

(META)FISICA



20-26 APRIL, MILAN
PIAZZA SANTO STEFANO 10

cc-tapis  **FORNASETTI**



“THESE ARE NOT MERELY RUGS, BUT LANDSCAPES WHERE I LOVE TO WALK OR SIT, IMAGINING NEW WORLDS INSPIRED BY THE IMAGERY KNOTTED IN WOOL AND SILK.”

– Barnaba Fornasetti

**Carlos Casas, 2026.
Metaphysics of Passage. 00:20:00.**

A multi-channel sound installation by the Catalan artist Carlos Casas is proposed as a metaphysical architecture structured through four states — each embodied as a climate, a season, and a mode of perception.

Unique compositions unfold in each room of the exhibition, corresponding to motifs throughout the collection. Amplified by suspended custom speakers by Giorgio di Salvo, four animal presences — the cat, the snake, the fox and the crow — emerge as guides of consciousness, articulating a passage from pre-linguistic perception to symbolic thought, from instinct to myth, from fragmentation to the construction of civilisation — as if moving through ruins while new structures begin to form.

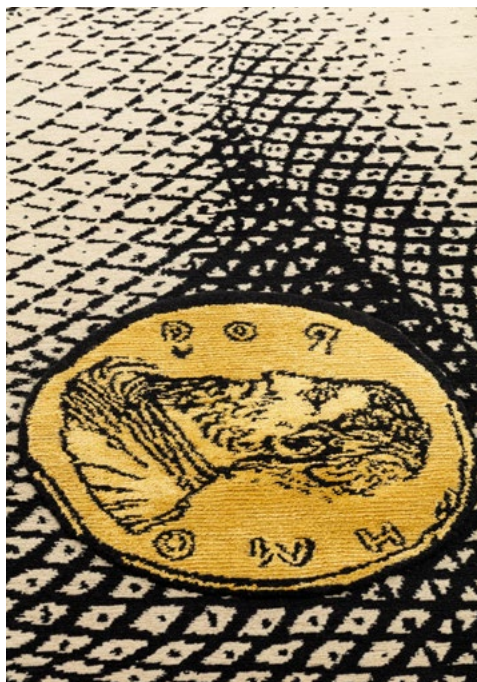
Ranging from 220-440Hz, a crescendo of sounds culminates in the Ruins basement room, where a 20-minute composition invites viewers to pause within the labyrinth, as the sounds spiral through shifting layers of awareness without a fixed center.

**I. BEACH, THE CAT
THE STATE OF PERCEPTION
(LIMINAL AWARENESS)**

**II. FOREST, THE SNAKE
THE STATE OF AWAKENING
(TRANSFORMATION)**

**III. DESERT, THE FOX
THE STATE OF DISORIENTATION
(FRAGMENTATION)**

**IV. MOUNTAIN, THE CROW
THE STATE OF TRANSCENDENCE
(META-CONSCIOUSNESS)**







CURATION: DAN THAWLEY
EXHIBITION DESIGN: PABLO MOLEZÚN
SOUND COMPOSITION: CARLOS CASAS
AUDIO SYSTEM: GIORGIO DI SALVO

FRAMES: BD-01 BY BAHRAINI-DANISH FOR CASSETTA
TABLE, STOOLS AND DISPLAYS: NMMB, NM22, NMMK BY NM3
CHAIRS: CHIAVARINE BY FRATELLI LEVAGGI
OLFACTORY NOTE: IMMAGINAZIONE BY FORNASETTI
FOOD CONCEPT: ARABESCHI DI LATTE
DRINKS: DOLOMITICO SKIWASSER

EXHIBITION PHOTOS: GIULIO GHIRARDI
CAMPAIGN PHOTOS: PIOTR NIEPSUJ

BRAND AND COMMUNICATION STRATEGY: P:S
SPECIAL THANKS TO BARNABA FORNASETTI AND ARCHIVIO FORNASETTI

THE COLLECTION

The collection brings the imaginative and almost dreamlike universe of Fornasetti into the tactile, material world of cc-tapis, merging two emblematic forces of Italian design. The collection takes shape as a visual and conceptual dialogue between Fornasetti's symbolic and timeless imagery — filled with illusion, irony, and storytelling — and the experimental vision of cc-tapis, which has long explored the rug as an expressive surface, a design space, and a collectible object.

The result is a collection in which each rug becomes a stage, evoking a theatricality suspended between fiction and function. Trompe-l'oeil, fragmentations, rhythmic variations, and graphic details merge with refined textures, transforming each piece into a narrative “act” ready to inhabit a space with character and personality.





**FORNASETTI AND CC-TAPIS REINTERPRET
A SELECTION OF ARCHIVAL MOTIFS
IN A PROJECT THAT BRINGS TOGETHER ART,
IRONY, AND ARTISANAL SAVOIR-FAIRE**

The variety of techniques and materials employed reflects the project's expressive richness. Each rug is handcrafted using fine natural fibers such as Himalayan wool, merino wool, and silk — selected by cc-tapis to enhance the details and nuances of Fornasetti's visual world. The sheen of the wool, the softness of merino, and the luminosity of silk all contribute to expressing the graphic depth and optical illusion characteristic of the distinctive style of the Milanese atelier.

