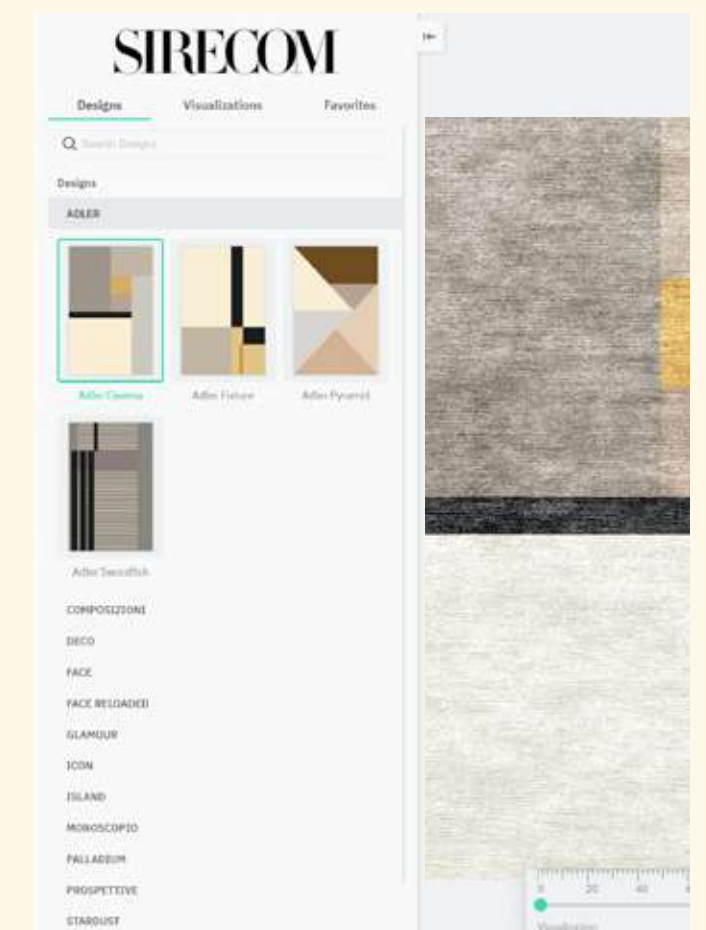
ABSOLUTE
CREATIVE
FREEDOM

Our configurator available online allows you to choose and view the desired finishes and compositions in real time.



- 4K quality real-time rendering
- More than 2000 colors
- Custom Technique on every layer
- Over 130 configurable products

