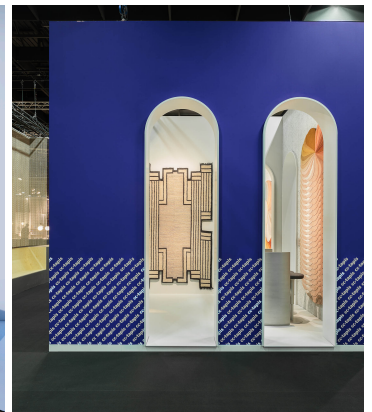
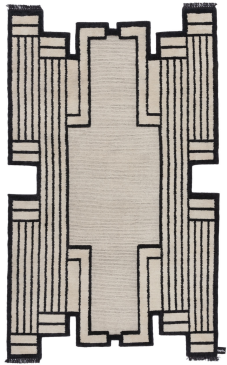


ASMARA

ASMARA COLLECTION

*designed by Federico Pepe*



**ASMARA****ASMARA COLLECTION***designed by Federico Pepe*

***"I applied lines which are inspired by the iconography and the formal essentiality of modernist architecture."***

*A rug named Asmara as a tribute to the capital of Eritrea, now recognized as a UNESCO World Heritage Site thanks to its modernist architecture, designed by visionary architects in the fascist colonial era. An urbanistic, innovative utopia applied to an African context, just like the two souls of this rug. "This rug has an aspect focusing on materials and the simplicity of the workmanship. To this, I applied lines which are inspired by the iconography and the formal essentiality of modernist architecture." [Federico Pepe](#)*

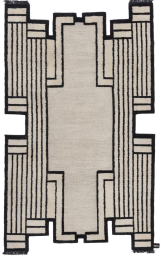
# ASMARA

## ASMARA COLLECTION

*designed by Federico Pepe*

### MODEL

*Asmara*



### COLOR

*Standard*

### DIMENSIONS

*180x300 cm*

### MATERIALS

*Cotton weave and  
Himalayan wool pile*

### QUALITY

*B (89.000 knots/sqm  
approx.)*

### CUSTOMIZATION

*Customizable in size*

# FEDERICO PEPE



*Federico Pepe was born in Omegna in 1976 and lives and works in Milan. Federico Pepe is a designer with an interest in how the communication process can be shaped, fully aware that the act of designing is increasingly an intertwining of disciplines. He is able to initiate and build relationships and experiences, educated to move between different practices, he is an artist, author, director, catalyst, cultural operator, creative, publisher, entrepreneur, curator, producer and adman.*