The pieces range from very fine hand-knotted rugs made with the Tibetan technique, to hand-embroidered tapestries crafted by a collective of artisans in Uttar Pradesh, India, and hand-loomed creations. Sizes vary from monumental formats to small tapestries, conceived as coveted objects that transcend their functional use to become true collectible pieces.

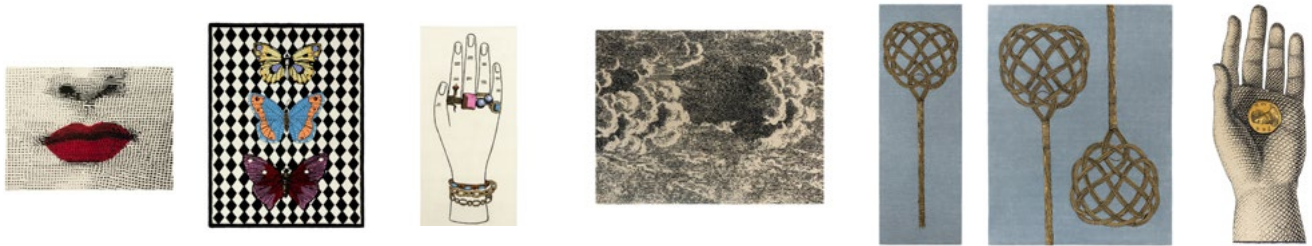
A symbol of the collaboration is the carpet beater, a Fornasetti motif reimaged as the project's logo: an ironic and affectionate sign that connects memory to the present.







THE COLLECTION



IL GATTIPANNI



[+] COLOR
Standard

[+] MATERIALS
Himalayan wool and silk

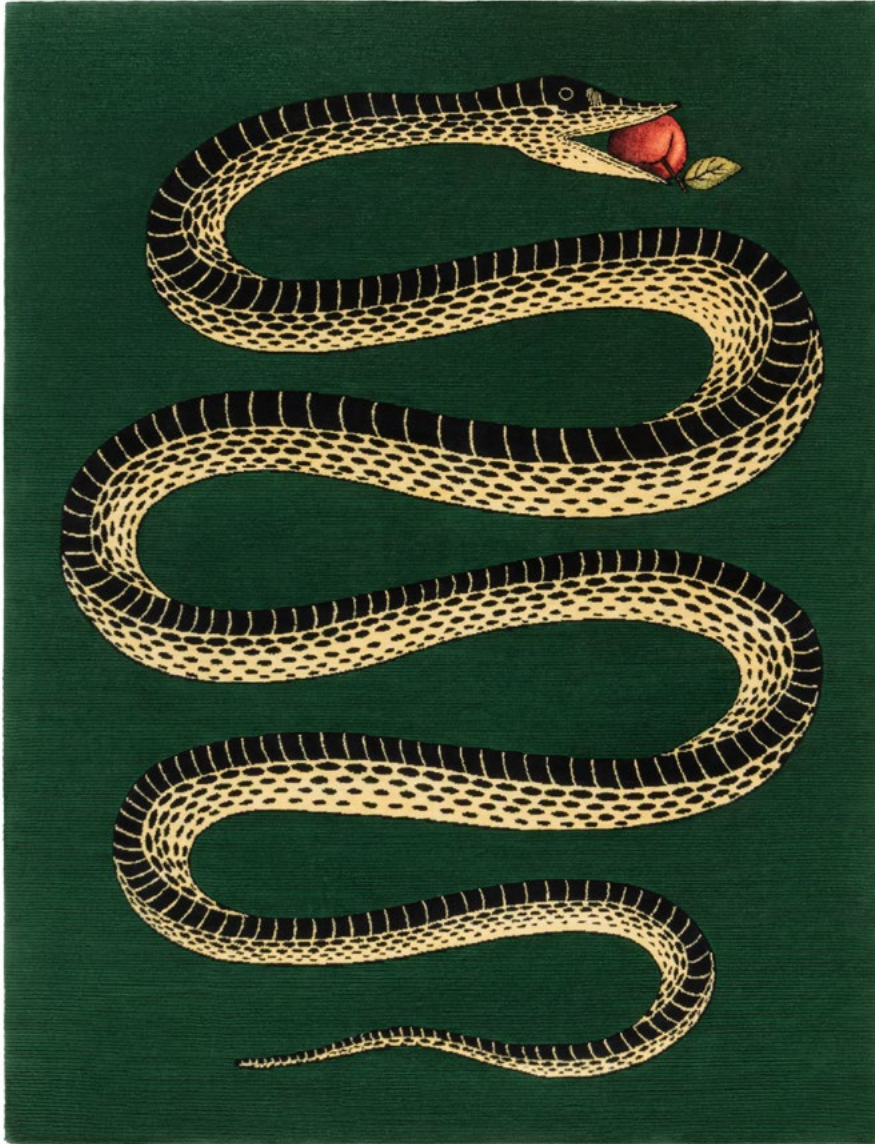
[+] QUALITY
Handknotted (A+++)

