



Hands®



# Hands®

FINE HANDMADE CARPETS SINCE 1881



New Delhi | Mumbai | Hyderabad | Dubai | Singapore

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**2023**

# 1881



Disclaimer: This is not a financial product or service. It is not intended to be used for investment purposes.

The journey of Hands dates back to 1881. A surprise discovery of an artistically gifted carpet weaving community of Bhadohi, a tiny hamlet in the ancient city of Varanasi, by A. Tellery, pioneered the trend of masterfully created handmade carpets in the country. Over the years, Hands has become synonymous with craftsmanship that constantly redefines timeless essence of luxury and indulgence.

Since its inception, Hands has spent over 141 years crafting the most beautiful carpets, perfecting the art of handcrafting intricate designs with transcendent quality. Hands rugs are crafted by skilled artisans who produce every imaginable type of carpet, from Persian masterpieces over 13 years in the making, with a breathtaking 4900 knots per square inch, to out-of-the-world contemporary rugs.

"At the heart of the Hands enterprise is a set of values that really make us what we are. Originality, craftsmanship, transparency, a desire to achieve impeccable quality, and an understanding that every carpet is an expression of individuality."

- **Mr. Ravi Patodia, Chairperson.**



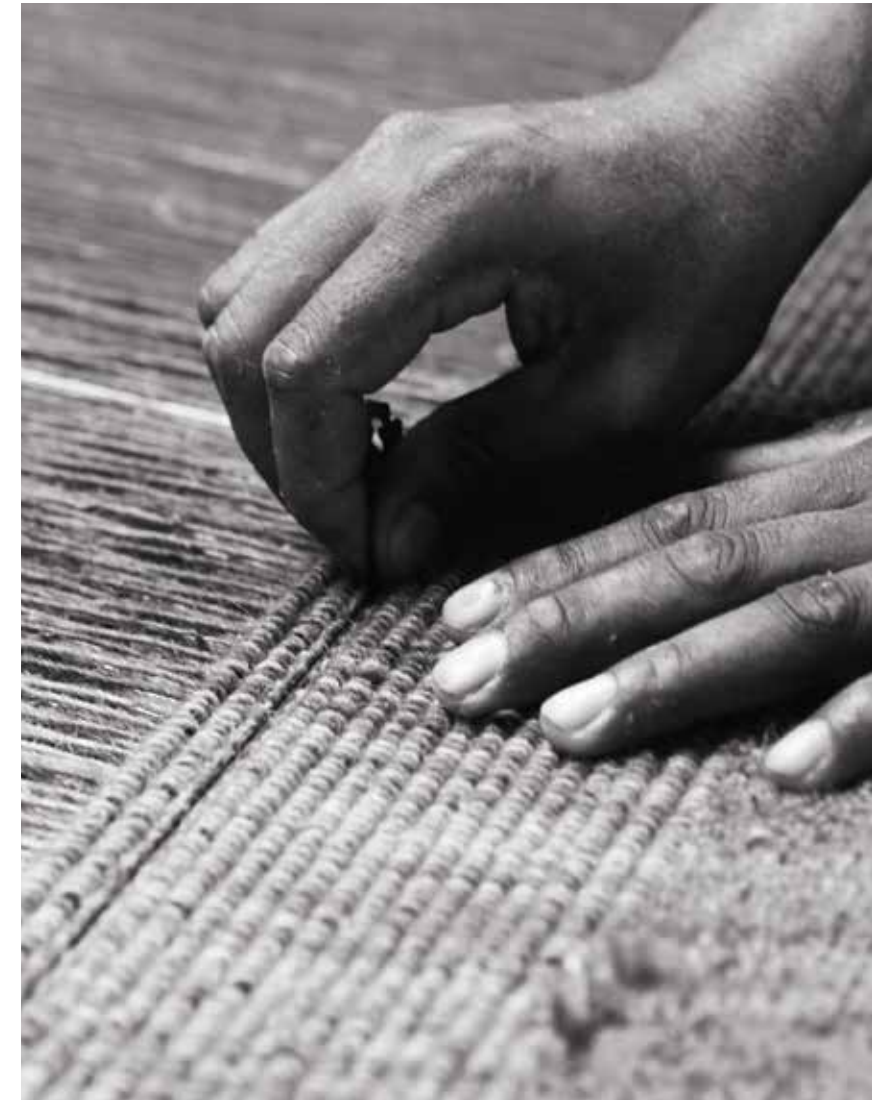
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# OUR PHILOSOPHY

Each Hands carpet is handcrafted by skilled artisans with techniques handed down by generations of carpet makers and refined over the years. Crafted using some of the finest materials sourced from various parts of the world and in India, including fine silks and wool from New Zealand, a Hands carpet lasts for generations.

Handknotted carpets  
Handtufted carpets  
Flat weaves and kilims  
Handloom broadloom

**CRAFTED BY HANDS**

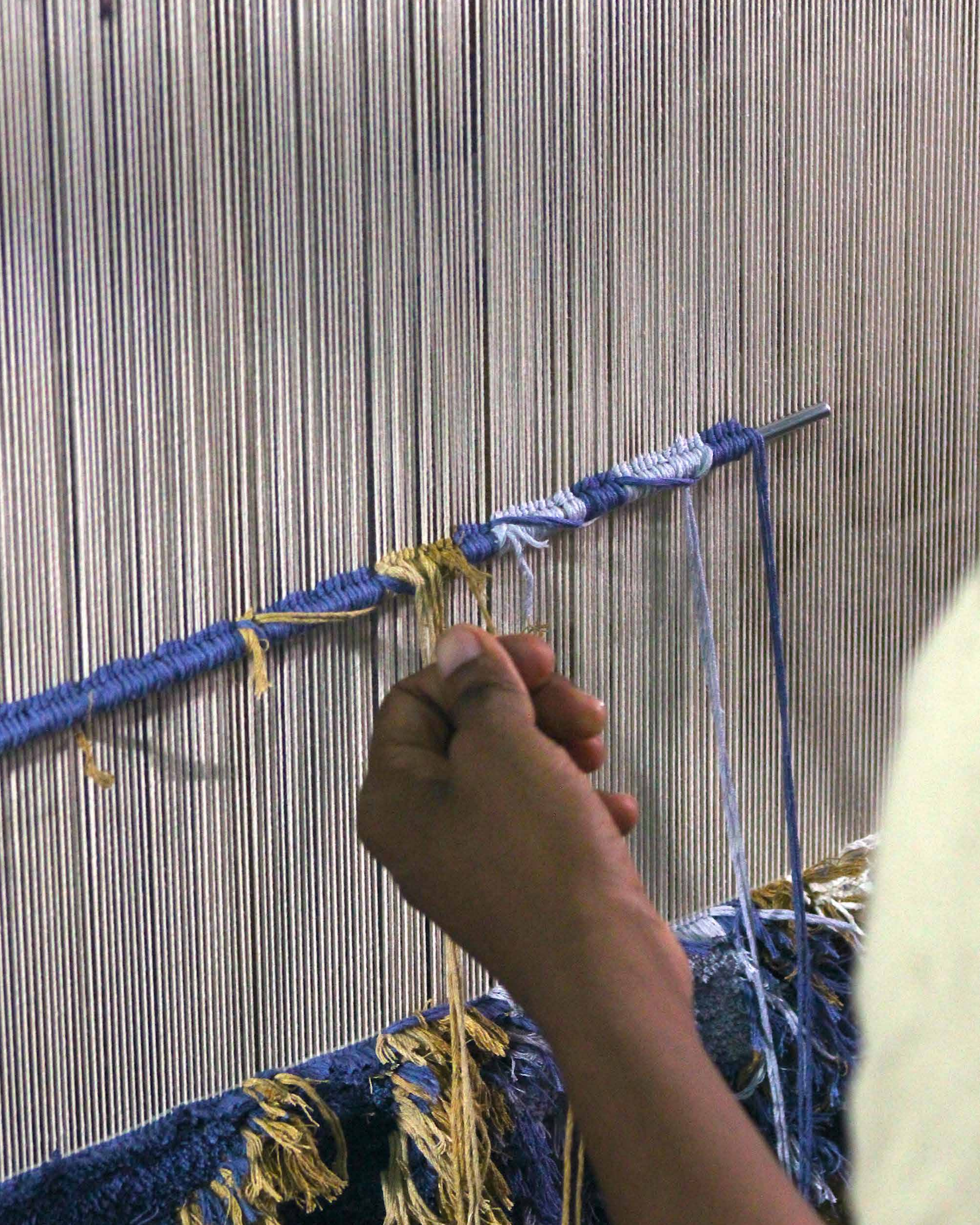


## THE ART OF HANDMADE

The crafts and techniques that define our carpet production are time-honoured, passed down generations of carpet makers. Artisans whose sole intent is to give uncommon life to metres and metres of the finest yarn, mastering the making of carpets that do not just please the eye, but touch the soul.

Producing the perfect carpet is not just about masterful craftsmanship. It is also about the manufacturing process. At Hands, a vertically integrated process gives us complete control over every aspect of carpet making so that architects and designers can bring their visions to life, down to the last detail.

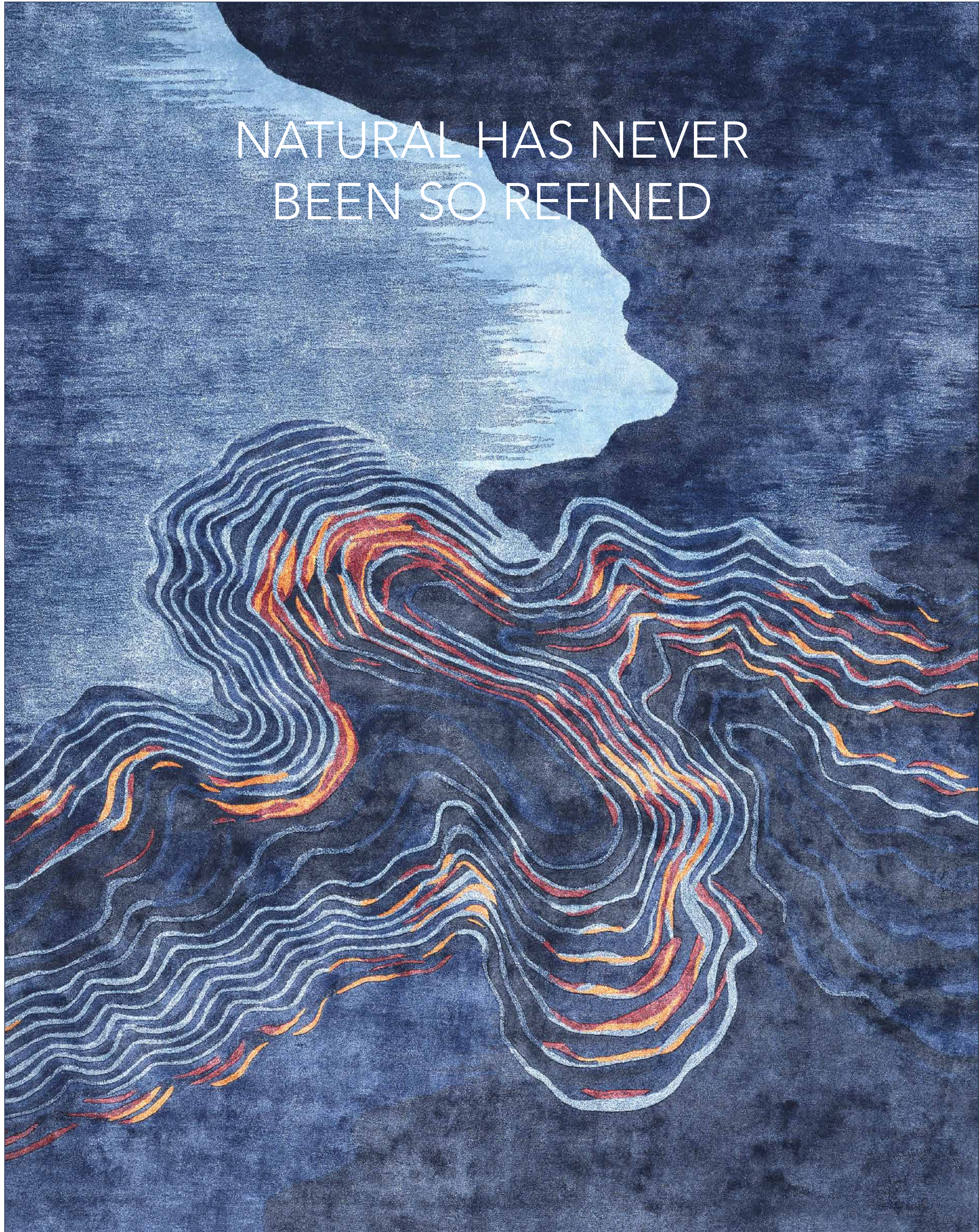






NZ Wool  
Pure Silk  
Bamboo Silk  
Botanical Silk  
Linen  
Econil

NATURAL HAS NEVER  
BEEN SO REFINED



disperse

instinct

forma II

empire X

urbane II

23

23

22

22

21

OUR  
COLLECTIONS

l'ornement

one love

graphX

cryptos

forma

21  
20  
20  
19  
19

# Contemporary

# Transitional

# Traditional

From hand knotted wool rugs to hand tufted carpets and from contemporary & modern carpet designs to handmade kilims & dhurries; at Hands we have something to meet the most distinct of your requirements. True, a testimony to the precision and passion of its master creators, luxury carpets and rugs by Hands always succeed in creating an effect stately enough for royalty - irrespective of the size of the room & its location.





