



DEBUT

MAGIC CARPETS

Artist Joseph La Piana captures the elusive qualities of light, reflection, and movement in a dynamic collection of rugs for Patterson, Flynn & Martin

Joseph La Piana's explorations of the reflective and refractive properties of light have taken many forms in a dizzying array of media. A visit to the artist's New York studio reveals the full range of his kaleidoscopic material world. Lush photographs with a quality of painterly abstraction suggest water and sky. There are also palimpsest-like text works made up of layered acetate sheets silk-screened with phrases; twisted-wire wall hangings that pulse with kinetic promise; and pieces covered in stacked rubber bands whose velvety surface results from a dusting of talc. "My work often involves energizing a static material to create tension and a sense of movement," the artist says.

Now La Piana is bringing that sensibility to a new medium, collaborating with rug company Patterson, Flynn & Martin on a suite of carpets based on his abstract studies. Rendered in tones of gray, sepia, charcoal, and mulberry, the compositions are at once dynamic and meditative—you can feel La Piana's purposeful calm as he

sits by the sea in St. Barts or the Hamptons, camera in hand, observing the ephemeral play of sunshine and clouds on reflective surfaces. "The process of capturing those elusive moments is so spontaneous and immediate," he says. "It can feel like Stendhal syndrome, that notion of an impression that's so overwhelmingly beautiful that it feels euphoric."

The 12 made-to-order, fully customizable rugs are crafted of hand-tufted wool and silk, with shifting pile heights and a combination of cut-and-loop textures and carving techniques that further emphasize a sense of depth and fluidity. The collection makes its debut this fall at Patterson, Flynn & Martin's recently revamped to-the-trade showroom in Manhattan's D&D Building.

"Joseph's organic aesthetic is an exciting deviation for us," says company director Meredith Sandler-Bazar. A major impetus

Far left: Joseph La Piana, pictured between two of his large-scale canvases, based his rug collection for Patterson, Flynn & Martin on his studies of light. The designs include (clockwise from top) Gustavia Harbor, St. Tropez, and Fresh Pond. **Above:** The artist works in a broad range of materials, as seen in his Manhattan studio.

behind the project, she continues, is the dissolving boundary between high art and design—a phenomenon that intrigues La Piana as well. "You enjoy and live with art differently than you do with design. There's a more immediate, tactile quality to the latter," he says. Not to mention a transformative spatial role. "The rugs uplift a room, as if you're walking on light." pattersonflynnmartin.com and josephlapiana.com —JEN RENZI