[+] DIMENSION
230X300 cm

[+] DESCRIPTION

This design is a refined exercise in visual storytelling, weaving Fornasetti's history with a playful, ironic aesthetic. The cat—a favorite subject of Piero since the 1950s—is paired here with the “battipanni,” a childhood memory object of the artist and a symbol of this special collaboration, which Barnaba Fornasetti transforms into a light, decorative graphic element. The result is a visual paradox: the cat, serene and magnetic, appears to ignore this deterrent tool with regal indifference, celebrating the playful and free-spirited universe of Fornasetti. Considered a true masterpiece, this rug is hand-knotted in Nepal with an unprecedented level of craftsmanship—approximately 312,000 knots per square metre—bringing extraordinary detail to the design and elevating its luxury. Made from a blend of New Zealand wool and silk, the silk threads add subtle brilliance to select details. Produced as a limited edition, the rug combines exquisite artistry, technical mastery, and the unique narrative charm of the Fornasetti universe.

PECCATO ORIGINALE



[+] COLOR
Green, Ice, Burnt umber,
Ivory

[+] MATERIALS
Merino wool, New Zealand
wool and silk

[+] QUALITY
Handknotted
(A+, 152.000 knots/sqm
approx)

[+] DIMENSION
230x300 cm

[+] DESCRIPTION

This rug reinterprets the theme of Original Sin with Fornasetti's characteristic lightness, offering a decorative piece that captivates the eye through a perfect balance of nature and abstraction. The fluid forms of the serpent intertwine across an emerald-green field, highlighting the iconic detail of the red apple and the graceful sinuosity of the graphic lines. A visual dialogue of temptation and irony transforms this mythological tale into a bold and sophisticated design element. Proudly hand-knotted in Nepal from a blend of Merino wool, New Zealand wool, and silk, the rug features silk threads strategically added in select areas to give the apple and other details a subtle brilliance, enhancing the motif's depth and visual impact.

RE SOLE



[+] COLOR
Gold, Ice, Burnt umber,
Standard b/w

[+] MATERIALS
100% New Zealand wool

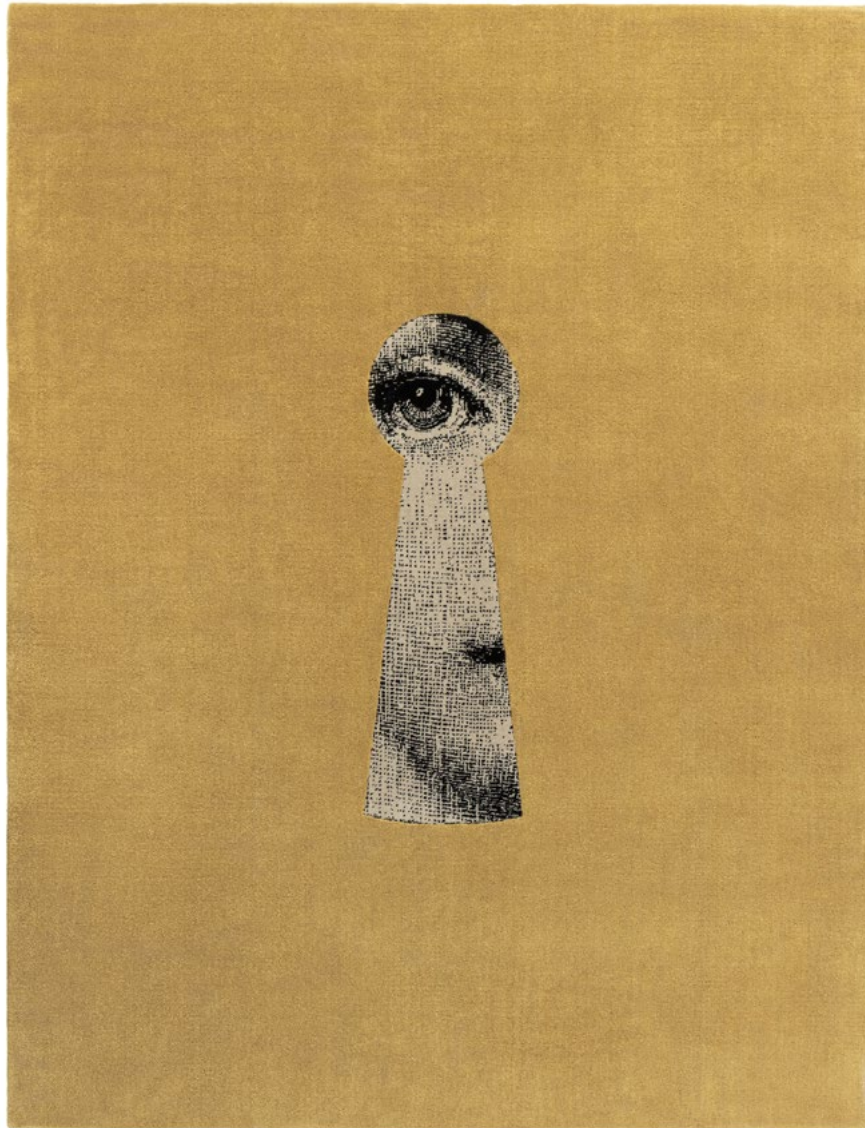
[+] QUALITY
Hand-knotted
(A+ 152.000 knots/sqm
approx.)