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23

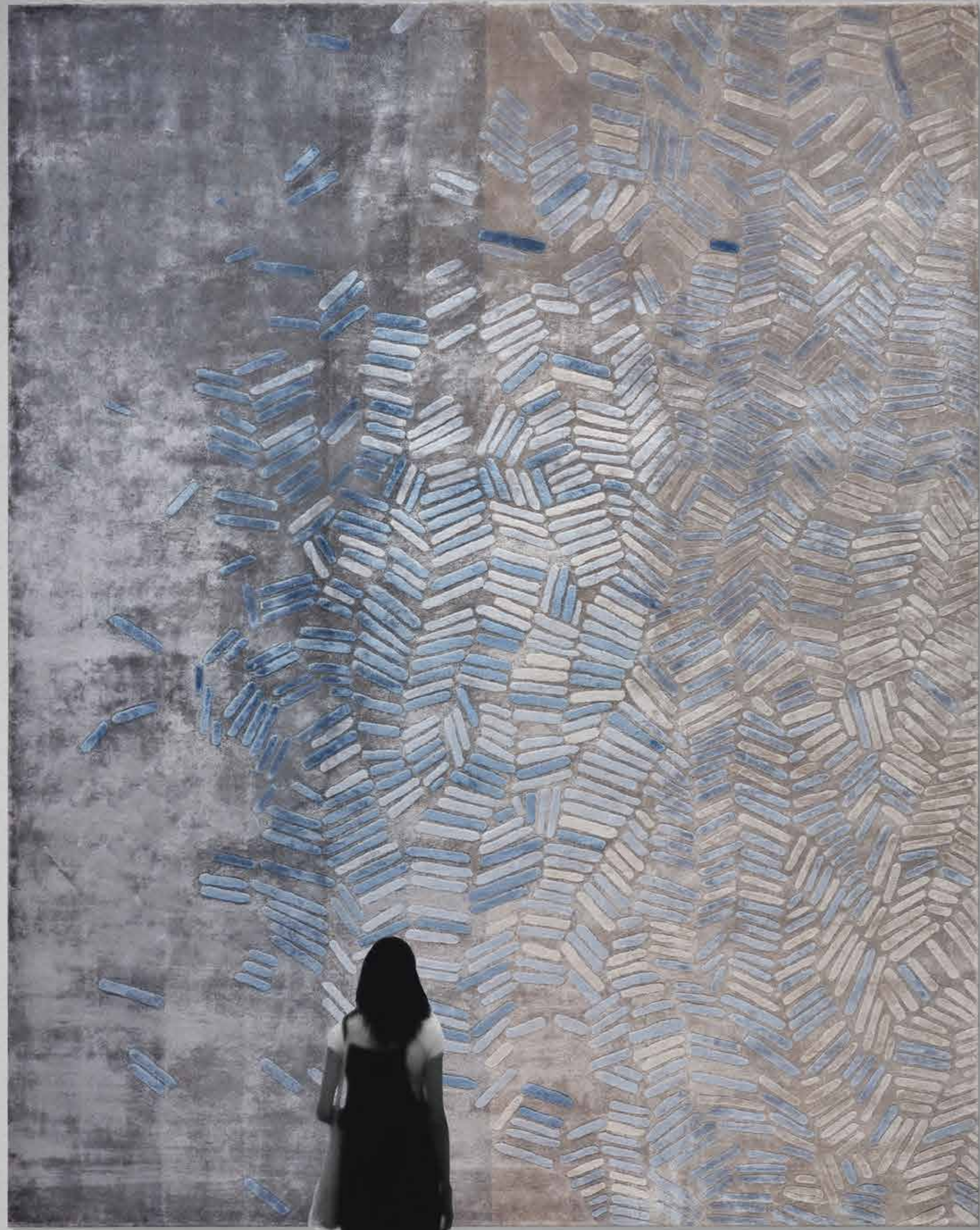


Disperse

~ COLLECTION ~







# To Light We Belong

Light. One of the first sensations we experience at the time of birth. One of the last that we leave the world with. Everything in between is an act of dispersion. In it lies all of our life story - our affinities, our achievements, our relationships, our legacy. Fine hand knotted carpets in botanical silk. Contemporary, woven sensations of an eternal event. Crafted for intimate moments of revelation, in form, detail, and temperament.  
Disperse. For light attracts light.



# Instinct

~COLLECTION~

23

# All Art Is Expression

A collection inspired by the joy of spontaneity and freedom of expression that comes with giving in to one's instincts. Hand tufted in botanical silk and wool, carpets of this collection bear a luxurious texture and a natural sheen, unmuted and unrestrained. The designs have an organic and free-flowing feel, as though fashioned by the very hands of nature, accentuated by strokes of impulsive creativity - the desire to break free from norms.



Rue

Chimera

Euphoria

# Forma II

~ COLLECTION ~

## THE ART *OF THE* UNIVERSE.

Mesmerising geometry, patterns, and a surreal play of light.  
See the beauty of the cosmos come alive through exquisitely  
handmade capets set in shapes organic and exquisite.

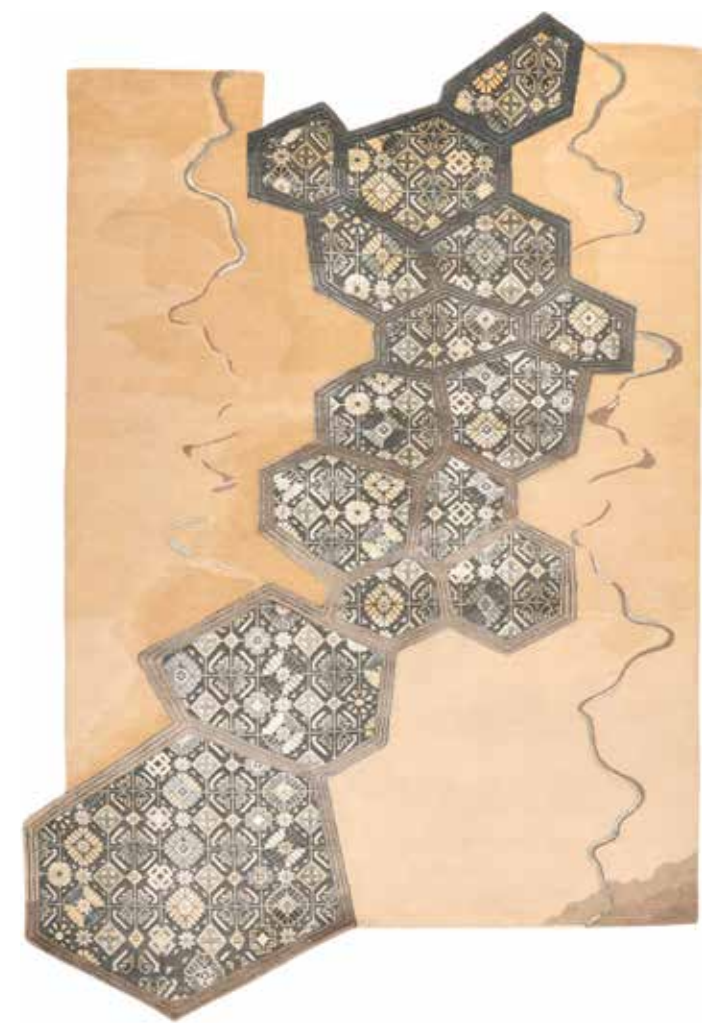
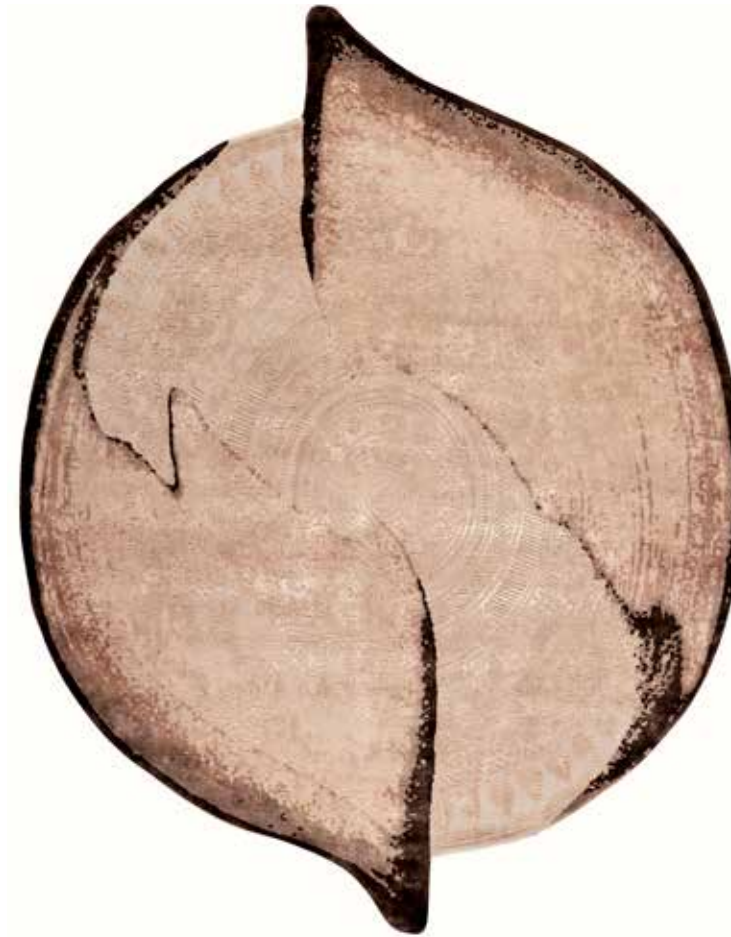
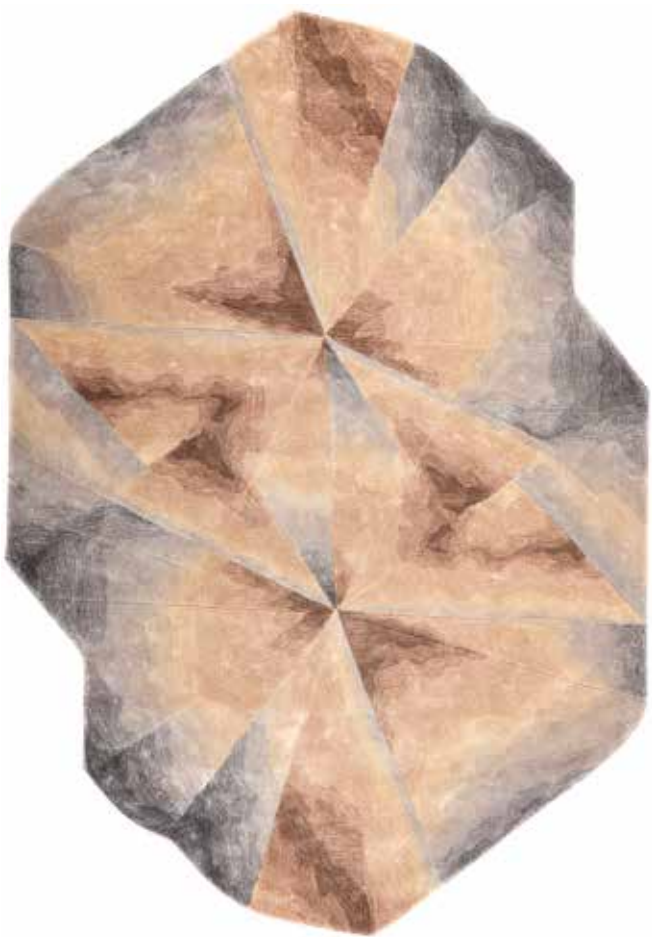
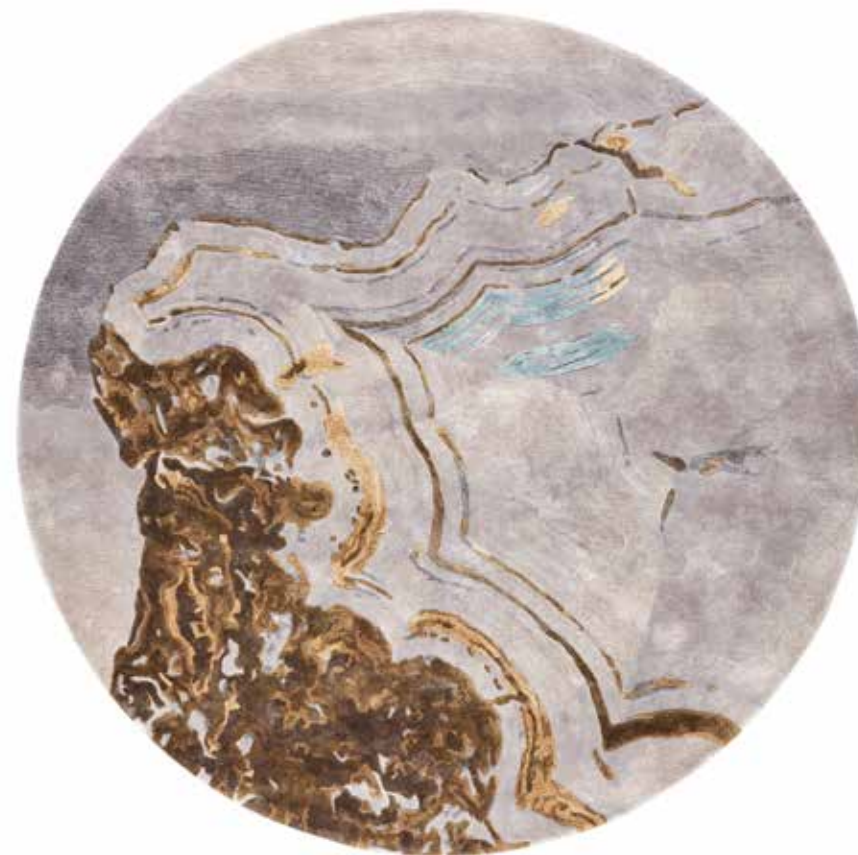
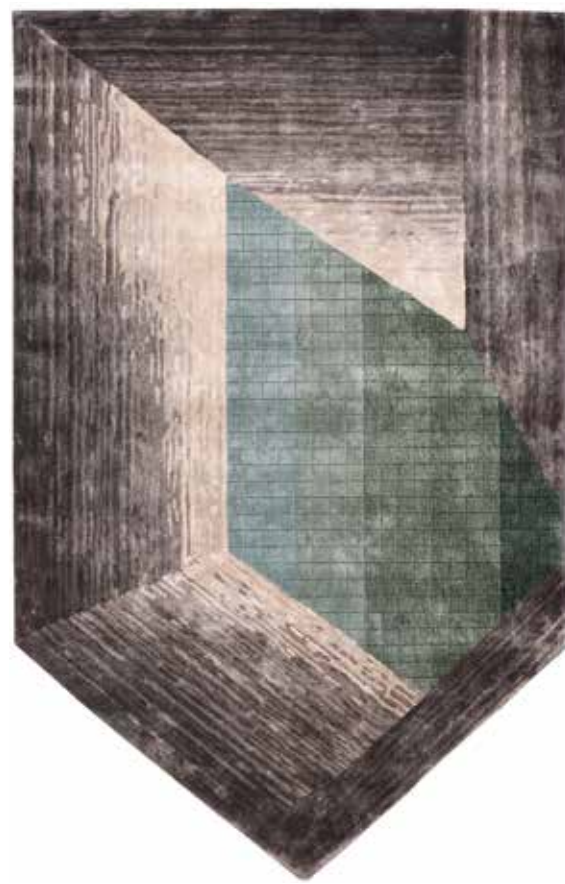
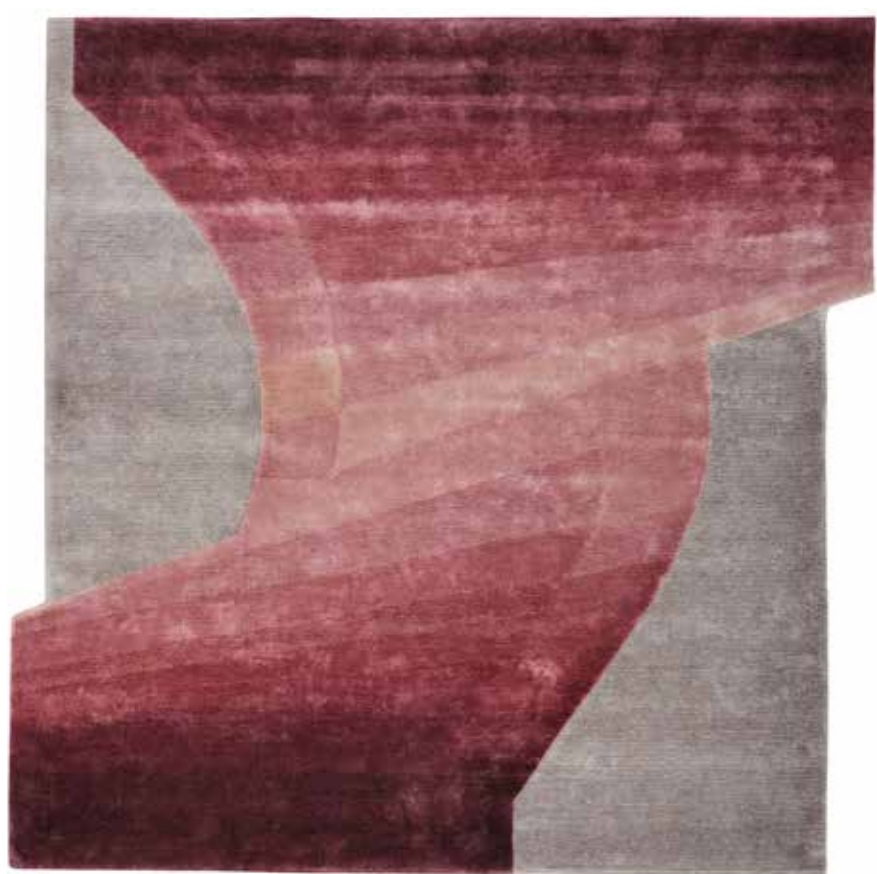
This is Forma II.