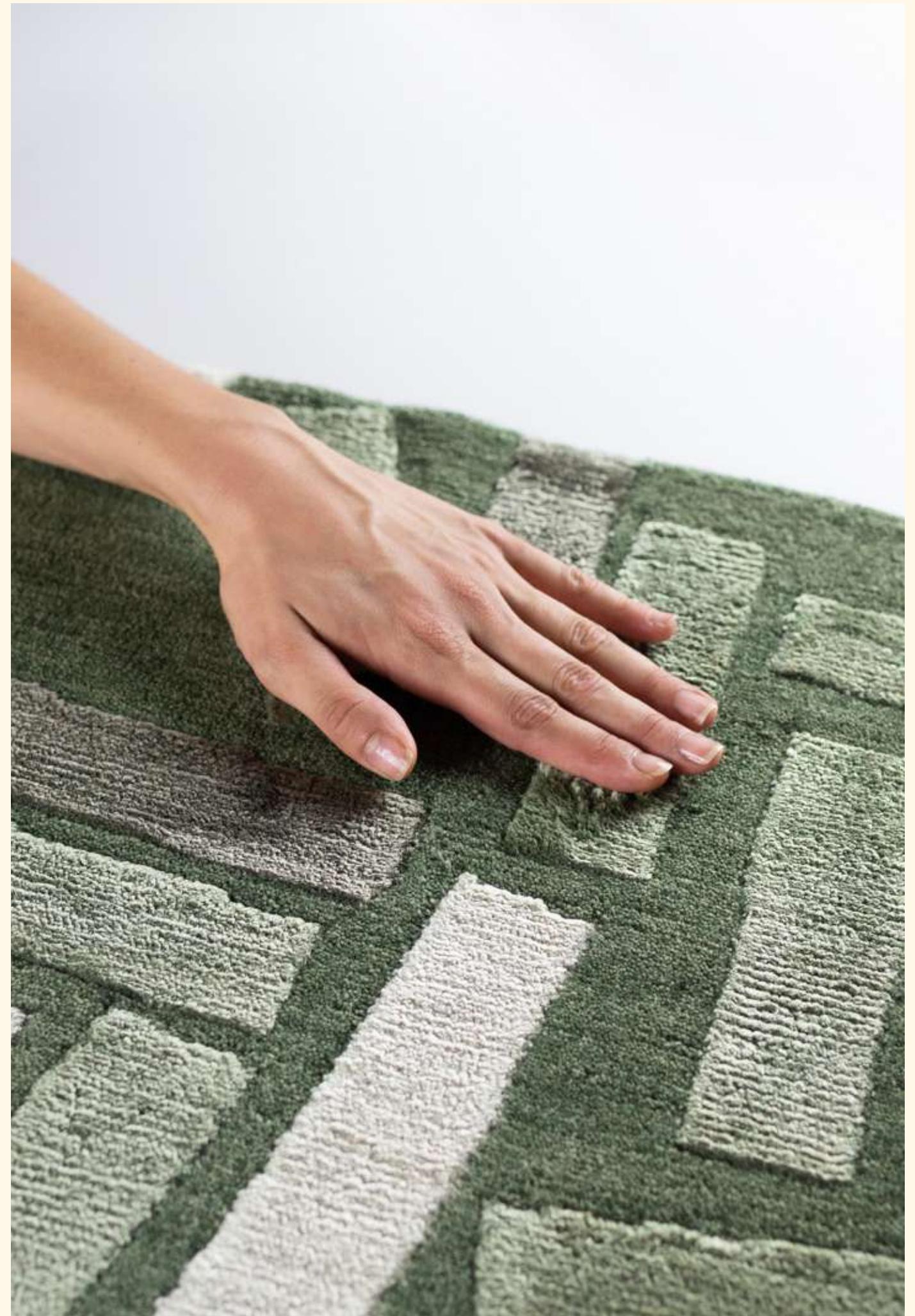
Designed to plan interior design and connect tailor-made customer needs with the highest quality 3D output. The “Visualizations” section allows you to insert your project into environments such as Living, Dining and Night. Once set, you can change the size, orientation and position of the carpet using simple commands. Choose from over 130 products from our collections and customize every detail, from color to size, from techniques to materials of each level of the carpet.



- 24/7 access to Sirecom library
- Infinite modularity and space mobility
- Size configuration possibilities
- Save and Shop your favorites designs

Sirecom custom made services reflect the unique style requested by our clients supporting architects and interior designers through the entire creative process.

Over the years, Sirecom have developed Collections as a research, an investigation over particular compositions of shapes, chromes, and materials in relation with private and common spaces. The collaborations with different designers always aimed at depth analysis of contemporary sceneries and eventually resulted in a wide expertise we offer over the customization process: the ultimate research for identity and quality. To us, rugs define the tunefulness among the polyphony of the decor elements and the character of the home. Natural colors recalling the nuances of the earth can help to make the environment more welcoming, the behavior of different materials in relation with light can pronounce a different statement. Geometrical or sinuous contours sounds differently as well as the use of different width layers of the rugs itself. Thanks to the durability and quality of handmade rugs and the search for original codes, our approach is now focused on the dialogue: our specific expertise is in service of clients and designers whose identity must resound within exclusive and luxurious environments. Through the intervention of design and the continue endeavor for the handmade value, Sirecom cherishes harmony in space offering textiles that can enfold the environment with the quietest magic. Rugs creates contours, draws a path and outlines perspectives. In our home can turn the visual impact of the environments they are located in, giving character and style to our rooms, infusing warmth and atmosphere. Rugs tell stories, the result of the encounter between ancient craft techniques and contemporary design. Design is - now more than ever - the assertion of an identity, a sign that helps for finding ourselves in spaces. Interior elements are the bonding agents among all the different functionality and needs our routine needs to satisfy. These objects become a reminder for ourselves, capable of connecting every area with a deeper and more valuable meaning.





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Dainelli Studio, Nube Architetture, Lupettatelier,

with thanks to
Arredamenti Perego, Archilogo



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