[+] DIMENSION
250x250 cm, 300x300 cm

[+] DESCRIPTION

The sun holds a place of honor in Fornasetti's iconic pantheon, and in this version it achieves unprecedented grandeur. The design sheds its usual simplicity to become dazzling and baroque: the rays multiply into a dense weave of intricate details, forming a golden, curly mane that frames the face of the celestial body. It is a tribute to Piero's most cherished theme, here transformed into a vibrant, rich, and deeply sophisticated ornament. The rug becomes a radiant sun, commanding the space with its theatrical presence. Proudly hand-knotted in Nepal from 100% New Zealand wool, the rug features varying pile heights—lower for the face and higher for the sun's mane—enhancing the three-dimensional effect and emphasizing the intricate texture of the design.

SERRATURA



[+] COLOR
Gold, White, Ice, Red,
Black, Burnt umber,

[+] MATERIALS
Wool and linen

[+] QUALITY
Jaquard

[+] DIMENSION
230x300 cm

[+] DESCRIPTION

In this beloved motif from the Fornasetti universe, the face of Lina Cavalieri—the famous soprano whom Piero often depicted and reinterpreted across many works—is framed by the sharp profile of a keyhole. The effect is that of a stolen glimpse: an anatomical detail emerging from darkness, transforming a classical reference into a decorative element rich with symbolic impact.

This piece plays with the themes of revealing and concealing, turning any space into one of pure intrigue and suggestion.

Proudly made by hand in India, this rug is crafted using the jacquard technique on a blend of New Zealand wool and linen. The specialized loom weaves intricate, raised patterns directly into the fabric, enhancing the design's depth and tactile quality.

ROVINE CLASSICHE



[+] COLOR
Standard b/w

[+] MATERIALS
100% New Zealand wool

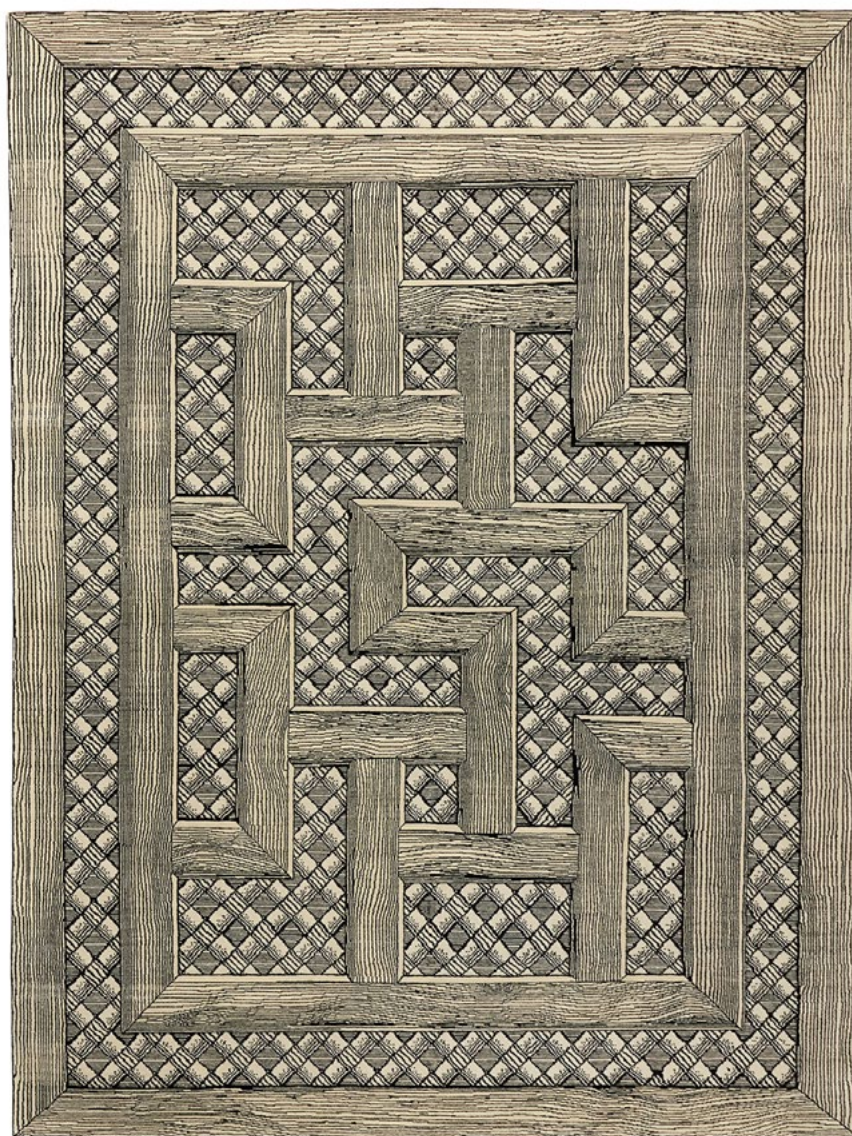
[+] QUALITY
Handknotted
(A++, 232.000 knots/sqm
approx)