22



## Breaking the symmetry

Forma II collection encompasses themes and patterns of creation and birth, curves of life, forms in nature, geometry and abstraction of astronomical shapes and a utopian vision. A recreation rather than replication of regular structure or shapes; the forms are ambiguously suggestive of those normally found in the natural surroundings. The collection follows a long-held fascination with the organic, the branches and roots of a tree, curves of a burning volcano, geometric patterns formed by the broken ice of a glacier, the cosmic mystery or the formation of organisms.





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# 22



# EMPIREX

~ COLLECTION ~

Asymmetrical  
Persian Collection

# Asymmetric Persian carpets

Here, the Persian composition that is based on balance, rhythm, use of contemporary colors, equilibrium of form and ground, as skilled use of multilayered order, all bringing about complexity besides beauty, breaking new ground with their original compositions and unique vision. Adapting to current tastes and interiors, handknotted in wool and silk.

The rug doesn't show the entire design, but only the fundamental portion of the various larger decorative elements of the field and borders, along with selected individual motifs, which could then be expanded according to established symmetrical repetitions to produce the complete composition and are frequently seen in the Bidjar area.



# 21

## L'Ornement ~COLLECTION~

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The collection is an ode to the most celebrated French art movement, Rococo. It is a feast for the eyes filled with romantic designs, dramatic patterns, ebullience and opulence. The carpets are very feminine with soft lines and sinuous designs and showcase high level of ornamentation which is symbolic of the Rococo era.

The collection has its own flair on the trend. It has employed luxe materials, giving it a feel of using brocades and jacquards which were the fabrics of that period while keeping the carpets very elite and sophisticated. These carpets have interpreted the elaborate inspiration in a more contemporary way. With whimsical design patterns, all the carpets have a certain delicacy and charm about them. Color effects are also very ravishing running from the pale shades of ivory, beige and taupe to the bold hues of silver and gold.



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# URBANE

~COLLECTION~



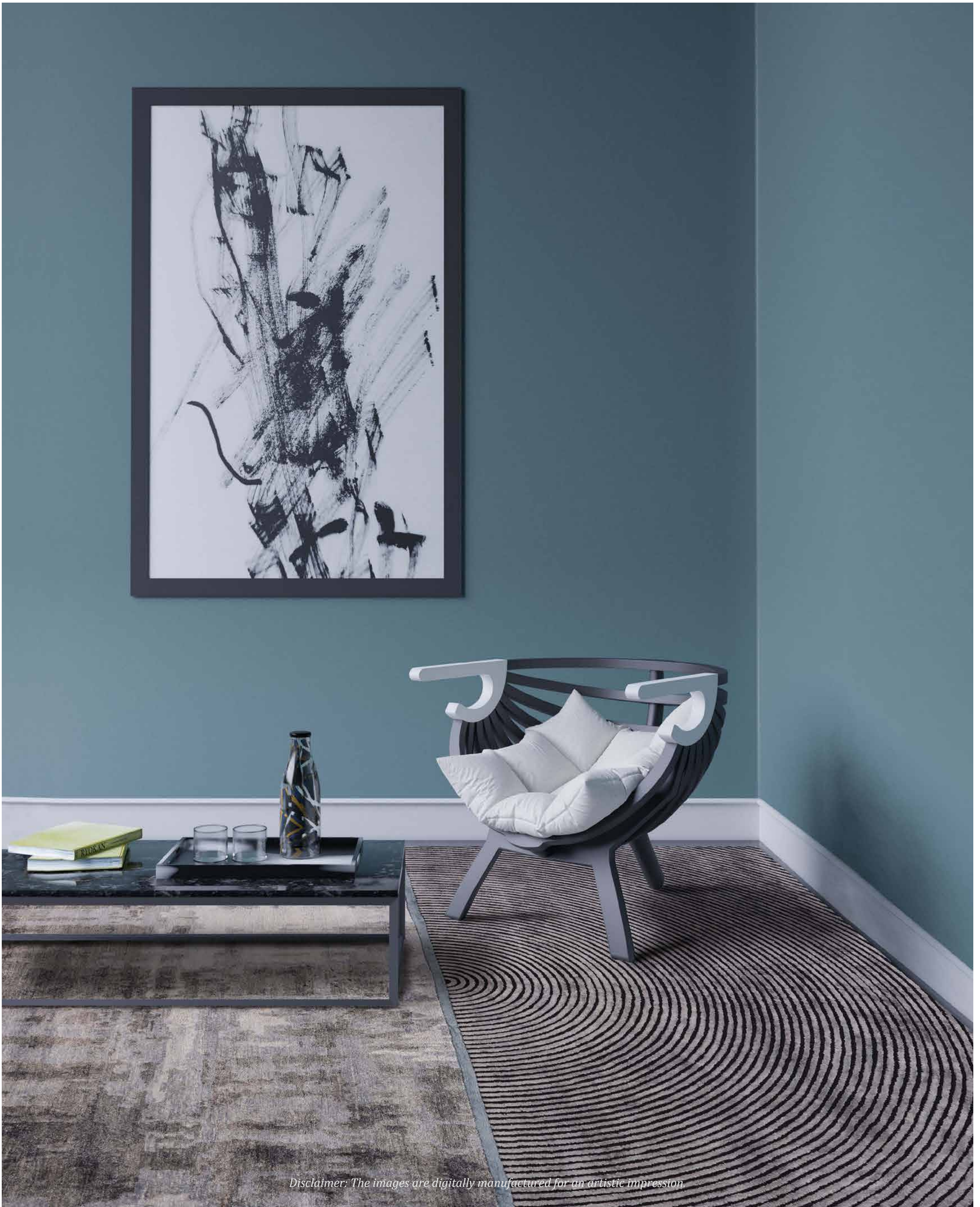
Helix



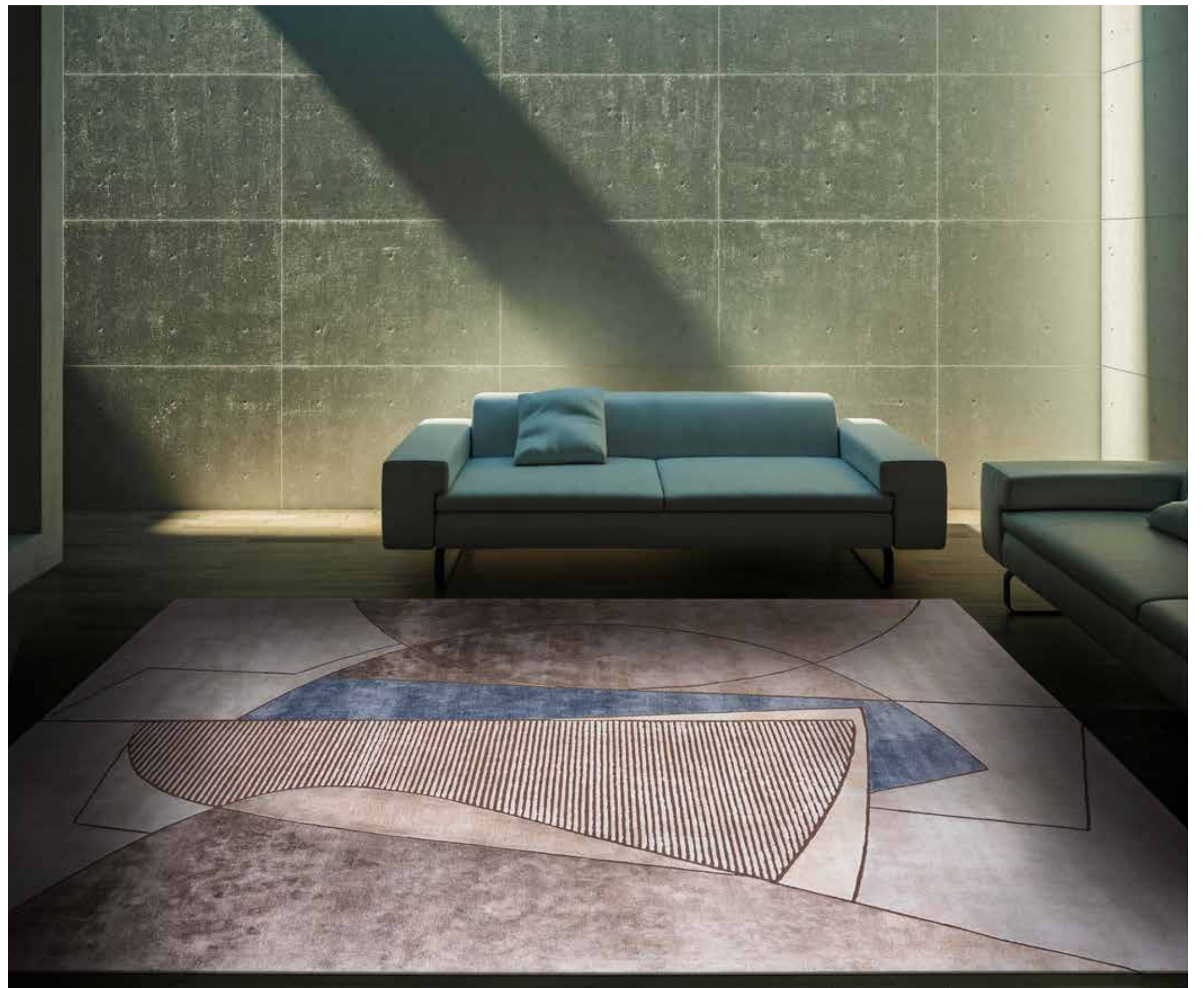
Trestle



Meld



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## a collection of modern and abstract carpets



Cited architecture and urbanism has been the inspiration behind this collection. Urbanism has become synonymous with the world of architecture and geometric designs. The collection explores the influence of contemporary designs in the modern urban society of today. The designs trace elements of the physical structures that inspired them. It has the same tenets of scale, shape and forms that architects apply in the buildings. These carpets bring complex urban sensibilities into the traditional design landscapes.

