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CC-TAPIS PRESENTS

PERCO

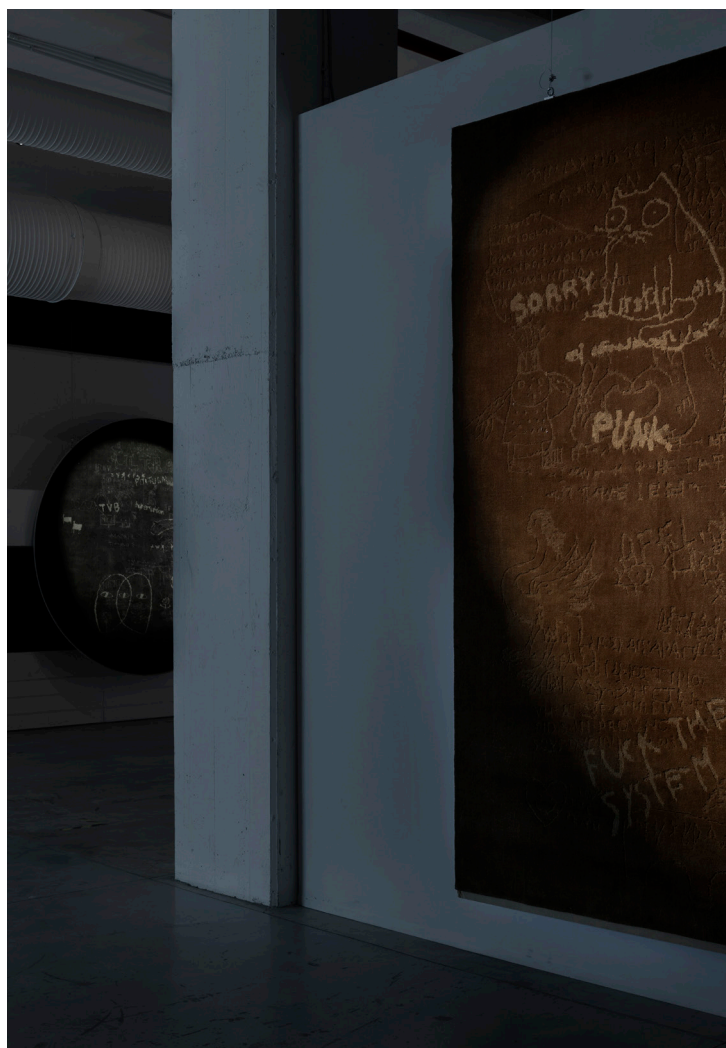
BY ROBERTO SIRONI

HYPERCODE

cc-tapis

DURING MDW25, CC-TAPIS PRESENTS ITS FIRST COLLABORATION WITH ITALIAN DESIGNER ROBERTO SIRONI IN A SITE-SPECIFIC INSTALLA- TION AT THEIR MILANESE HEADQUARTERS.





PRESS PREVIEW:
03.04, 11 AM - 6 PM

PUBLIC OPENING:
07 - 11.04, 10 AM - 6 PM
FREE ACCESS

CC-TAPIS HEADQUARTERS
VIA FANTOLI 15/5, 20138,
MILAN

[+] HYPERCODE BY ROBERTO SIRONI

During Milan Design Week 2025, cc-tapis presents Hypercode by Roberto Sironi—a collection of handwoven rugs showcased in a site-specific installation at the cc-tapis headquarters in via Fantoli 15/5.

Running from the 7th – 11th April, the Hypercode installation and collection welcomes guests into a purposefully dark and intimate environment designed for exploration. The exhibition offers a sensory and intellectual journey, where visitors decode the intricate messages embedded within each piece. This project is more than an exhibition—it is a dialogue between history and modernity, craftsmanship and technology, memory and reinvention.