[+] DIMENSION
300x300 cm

[+] DESCRIPTION

The rigor of perspective meets the playful irony of Fornasetti's trompe-l'œil in a rug of striking theatrical impact. Designed as a dialogue between art and architecture, this piece transcends its functional role to become a three-dimensional stage set. The vestiges of antiquity emerge with the precise, incisive detail characteristic of Fornasetti, inviting the eye to wander among columns and fragments of a glorious past. Proudly hand-knotted in Nepal from 100% New Zealand wool at an exceptionally high quality, the rug is crafted in a freeform shape that follows the contours of the design, with no borders, allowing the scene to unfold organically across the floor.

MUSCIARABIA



[+] COLOR

Standard b/w, Gold

[+] MATERIALS

100% New Zealand wool

[+] QUALITY

Handknotted

(A+, 152.000 knots/sqm approx)

[+] DIMENSION

230x300 cm, 300x300 cm,
300x400 cm

[+] DESCRIPTION

An intricate labyrinth captivates and seduces the eye: the Musciarabia rug transforms geometric precision into a hypnotic experience. The design traces its roots to Piero Fornasetti's 1954 "Geometrico" drawing for an Atelier folding screen, where the trompe-l'œil play dissolves the flatness of the surface, creating an illusion of architectural depth suspended in time. Proudly hand-knotted in Nepal from 100% New Zealand wool, the rug features varying pile heights that enhance the sense of depth and amplify the trompe-l'œil effect.

MANO CON MONETA



[+] COLOR
Standard

[+] MATERIALS
90% New Zealand wool
and 10% silk

[+] QUALITY
Jacquard

[+] DIMENSION
132x 340 cm

[+] DESCRIPTION

The Mano con Moneta rug reimagines a 1950 classic, originally created for the decoration of an Atelier tray. The design celebrates Piero Fornasetti's mastery of trompe-l'œil—a visual illusion so convincing that it became the subject of a famous photographic portrait, where the drawn arm appeared to come to life, replacing that of its creator. It is a tribute to Fornasetti's ironic genius, capable of transforming the everyday into a hypnotic visual paradox.

Proudly hand-knotted in Nepal from a blend of New Zealand wool and silk, the rug is crafted in a freeform shape, following the contours of the design. Silk threads add a luminous sheen to the coin, enhancing its presence and emphasizing the playful realism of the motif.