# 20



ONE  
LOVE  
CURATED COLLECTION

9 designers, 9 countries.

One Love, handcrafted.

One world. One sky. One sea. No boundaries.

One Love is more than a collection.

It's a story.

Of 9 architects and designers from 9 countries, each with unique design philosophies. Of them coming together, inspired by humanity's unified stand against the sweeping impact of the worldwide pandemic.





Disclaimer: The image is digitally manufactured for an artistic impression.



Pamela Caspani  
AUSTRALIA



Regina Davila  
GUATEMALA



Padmini Pandey  
INDIA



Sheena Poerwantoro  
INDONESIA



Luisa Scanu  
ITALY



Karla Celorio  
MEXICO



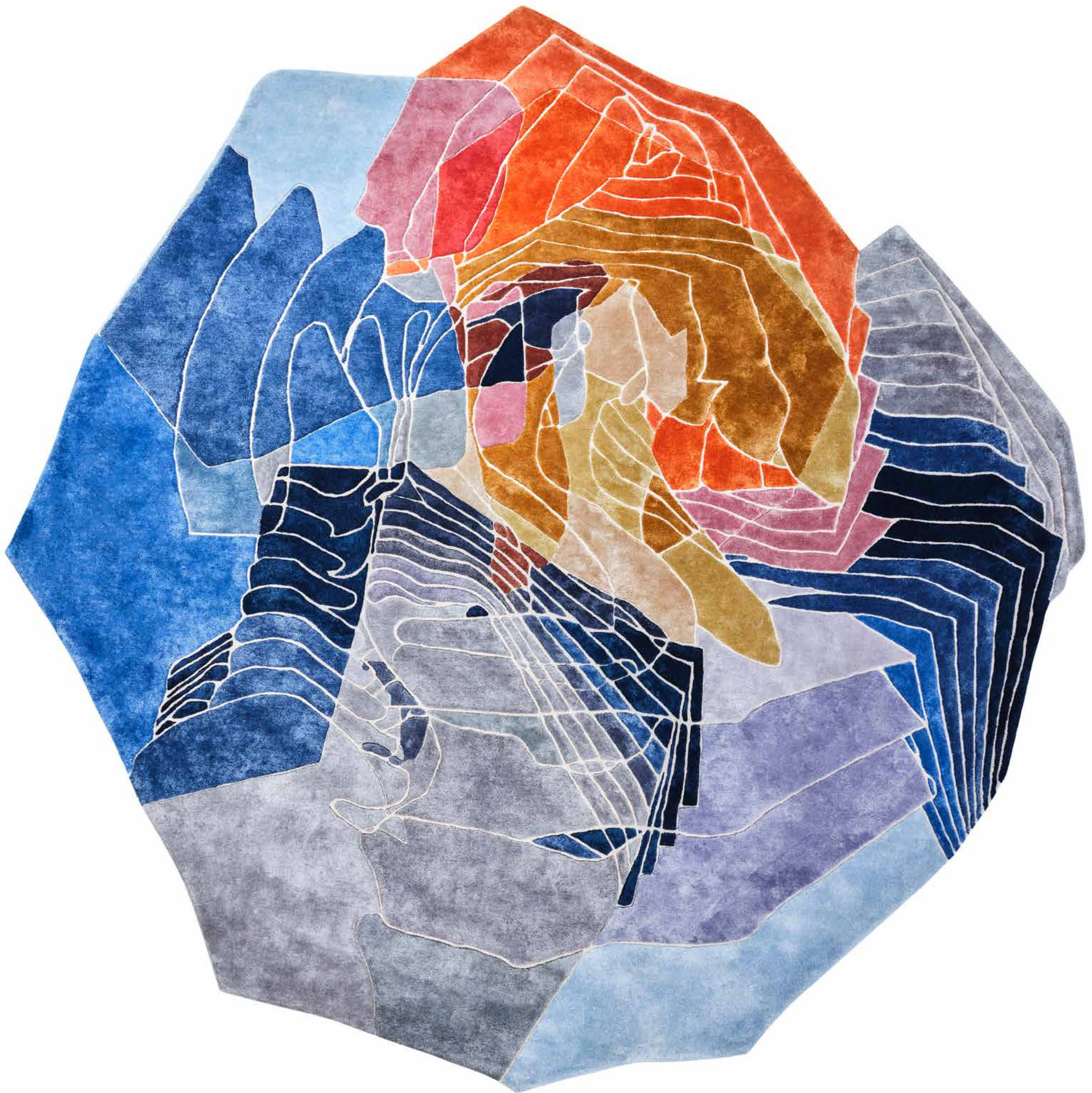
Katia Santillan S.  
PERU



Svetlana Selivanova  
RUSSIA



Tuna Meier  
TURKEY



# One Love World - The 10th Carpet

By Padmini Pandey, Katia Santillán S., Sheena Poerwantoro, and Regina Davila.

United by the force of love, humanity exists beyond the boundaries of the physical realm. A juxtaposition of the projections of the designers' hands, this carpet captures the essence of all 9 designers and their unique cultures. It is a reflection of humanity's fortitude that goes beyond all limits to connect and empower the entire world.

20



GRAPHIX

Collection

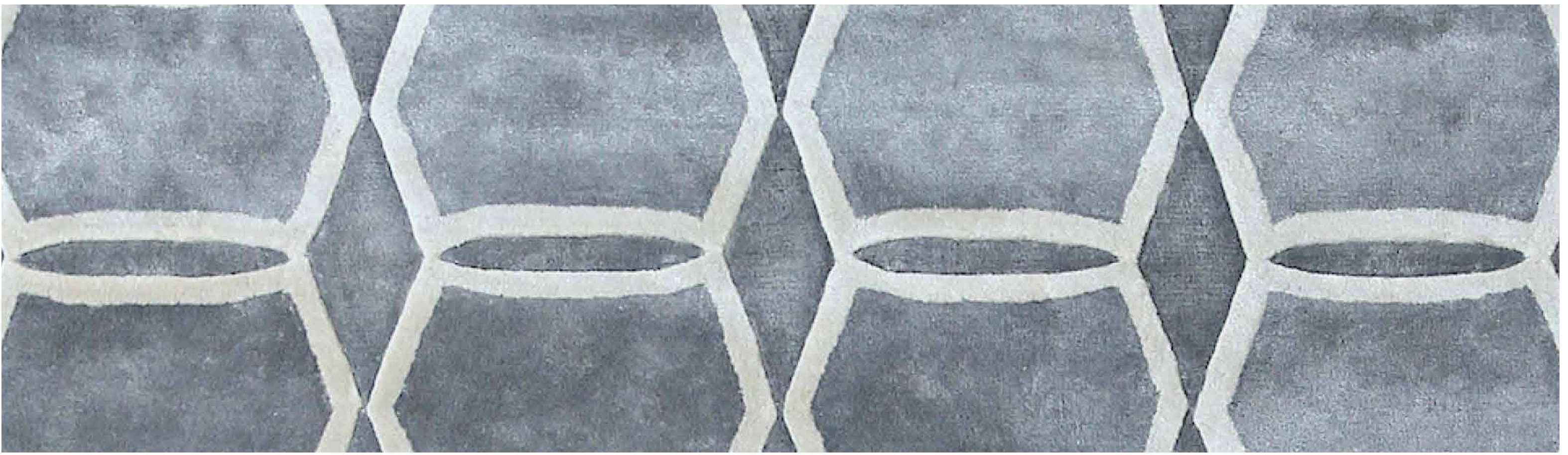


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Consider the GraphX Collection to be a forge that bonds the abstract and reality to an everlasting frame. Look at it as an invitation for the mind to find colour in a black and white canvas.



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## The Contemporary Vintage

The world as it is seen through the prism of geometry. Lines and planes meet and then seek disparate ways. Together, they form an entity that defines the vortex of space in motion.

This is the portal through eras; past and present, with a flickering glimpse of the future.

# 19

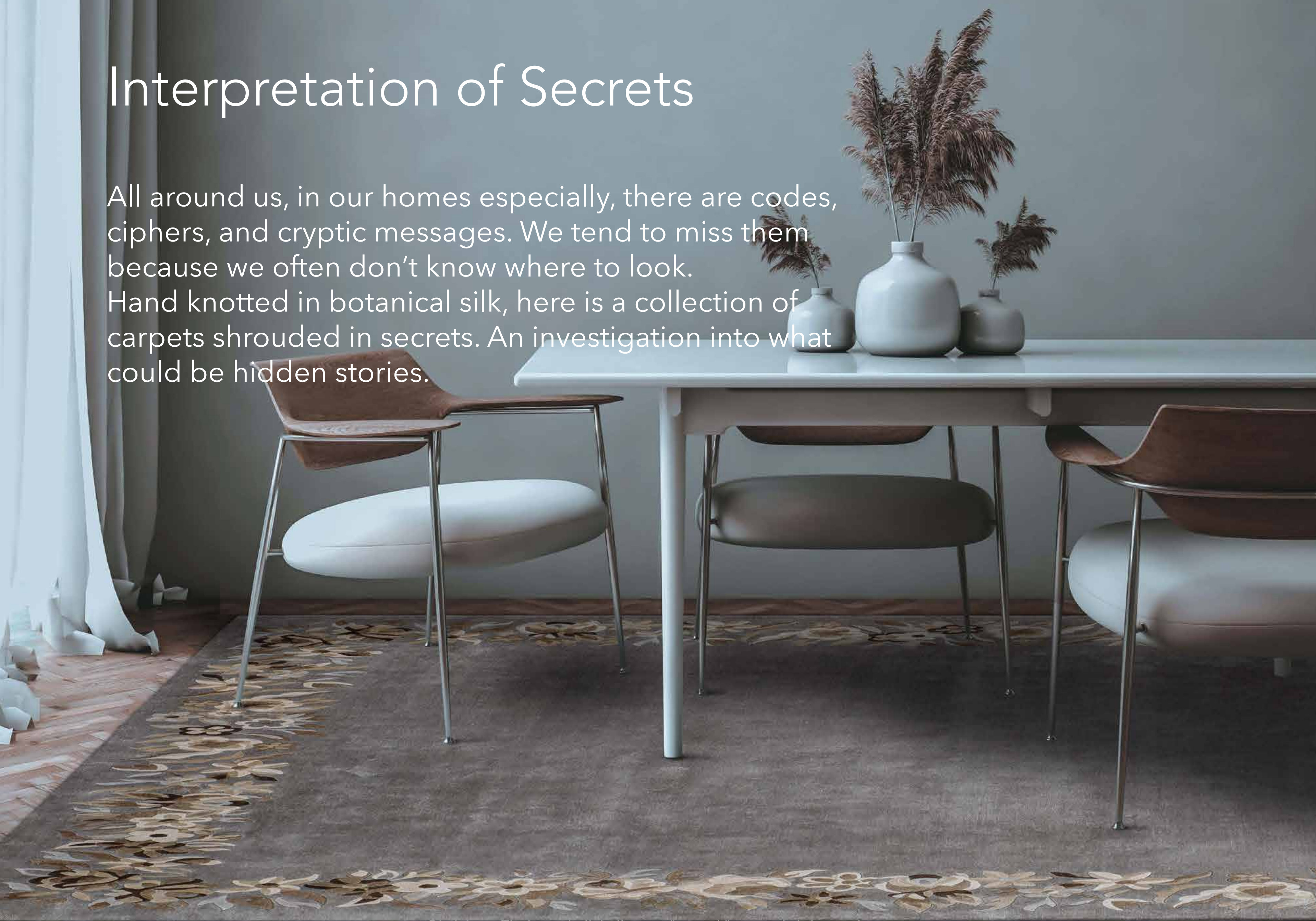
## CRYPTOS

Collection

### Interpretation of Secrets

All around us, in our homes especially, there are codes, ciphers, and cryptic messages. We tend to miss them because we often don't know where to look.