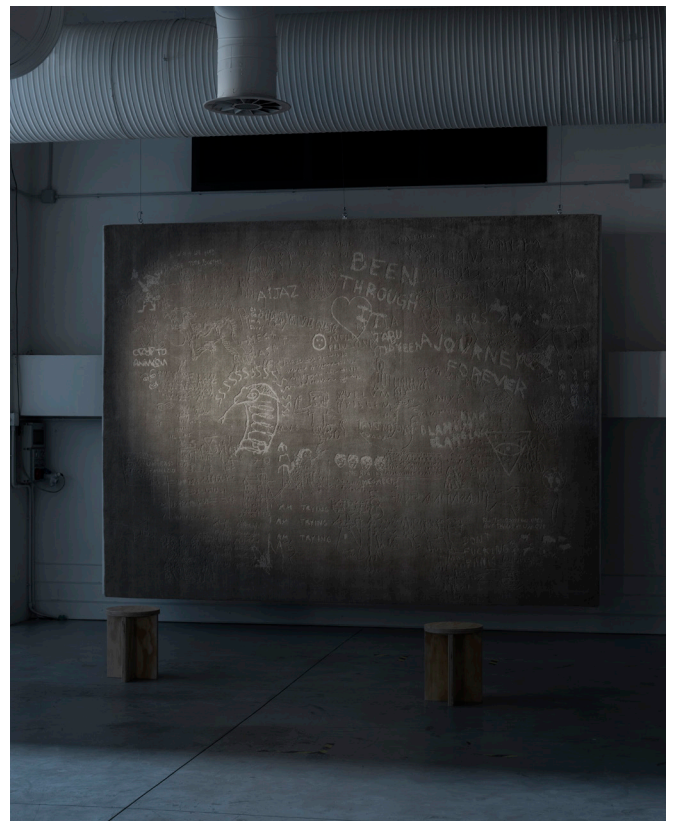
Through Hypercode, cc-tapis and Roberto Sironi reaffirm their commitment to innovation, artistry, and the enduring power of storytelling through design.

[+] THE EXHIBITION

For the first time, cc-tapis uses its headquarters as an exhibition space, opening the doors to the ex-Lambretta scooter factory to the public, transforming its prototyping center into an immersive exhibition space.

This immersive installation gives voice to the messages and symbols seemingly etched onto the surface of each rug. Visitors are invited to step into a large industrial space, shrouded in darkness, and approach each artwork to decode the intricate narratives and experience the visual language created by Sironi.

Designed to be explored, the exhibition fosters an intimate atmosphere, encouraging discovery of the codes left behind through time.