NUVOLETTE



[+] COLOR
Standard b/w

[+] MATERIALS
100% wool

[+] QUALITY
Jacquard

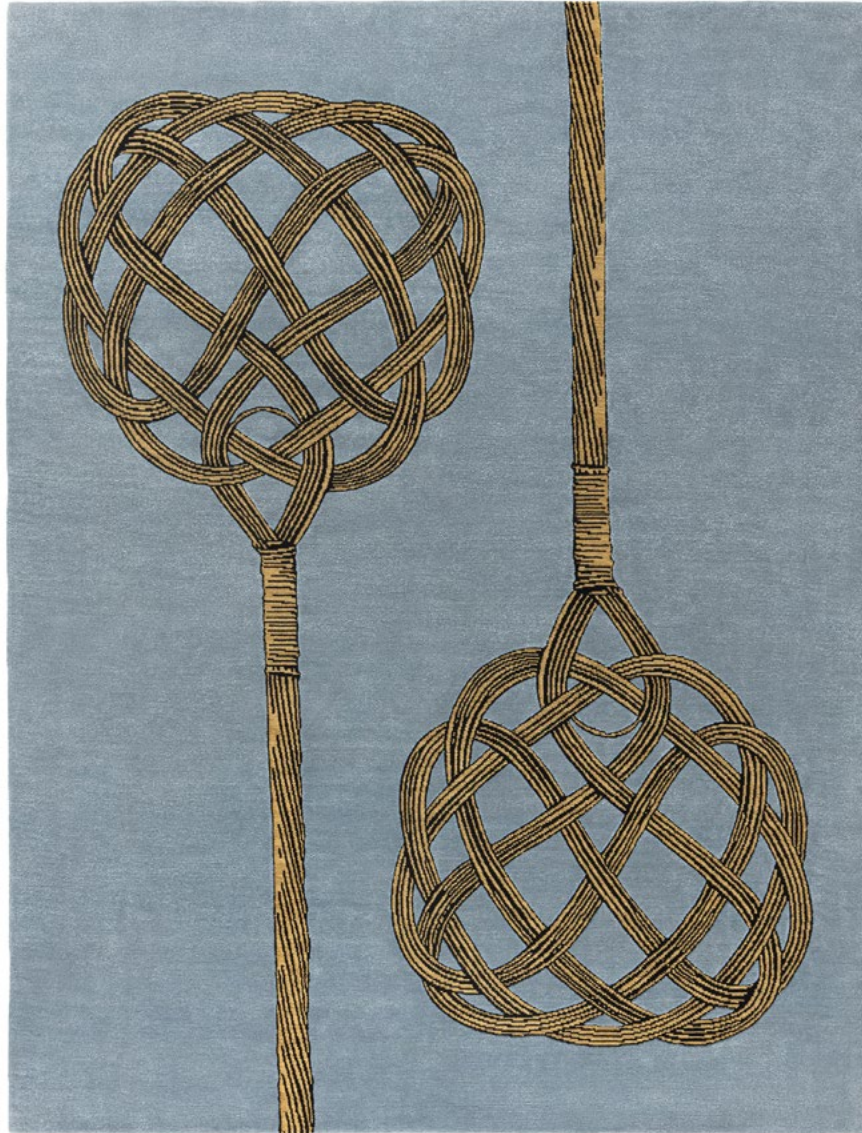
[+] DIMENSION
300x230 cm

[+] DESCRIPTION

In this design, the storm becomes graphic poetry. The clouds, rich in detail and subtle shading, represent one of the Atelier's most beloved themes. Originally created to accompany architecture and flights of imagination, they are here reinterpreted by Barnaba Fornasetti through abstraction and synthesis. By presenting them in their purest form, Barnaba has crafted a motif that lives independently, where the density of the lines and the sinuosity of the shapes become the sole protagonists of a timeless decorative minimalism.

Proudly made using the jacquard technique from 100% wool, the rug weaves intricate patterns directly into the fabric, giving depth, texture, and a subtle sheen to the design, turning a classic motif into a refined, modern centerpiece.

BATTIPANNI



[+] COLOR
Ice

[+] MATERIALS
Wool and silk

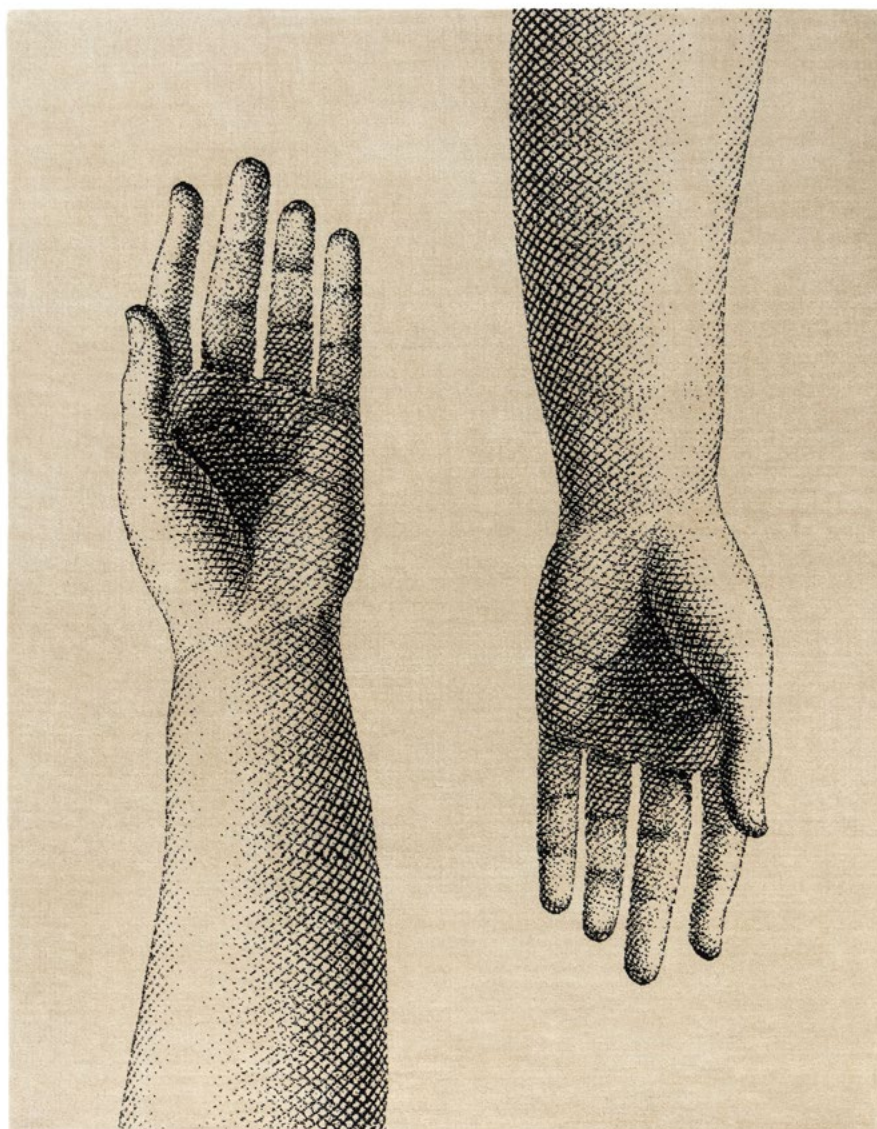
[+] QUALITY
Handknotted (A)