Hand knotted in botanical silk, here is a collection of carpets shrouded in secrets. An investigation into what could be hidden stories.



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# FORMA

Collection



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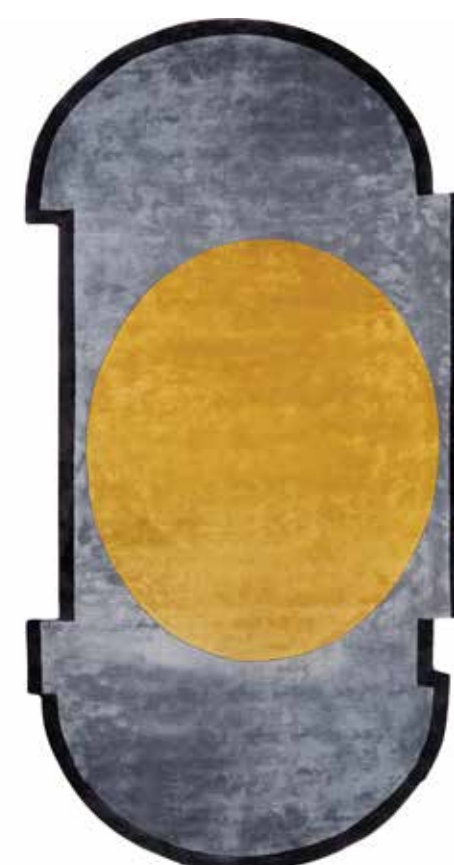
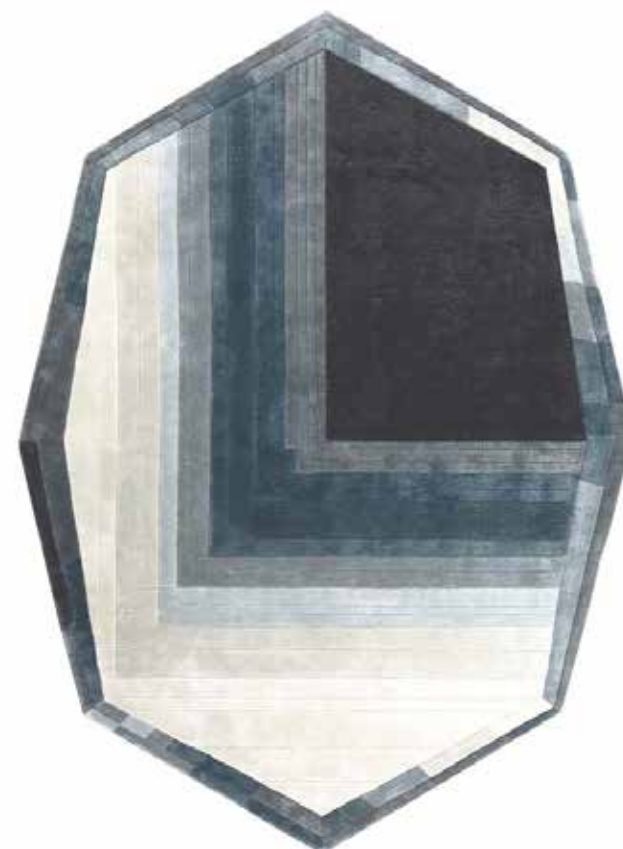
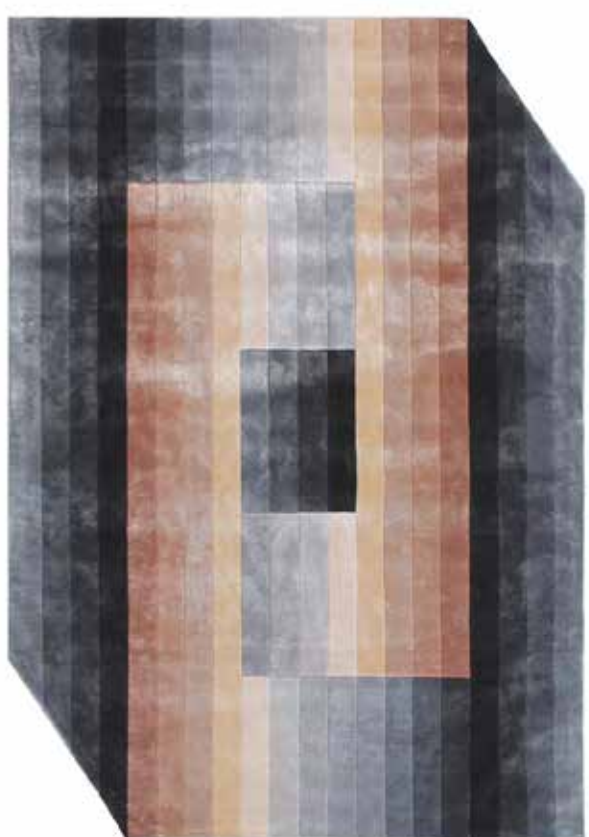
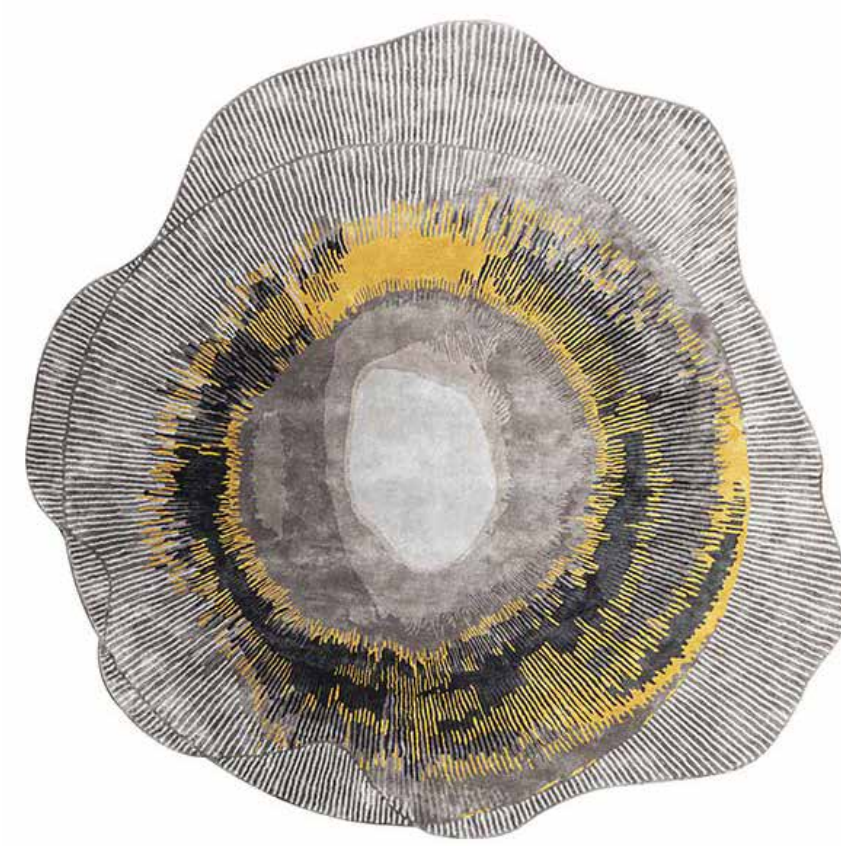
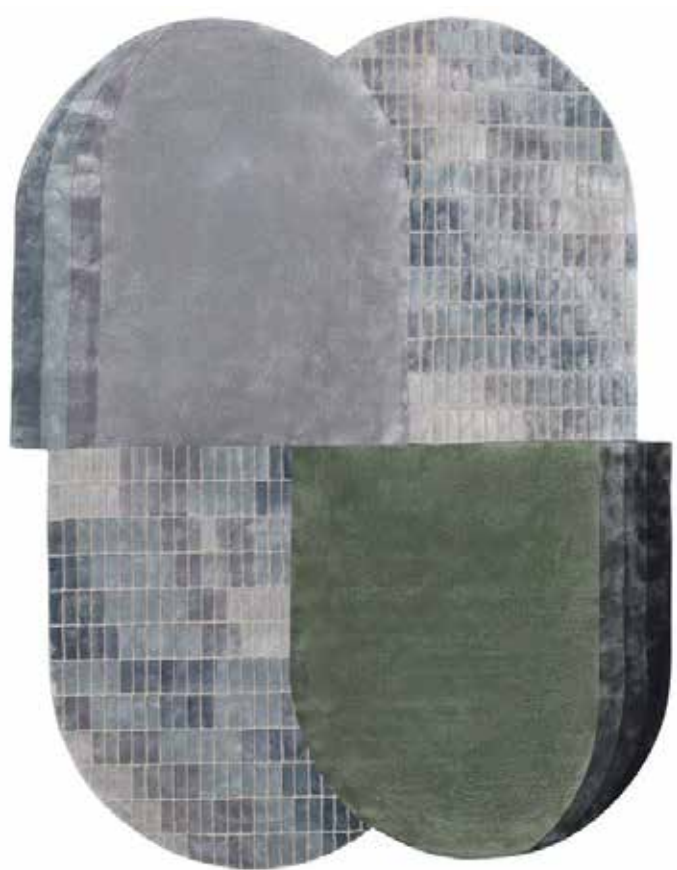


19

# Shapes speak a language that has no singular translation

An unconventional dialogue between the individual and the space, expressed through the reinterpretation of typical form. A break in design tradition, exploring the paradox between the formal and the informal, the obvious and the hidden. A unique interplay of colours and patterns, that alter the definition of a finite space, to make it about unusual possibilities.

A collection of contemporary visual simulations,  
beautifully hand tufted in pure bamboo silk.



# 18

# MINERALOGY

Collection

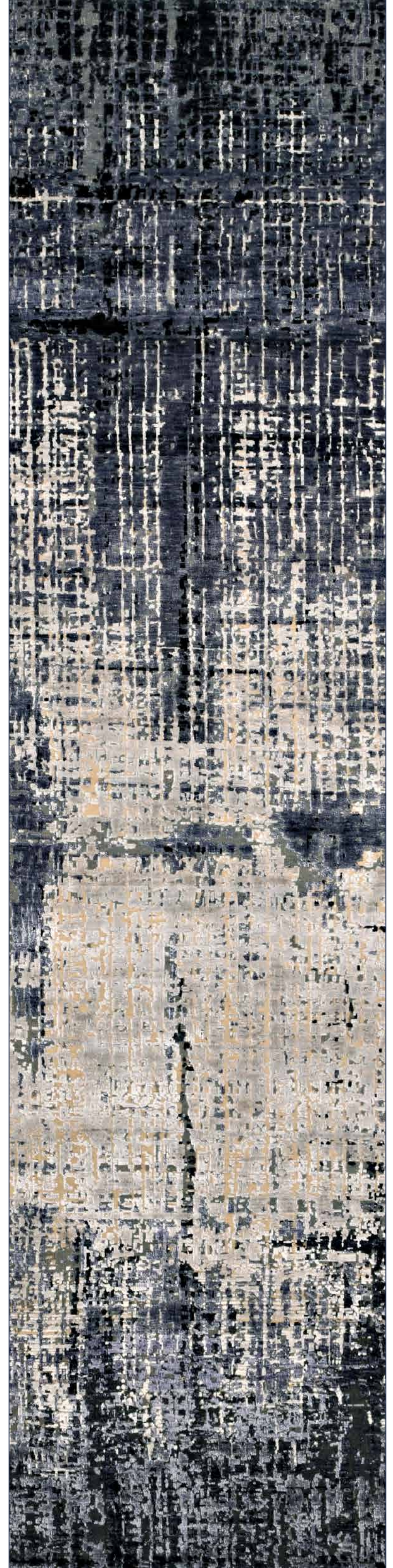


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# Born Eons Ago

With the unrelenting power of terran evolution a  
mysterious composition of elements unify  
creating substance where none existed  
Rare, precious and beautiful

Exclusive design that's inspired by the minerals of the  
earth, masterfully brought to life in woven,  
hand knotted perfection, crafted like nothing else.