cc-tapis

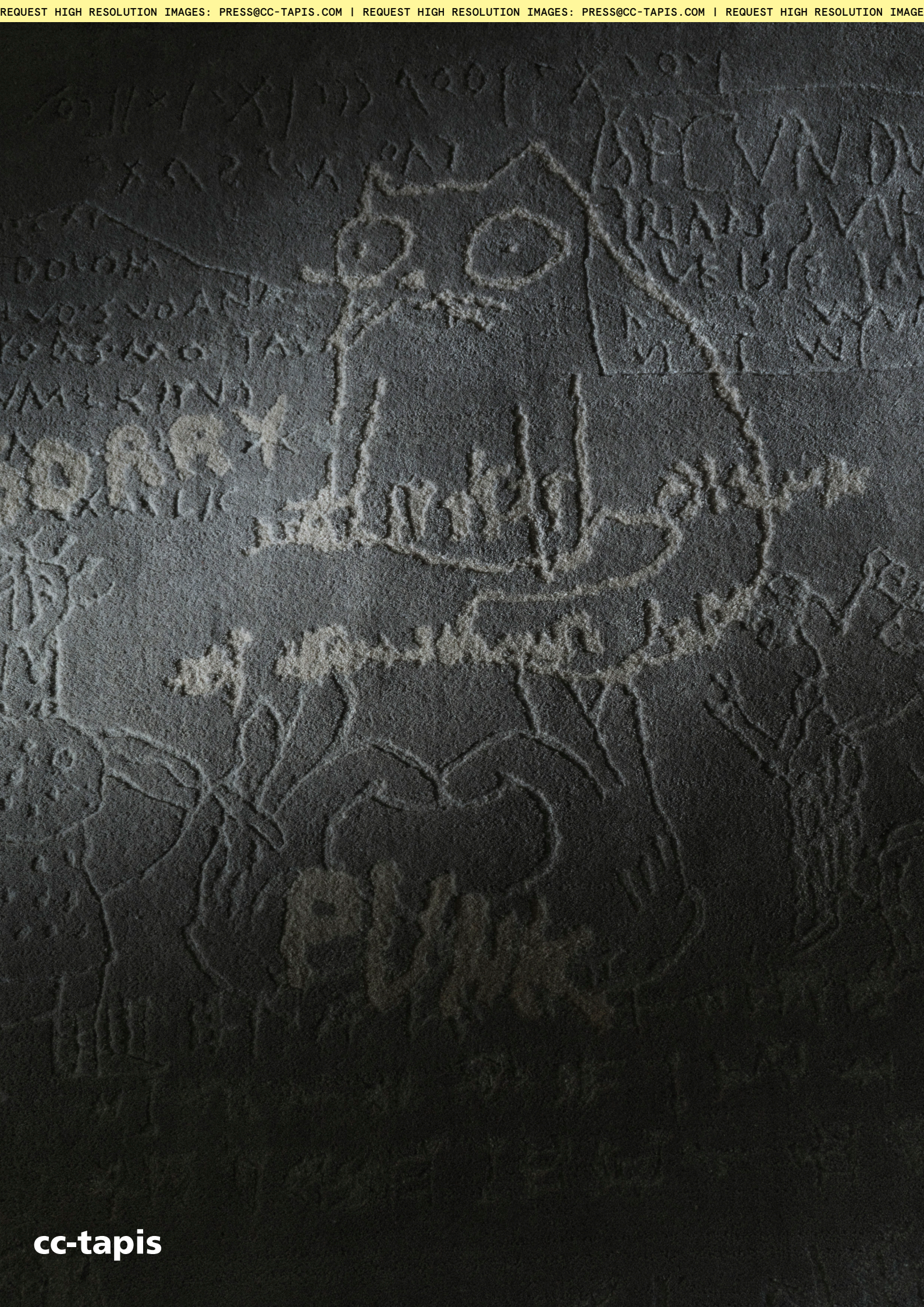


[+] THE COLLECTION

The collection is rooted in Roberto Sironi's extensive research and documentation of inscriptions from both contemporary and prehistoric sources worldwide. By merging mythological symbols, ancient carvings, enigmatic glyphs, and raw urban graffiti, Sironi forges a new aesthetic language—one that reflects humanity's innate desire to leave a lasting mark on its surroundings, creating a visual bridge across time and space.

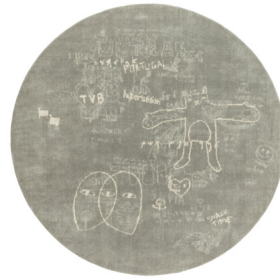
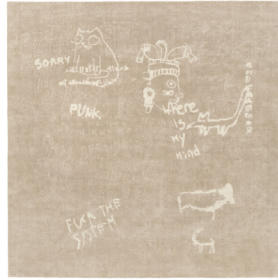
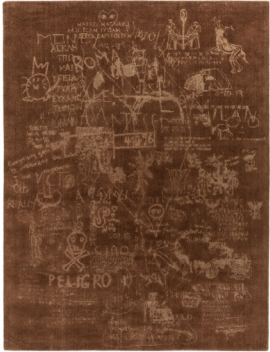
While drawing inspiration from contemporary artistic expressions, Hypercode remains deeply connected to tradition. Historically, rugs have served as narrative artifacts, with warp and weft intertwining to recount the stories of civilizations, cultures, and individuals. Each piece in this collection conveys messages through symbols and languages that transcend immediate comprehension, inviting reflection and interpretation.

Crafted using the jacquard weaving technique on a traditional Indian handloom, master artisans seamlessly blend heritage with innovation, weaving intricate patterns that transform into visual codes. By layering solemn Greco-Roman inscriptions, enigmatic Japanese mythological symbols, spontaneous declarations of love, and the universally recognized smiley face, Hypercode turns each rug into a palimpsest of timeless narratives.



HYPERCODE

THE COLLECTION



HYPERCODE RECTANGULAR

[+] COLOR
Raw earth

[+] MATERIALS
50% wool, 50% linen

[+] QUALITY
Jaquard

[+] DIMENSION
230x300cm and
300x400 cm

HYPERCODE SQUARE

[+] COLOR
Stone Gray

[+] MATERIALS
50% wool, 50% linen

[+] QUALITY
Jaquard

[+] DIMENSION
250x250 cm and
300x300 cm

HYPERCODE ROUND

[+] COLOR
Lichen

[+] MATERIALS
50% wool, 50% linen

[+] QUALITY
Jaquard

[+] DIMENSION
250x250 cm

HYPERCODE RUNNER

[+] COLOR
Lichen

[+] MATERIALS
50% wool, 50% linen

[+] QUALITY
Jaquard

[+] DIMENSION
100x300 cm

ROBERTO SIRONI



[+] ABOUT ROBERTO SIRONI

Roberto Sironi is a research-based and process-oriented studio, where thinking and making converge in the creation of environments and artifacts.