[+] DIMENSION
230x300 cm, 100x300 cm

[+] DESCRIPTION

In this dialogue between Fornasetti and cc-tapis, the “battipanni”—originally a household tool used to dust and beat rugs—sheds its practical function to become a purely graphic motif and a bold statement. It embodies the playful irony that breaks boundaries and celebrates the whimsical side of art. A striking graphic symbol, it marks a partnership built on the rejection of conformity and the celebration of boundless imagination. Proudly hand-knotted in Nepal from a blend of wool and viscose, the rug combines tactile richness with refined craftsmanship.

MANI - MANO



[+] COLOR
White, Black, Red

[+] MATERIALS
100% wool

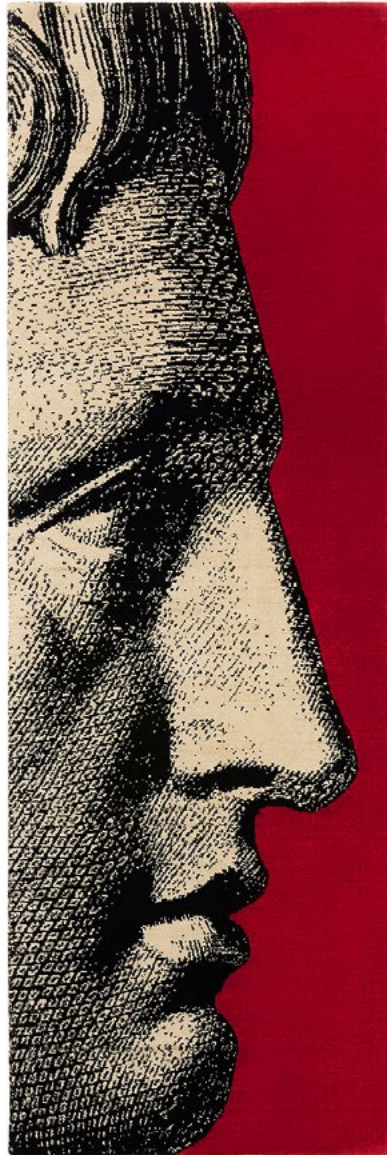
[+] QUALITY
Jacquard

[+] DIMENSION
230x300 cm, 100x300 cm

[+] DESCRIPTION

This rug brings to life Fornasetti's continuous play of forms and meanings, where hands take on theatrical and dreamlike qualities. Presented here in their absolute purity—stripped of any gesture or context—they become a pure graphic symbol. Proudly made by hand in India, this 100% wool piece is crafted using the jacquard technique, which weaves intricate, raised patterns directly into the fabric on a specialized loom. This method highlights the refined simplicity of the design, giving it depth and texture while preserving its striking minimalism.

PROFILI - PROFILO



[+] COLOR
white, black, red

[+] MATERIALS
100% wool

[+] QUALITY
Jacquard

[+] DIMENSION
230x300 cm, 100x300 cm

[+] DESCRIPTION

White meets the precision of black lines, creating a contrast that evokes the depth of Greek sculpture. The symmetry of the features, almost transformed into geometry, turns the rug into a canvas where ancient history meets the rigor of contemporary design.

A silent dialogue suspended in time, two marble-like gazes create a hieratic tension and celebrate the perfect harmony between the masculine and feminine worlds.

Proudly made by hand in India, this 100% wool rug is crafted using the jacquard technique, which weaves intricate, raised patterns directly into the fabric on a specialized loom. This process gives the design a sculptural texture and depth, enhancing the timeless balance between classical inspiration and modern craftsmanship.

FARFALLE E LOSANGHE



[+] COLOR
Standard

[+] MATERIALS
Wool

[+] QUALITY
Dhurrie and hand embroidery

[+] DIMENSION
90x120 cm

[+] DESCRIPTION

The lightness of these colorful butterflies is made even more striking by their contrast with the rigorous black-and-white geometry of the diamond pattern. Both motifs have long been part of the visual vocabulary of Fornasetti, already appearing in the 1950s on porcelain and decorative objects. It is Barnaba Fornasetti, however, who brings them together for the first time into a single, almost hypnotic composition—creating a scene that feels as though it has emerged from the collection of an entomologist. Proudly made by hand in India, this 100% wool rug is crafted using the dhurrie technique on a horizontal loom, where colored wefts are manually interlaced into the warp to form a flat, graphic surface. Hand embroidery is then applied as an additional layer, delicately highlighting the butterflies so they appear to rest lightly atop the geometric ground, enhancing their sense of movement and contrast. Conceived as both a floor piece and a wall hanging, the rug becomes a versatile collectible object.