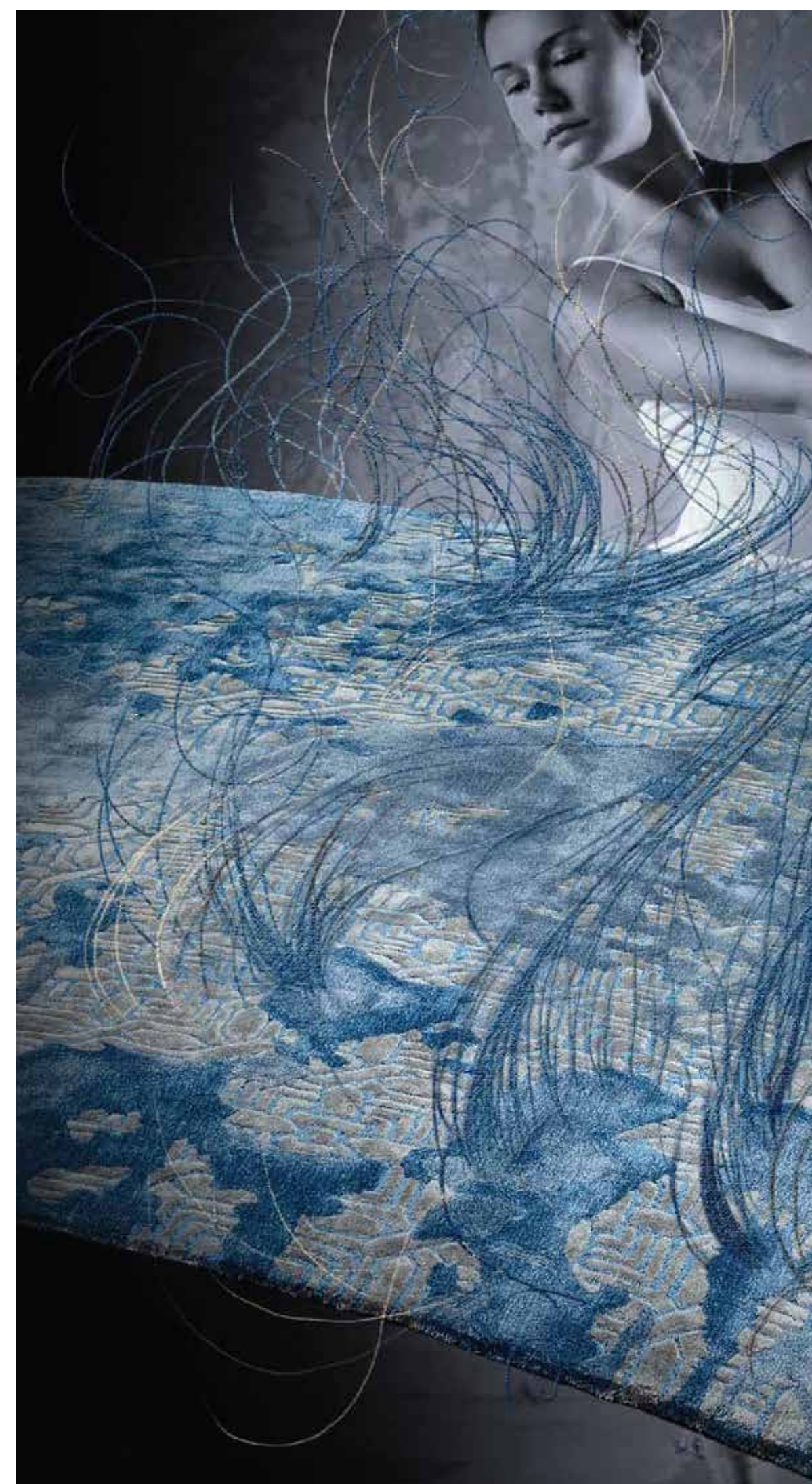
# 18

## LITHOLOGY

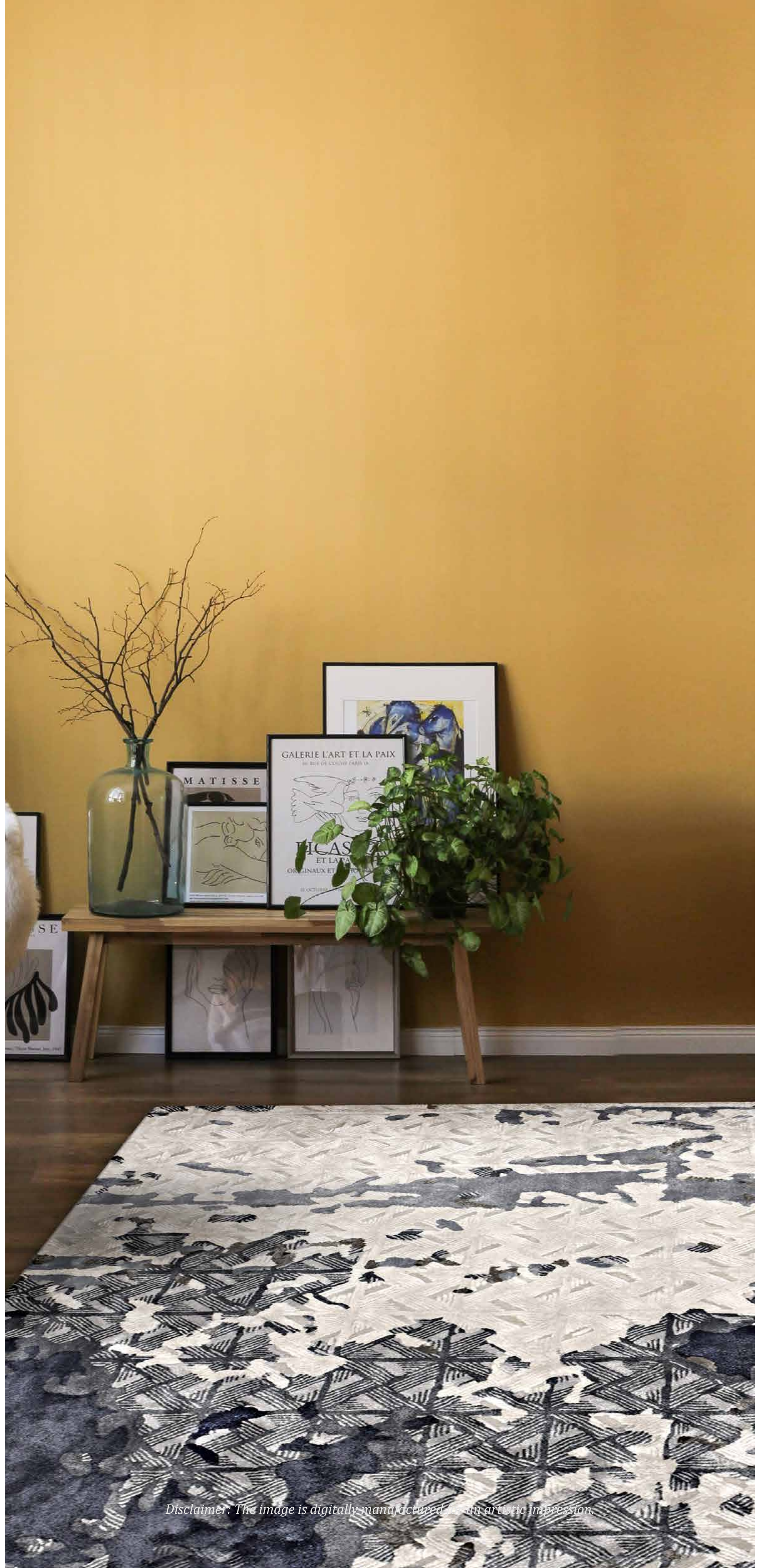
Collection

### Stories of Earth

Created by the forces of nature  
The earth's surface moves  
Against the flow of water and time  
Leaving a static memory  
Of uncaptured geological beauty