Matter is investigated and manipulated through an anthropological approach to create new meanings and powerful narratives.

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.

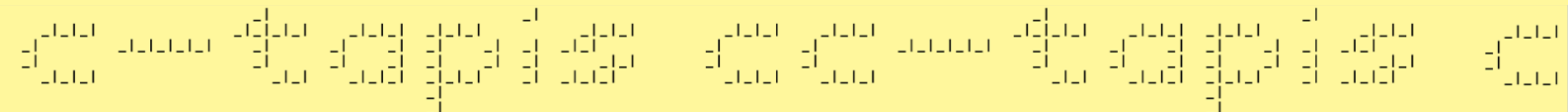
Over the years, the company has developed a substantial know-how in creating custom rugs for specific projects. Today, this ability makes cc-tapis a leader in bespoke services for companies and professionals working in the contract and residential sectors.

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.

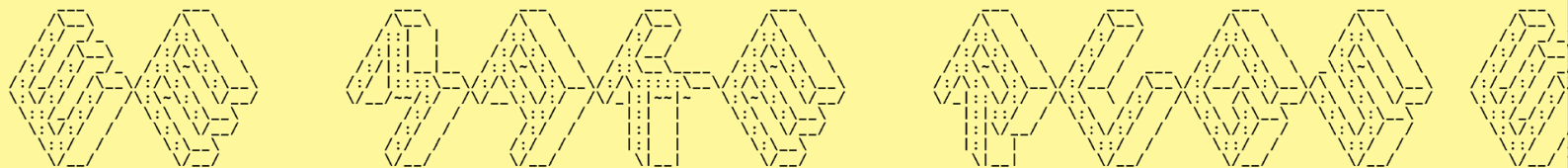
CC-TAPIS HEADQUARTERS
via Gaudenzio Fantoli 15/5
20138 — Milano, IT

PRESS INQUIRIES
press@cc-tapis.com

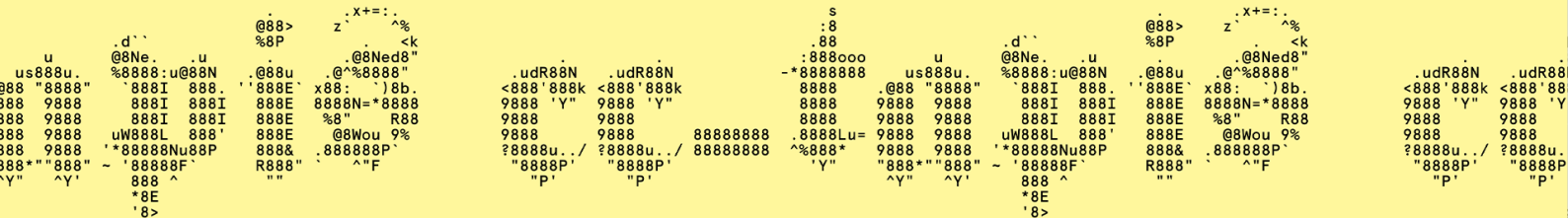
CC-TAPIS SHOWROOM
piazza Santo Stefano, 10
20122 — Milano, IT
www.cc-tapis.com



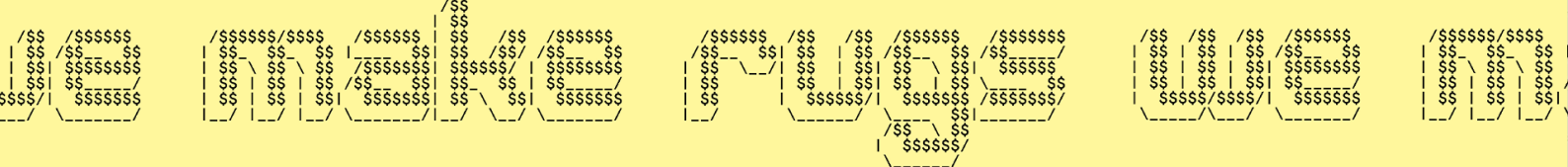
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IS *-~*-~* WE MAKE RUGS *-~*-~* CC-TAPIS *-~*-~* WE MAKE RUGS *-~*-~* CC-TAPIS *-~*-~* WE MAKE RUGS *-~*-~* CC-TAPIS *-~*-~* WE MAKE RUGS *-~*-~* CC-TAPIS *-~*-~* WE MAKE RUGS *-~*-~* CC-TAPIS



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