BOCCA



[+] COLOR
Standard

[+] MATERIALS
Wool

[+] QUALITY
Dhurrie and hand
embroidery

[+] DIMENSION
120x90 cm

[+] DESCRIPTION

An essential and magnetic element, the lips of Lina Cavalieri-Fornasetti's muse-evolve beyond their original black-and-white identity through the reinterpretation of Barnaba Fornasetti. In the early 2000s, the addition of vivid red lipstick transforms this anatomical detail into a bold, pop and contemporary symbol—one that commands attention and becomes the focal point of any space through its striking chromatic contrast.

Proudly made by hand in India, this 100% wool rug translates the motif into a textile surface using the dhurrie technique, woven on a horizontal loom where colored wefts are manually interlaced into the warp to create a flat, graphic base. Hand embroidery is then applied on top as a distinct layer, enhancing the lips with raised detail—like a gesture of emphasis—intensifying their presence and giving the design a tactile, almost sculptural quality. Conceived as both a floor piece and a wall hanging, the rug becomes a versatile collectible object.

MANO CON GIOIELLI



[+] COLOR
Standard

[+] MATERIALS
Wool

[+] QUALITY
Chain stitch and hand embroidery

[+] DIMENSION
70x150 cm

[+] DESCRIPTION

Since the very beginning of his artistic career, Piero Fornasetti regarded the hand as the ultimate symbol of creative expression—both a tool for making and a subject to be represented. Hands holding pencils, adorned with jewels, playing with butterflies or raising glasses in a toast populate the visual universe of Fornasetti, reflecting his deep fascination with anatomical drawing and recurring throughout his decorative production.

Proudly made by hand in India, this 100% wool rug is crafted using the chain stitch technique, a traditional method where loops are interlinked to form a continuous, chain-like pattern across the surface. Onto this base, hand embroidery is carefully applied as an additional layer—like a true ornament—resting on the surface much like a jewel on the hand itself, enriching the design with subtle relief and tactile detail. Conceived as both a floor piece and a wall hanging, the rug becomes a versatile object where craftsmanship and storytelling intertwine.



FORNASETTI



[+] ABOUT FORNASETTI

The Fornasetti Atelier in Milan is an outpost of careful and accomplished craft production since the 1940s. Here skilled craftsmen and women use the same rigorous handcrafted techniques as were employed on the very first Fornasetti products. Colour is applied by hand and the original paper patterns are still followed. Maintaining the quality of these methods of making is an important aspect of the Fornasetti legacy. The majority of the furniture and objects produced in the Atelier are true “re-editions” of the original designs created by Piero Fornasetti. Objects referred to as “re-inventions” are designs created by Barnaba Fornasetti using the decorative elements and imagery found in the immense Fornasetti archive and are evolutions of the exclusive production of his father.

Every object produced at the Fornasetti Atelier in Milan is wholly handcrafted using exclusive artisanal techniques. Such particular methods of production render these unique pieces and elevate them to the status of true art. Two objects within the same theme will never be absolutely identical. All of the most valuable furniture and porcelain are produced in limited, annual editions. Today everything is still rigorously executed by hand in the Atelier; colour is applied to the surfaces by a painter who copies the original hand painted paper models. Only the printing technique has changed (for reasons of necessity) from lithography to serigraphy – an evolution that began during Piero’s lifetime. Decoration is transferred onto specially prepared lacquered surfaces before a further two layers of transparent lacquer are applied – a perfectly finished object is the end result. Every piece of furniture or each accessory bears the Fornasetti trademark and an object number, its production edition number, and the year of production. In the case of painted material, each object is signed by the painter who has completed the hand colouring.

CC-TAPIS IS A CONTEMPORARY RUG COMPANY BASED IN MILAN, AIMING TO BRING ITS IMAGINATIVE APPROACH, BESPOKE ATTITUDE AND COLLABORATIVE ETHOS TO EACH AND EVERY PROJECT

[+] ABOUT CC-TAPIS

Founded in 2011, today cc-tapis has a catalog that includes a wide range of rugs designed in partnership with forward-thinking creatives and brands. This model allows the company to constantly explore new aesthetics and manufacturing solutions, in a process of continuous research and cross-pollination.

The majority of cc-tapis' collections are handmade in the company's ateliers in Nepal and India, where high-quality raw materials such as Himalayan wool, pure silk and linen are shaped by master artisans, following a centuries-old craftsmanship tradition. Smaller productions are carried out in Italy, where cc-tapis keeps pushing the limits of what is considered possible in the realms of rug-making through modern technologies like robotufting.

Over the years, the company has developed a substantial know-how in creating custom rugs for specific projects. Today, this ability makes cc-tapis a leader in bespoke services for companies and professionals working in the contract and residential sectors.

Far from mass production, cc-tapis aims to offer a tailored service to those who understand and enjoy a high-end product which contains the story of an ageless culture.