1. Amberlynn



2. Lost Heritage



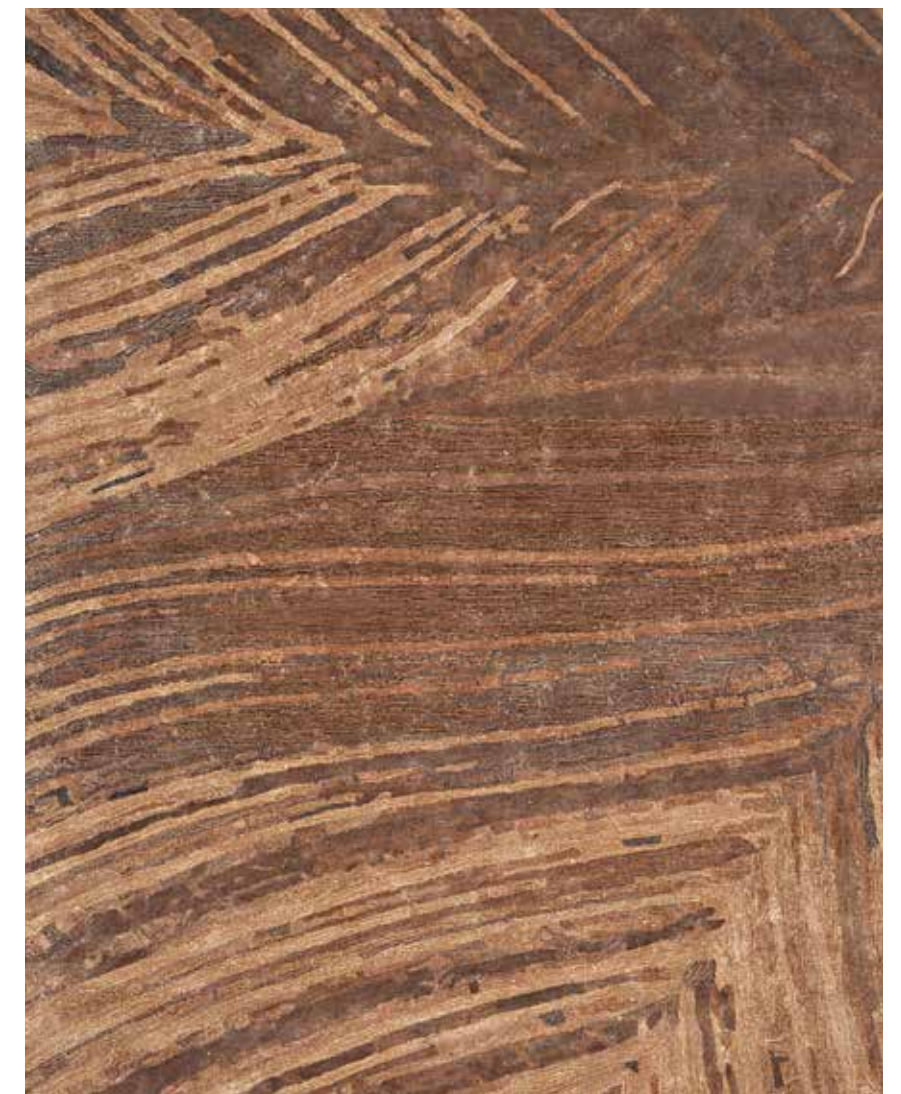
3. Urbane



4. Bouquet



5. Once Forever



6. Transient



7. Nouveau



8. French Savonneries



9. Persian

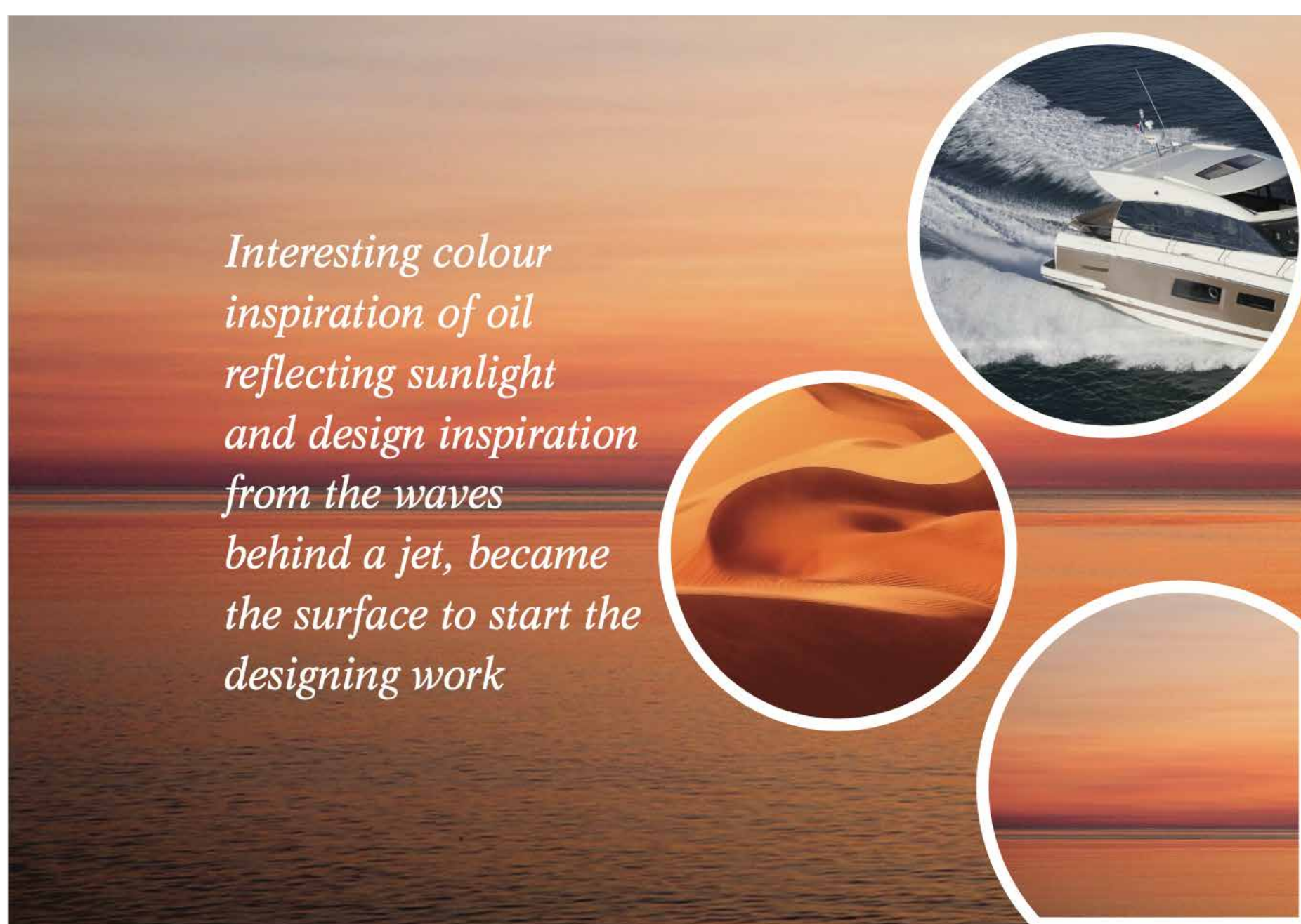


# MORE COLLECTIONS

# BESPOKE AND CUSTOM MADE

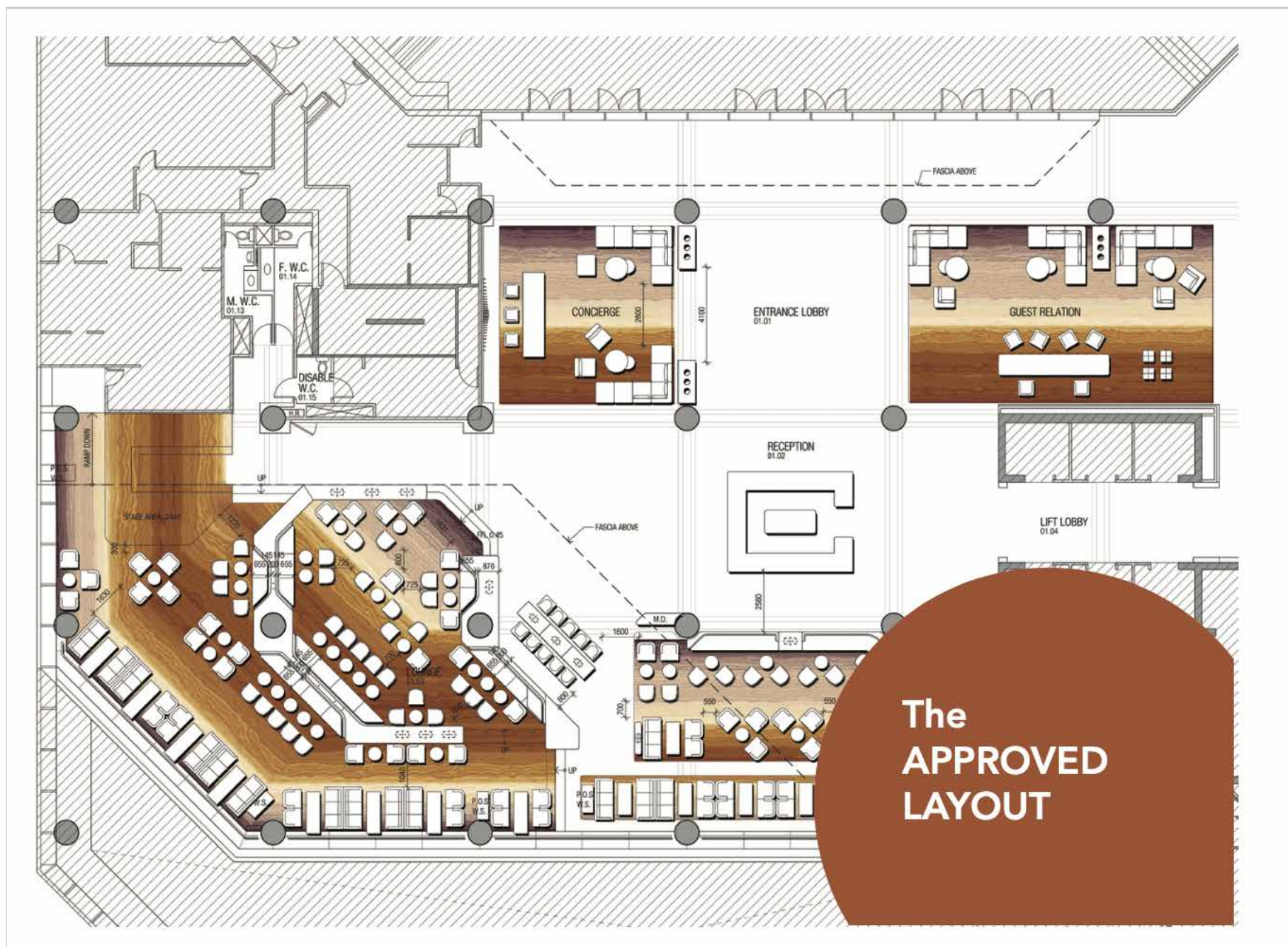
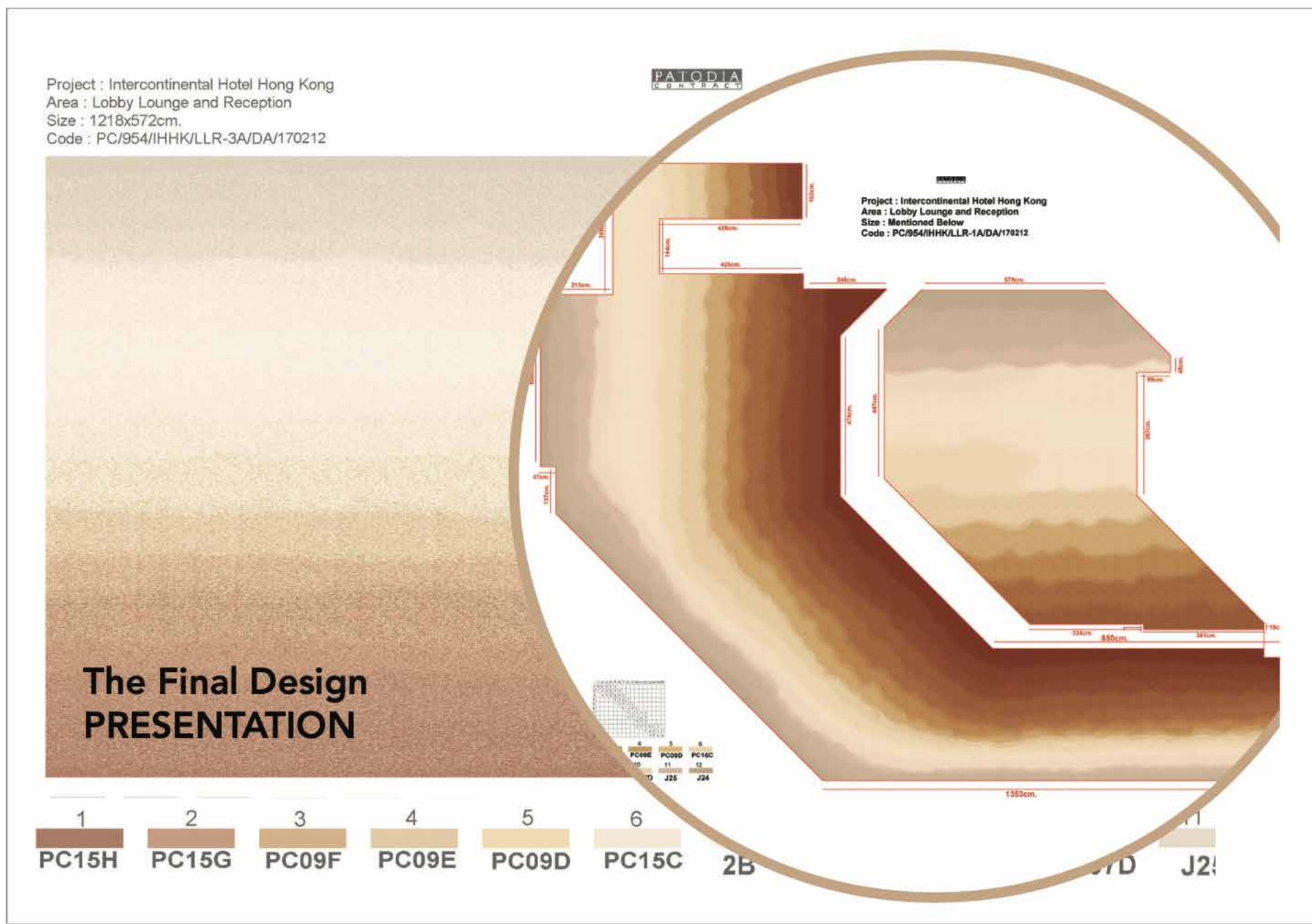
With design and production wholly inhouse, we custom make carpets in our own special way. Some of our finest carpet weavers bring to life designs that are created, not just for the space, but also for its owner. A carpet born out of a personal expression, a decor idea, or the freedoms and limitations of the space. All of this drives innovation, not only in design, but also in the making of the carpet.

Intercontinental, Hongkong



## PATODIA CONTRACT

One special request came to us, for a prestigious waterfront hotel. The brief was unusual. A design that captured the waves left behind by a motorboat speeding across the water, with the colours of oil when sunlight bounced off its surface. The L-shaped carpet was large, spanning over 12 metres on either side.



# HANDS CARPETS

THE FINE TRADITION OF HAND WEAVING MEETS  
NEW-AGE INNOVATION



# A Worthy Carpet

There is great emphasis on quality and finesse in the final product, with systems and processes that ensure allow for natural perfection. Hands weavers come with generations of expertise, channelizing their experience and know-how into every handmade carpet. Materials used are amongst the finest, from New Zealand wool to the most luxuries qualities of botanical and pure silks.

Being a member of Rugmark, Care and Fair, and ISO-14001 rated, and with GreenGuard and Goodweave certifications, Hands helps support an ecosystem of hundreds of craftsmen in and around Bhadohi, and is accredited for environmental standards.







# OUR PROJECTS

The Hands reputation for original designs and handmade craftsmanship has led to the brand creating bespoke carpets that grace the world's most exclusive palaces, hotels and residences, from the White House in Washington DC, to the MGM Grand Casino in Macau.

From royal palaces to quaint residences, across 5 continents - at Hands we've handled projects of every scale. Our own in-house design studio creates original, beautiful, bespoke designs.

**ACROSS THE GLOBE**

HOTELS

PALACES

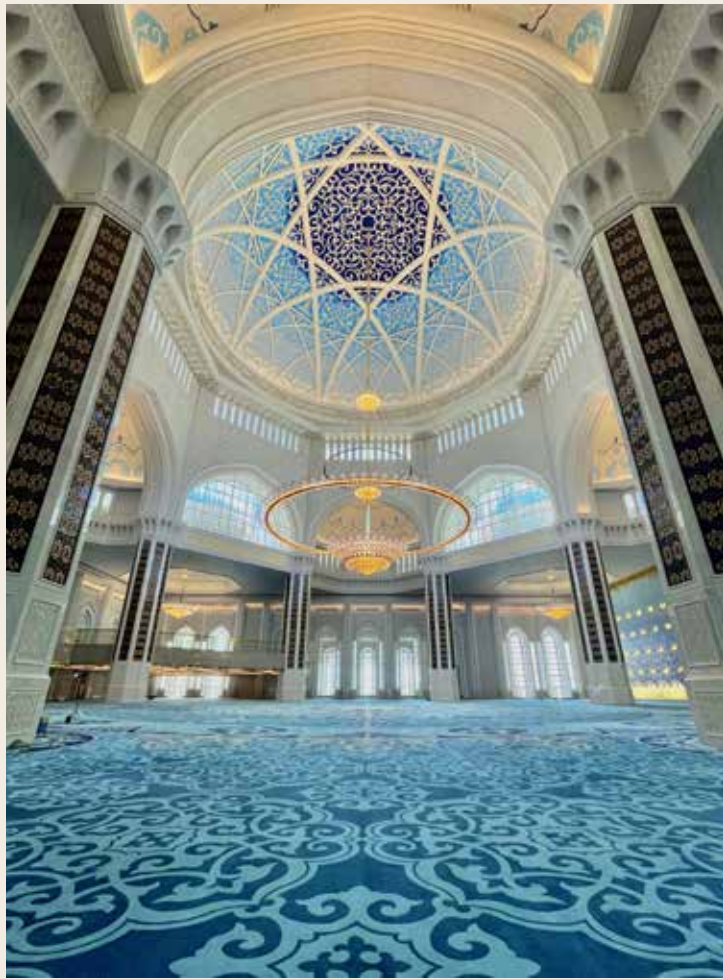
RESIDENCES

RETAIL

YACHTS

RESTAURANTS

THEATRES



Grand Nur Sultan mosque



Swissotel Singapore



Residence Dubai



ShangriLa Bangalore



JW Marriott Delhi



St. Regis Mumbai

Grand Nur Sultan mosque, Kazakhstan  
 Nathan Outlaw at Al Mahara, Burj Al Arab, Dubai  
 The Armani Hotel, Dubai  
 Four Seasons Hotel, Dubai  
 The Oberoi Sukh Vilas, Chandigarh  
 The Oberoi, New Delhi  
 Dar Al Masyaf, Dubai  
 The Ritz Carlton Sharq, Doha  
 FIVE, Palm Jumeirah, Dubai  
 Al Naseem, Jumeirah  
 W Hotel, Amman  
 Taj Falaknuma Palace, Hyderabad  
 Taj Palace Hotel, New Delhi  
 Adagio Deira Waterfront, Dubai  
 ANA InterContinental Ishigaki Resort, Okinawa  
 The Oberoi, Marrakech  
 Pan Pacific Serviced Suites Orchard, Singapore  
 The Oberoi, Ajman  
 The Merchant House, Bahrain  
 Yas Viceroy, Abu Dhabi

