

cc-tapis

THE SOURCE





[THE SOURCE - 1'50''](#)

cc-tapis presents The Source, a visual journey directed by Lorenzo Gironi. Filmed in Nepal and Ladakh, the project offers a direct glimpse into the atmosphere, places, and people that surround its daily work.

Every story has an origin.

For cc-tapis, it lies where the air thins and the sky feels within reach — where curiosity meets long-rooted craftsmanship, and where communities, streets, and environments leave their mark on the brand's sensibility and approach.

In the Himalayan folds of Nepal and the high deserts of Ladakh, life and work move at the same rhythm. Rugs emerge from gestures honed over generations, translated into new designs through patient making, material care, and openness to experimentation.

Shot entirely on 16mm with a Bolex Super 16 camera, *The Source* — directed by Lorenzo Gironi— conveys a tactile, immediate reality. The choice of this medium was intentional, as filming in analog demands patience, awareness, and a slowness that is rare today. A reminder to pause, to reflect, and to focus on what truly matters — not just the process, but the artisans, the landscapes, and the cultures that give meaning to it.

Through this lens, Kathmandu and Leh form the setting for these visuals — each with its own pulse and sound. Leh, the joint capital of Ladakh and source of Himalayan wool, stretches in silence and vastness: endless snowy mountain lines, solitary shepherds and yaks, colors that stir the senses. Here, time loosens; encounters are rare, yet they carry the force of authenticity.

LEH, LADAKH, INDIA





TCOC BY KWANGHO LEE



REBUS BY INDIA MAHDAVI

Kathmandu, home to cc-tapis ateliers, moves differently: calm and chaos intertwined. Cricket fields meet temple dancers. Eccentric, colorful architecture rises through tangled wires. Motorbikes roar past hands at work. Fleeting gestures, centuries-old art, and a restless, forward mind, all sharing the same space.

It is in these distant regions that the brand's voice finds its ground — in the conversation between makers, materials, and places. Here, wool tells its own story: gathered at high altitude, spun by hands that know the cold, left in its pure state.

The journey ends as it began: with fragments of ordinary life. Film preserves the raw traces of what was seen, the air, the touch, the faces, the quiet in between. This project is a portrait of connection and presence: where tradition lives on, and where cc-tapis finds its source.

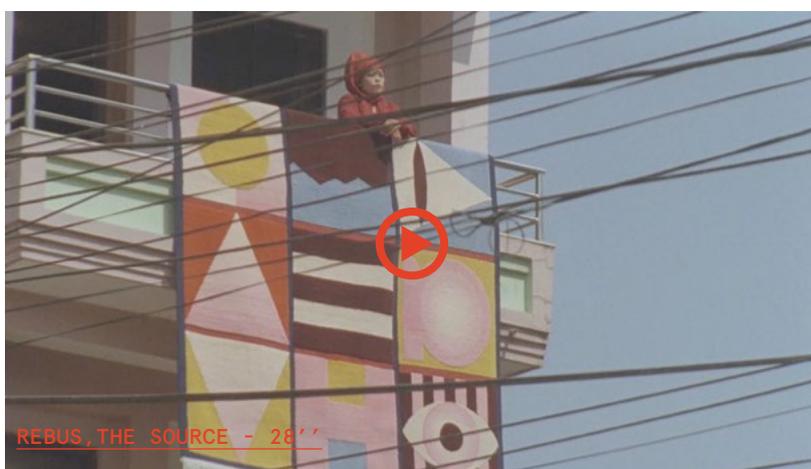


LEH, LADAKH, INDIA

“With this project, we wanted to offer our community a more intimate and authentic look into the world of cc-tapis — into the people, places, and everyday moments that bring our production sites to life, seen through the brand’s own perspective. Even after fourteen years, exploring this universe from within remains for us an inexhaustible source of discovery and meaning. Sharing a part of this world feels like a valuable way to connect and reflect on what, at its core, defines cc-tapis.”

Daniele Lora

cc-tapis





CC-TAPIS ATELIER, KATHMANDU, NEPAL



LEH, LADAKH, INDIA







CC-TAPIS ATELIER, KATHMANDU, NEPAL

DIRECTOR: LORENZO GIRONI
DOP: FEDERICO TEOLDI
CREATIVE DIRECTOR: DANIELE LORA
EDITING: LORENZO GIRONI, SIMONE DIMUNDO
PRODUCTION: SILVIA GIUSTOZZI, JIGMAY DONGSTETSANG
GRAPHICS: MARGHERITA CHIODAROLI
ORIGINAL SCORE + SFX: JSDS
GRADING: LUCA MORO

PR AND COMMUNICATION: P:S

A PROJECT COMMISSIONED BY CC-TAPIS

cc-tapis

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.



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