# PATODIA CONTRACT

JW Marriott, Kolkata  
JW Marriott, Chandigarh  
Capital Club, Bahrain  
ITC Maratha, Mumbai  
ITC Chola, Chennai  
InterContinental Hotel, Hong Kong  
MGM Grand Casino, Macau  
Banyan Tree, Seychelles  
Niyama, Maldives  
Crown Plaza Dead Sea, Amman  
Six Senses, Bhutan  
JW Marriott, Seoul  
St.Regis, Mumbai  
Taj Bengal, Kolkata  
The Oberoi, Dubai  
Four Seasons, Amman  
Cape Weligama Resort, Sri Lanka  
The Oberoi Grand, Kolkata  
Grand Hyatt, Goa  
Marriott Hotel, Goa  
The Roseate, New Delhi  
Address Boulevard, Dubai  
Assima Marriott Hotel, Dubai  
Qasr Al Sarab Desert Resort, Abu Dhabi

Shangri-La Hotel, Bangalore  
InterContinental Hotel, Singapore  
Istana Palace, Kuala Lumpur  
Taj Mahal Palace & Towers, Mumbai  
Roseatte House, New Delhi  
Trident, Hyderabad  
The Oberoi, Mumbai  
Taj Nadesar Palace, Varanasi  
The Leela Raviz Kovalam, Kerala  
InterContinental Hotel, Mumbai  
JW Marriott, New Delhi  
One & Only Royal Mirage at The Palm, Dubai  
Barr Al Jissah Resort Oman - Shangri-La  
The Leela Palace Hotel, Chennai  
Kempinski Ambience Hotel, Delhi  
Park Hyatt, Chennai  
Jumeirah Muscat Bay, Oman  
Sedra Arjaan by Rotana, Doha  
Ritz Carlton Millenia, Singapore  
The Plaza Hotel, New York  
and many more...

# MAKERS OF THE WORLD'S LARGEST HANDMADE CARPET

Medallion - 70 metres in diameter

Size - 110 x 110 square metres

Main Haram Area - 12,000 square metres

Project area - 17,086 square metres

Making time 6 months

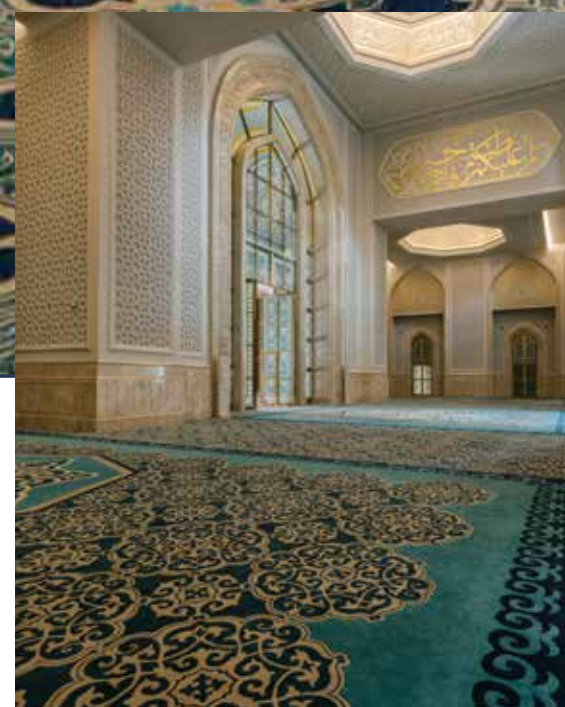
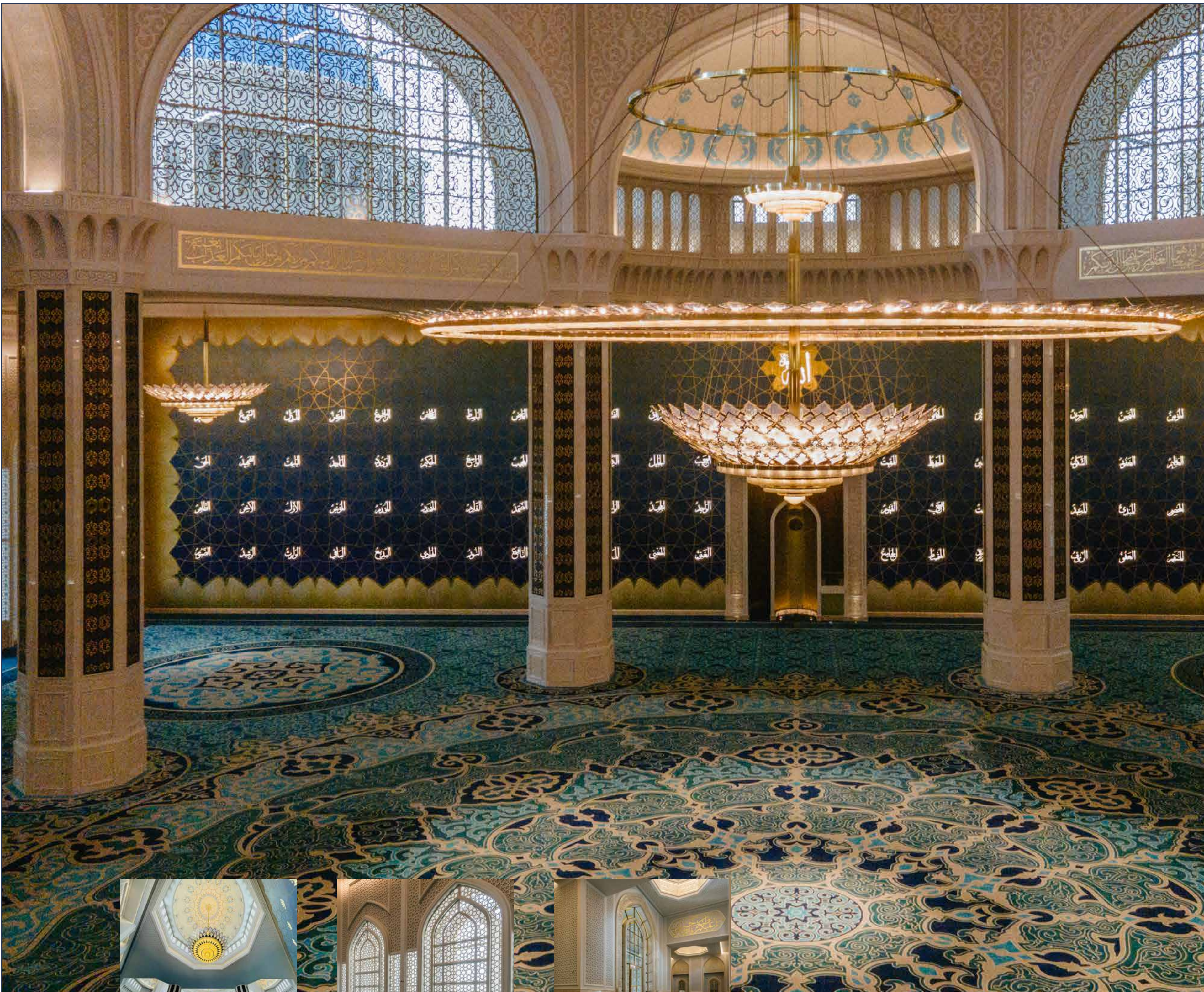
More than 1000 craftsmen involved





Grand Nur Sultan mosque, Kazakhstan

# PATODIA CONTRACT







Taking India's handicraft heritage to new heights, Hands presents itself as a strong candidate for the world's largest handmade carpet. With the current world record set at 5,630 square metres, Hands/Patodia Contract has recently completed a spectacular masterpiece at Kazakhstan's Nur Sultan Grand mosque that spans across 12,000 square metres.

Grand Nur Sultan  
mosque,  
Kazakhstan





# PRODUCTION FACILITY

**2,00,000**

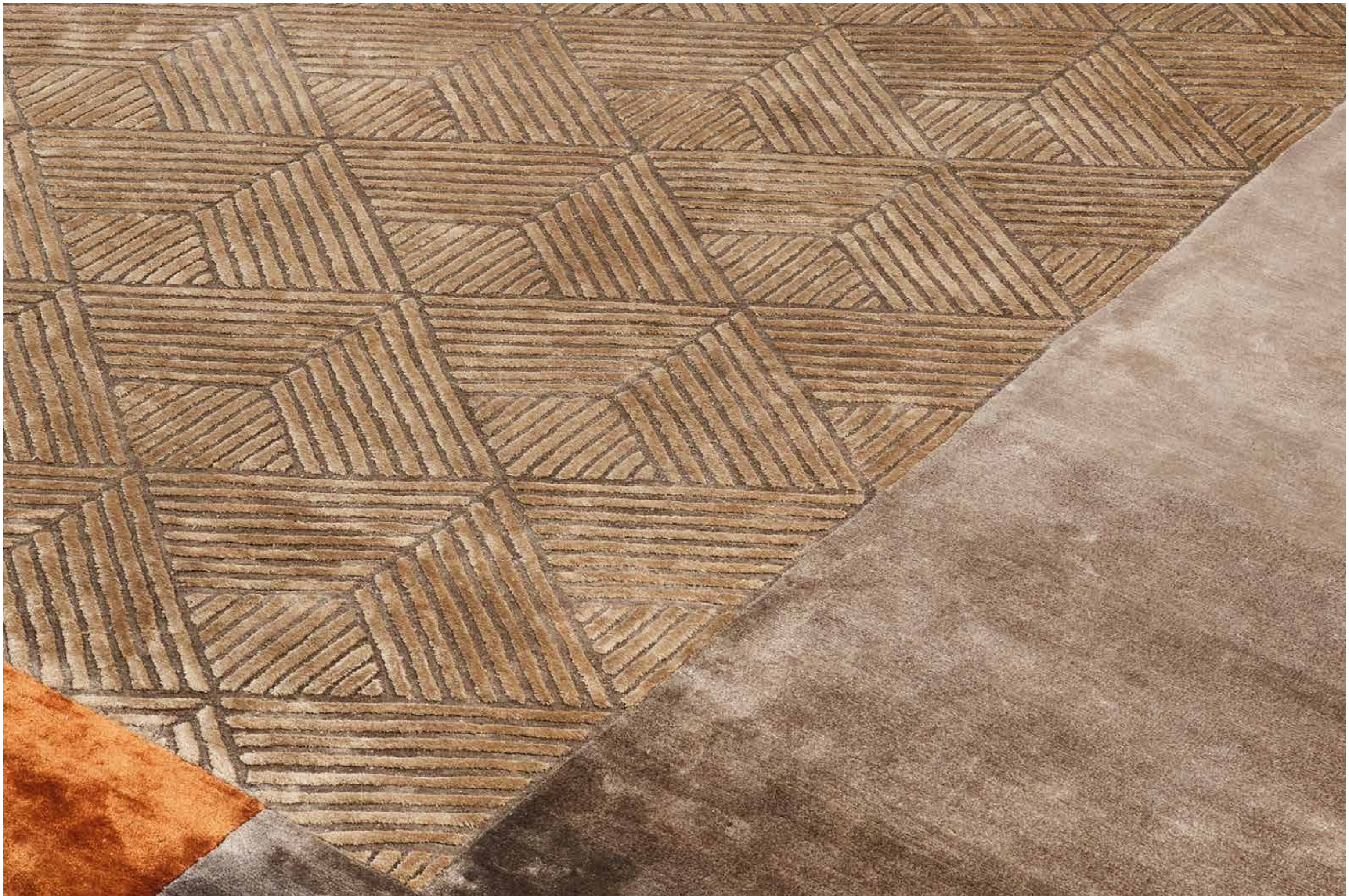
Square feet of covered area

**50,000**

Metre square monthly carpet production capacity

**5000**

Kgs per day dyeing capacity



At Hands, one can choose custom sizes and styles of carpets, from a database of hundreds of original designs. It is also possible to have their exclusive design studio craft an original personalized rug from scratch.

Company Director, Mr. Deepankar Choudhary, says "At Hands, we measure the greatness of a carpet not just by ability to transform the ambience, but by its ability to stir your soul."

To create art that is timeless and inspires joy requires an understanding of materials, spaces, restrictions and, above all, a mastery of design and skill.

Today, we have turned this into a precise science.



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# OUR PRESENCE

**Delhi** 372/74, Mehrauli Gurgaon Road, Sultanpur, New Delhi, India.  
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and 05, Pandurang Budhkar Marg, Mumbai – 400 013.  
Call +91 22 2632 0609 | mumbai@hands-carpets.com |  
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hyd@hands-carpets.com | www.handscarpets.com

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Call +971 58 8250 464 / 574 | info@handscarpets.ae |  
www.handscarpets.ae

**Singapore** Hands Carpets Asia Pte Ltd. 2 Alexandra Road, #01-01  
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info@handscarpets.asia | www.handscarpets.asia







# Hands<sup>®</sup>

fine handmade carpets since 1881



Connect with us

