

**BELA & ELIS**

Sonnhild Kestler designs hand-knotted carpets for DESIGNERCARPETS - DRECHSLE.

**BELA & ELIS bring pure joie de vivre to any living space! For DESIGNERCARPETS - DRECHSLE, Swiss artist Sonnhild Kestler has developed two expressive rugs that not only impress with their captivating colors and shapes, but also with their pleasant feel - and touch us with their uniqueness.**

"With my designs, I want to inspire people, stimulate their imagination and arouse emotions." For Zurich-based textile designer Sonnhild Kestler, it is important to tell new stories with her work, but also to reactivate past experiences in the viewer: "Abstract, archaic forms are turned into pictorial figures or scenes that awaken personal memories and thus come to life. BELA & ELIS should also become a canvas for personal narratives and thus the emotional heart of the room." The fact that the names were chosen to be gender-neutral was a conscious decision. After all, both figures should leave room for interpretation: "Everyone can connect their own story with BELA & ELIS - shapes and colors should encourage people to talk to each other about the strong personalities and be inspired by their appearance," adds Annique Drechsle from DESIGNERCARPETS - DRECHSLE. "What's more, the two carpets themselves are small works of art: they not only reflect the design philosophy of the renowned artist, who was awarded the Swiss Grand Prix Design for her work in 2010, but are also each absolutely unique in their own right."

**Handmade unique pieces - sustainable and fair-trade**

Sonnhild Kestler first develops the colors and shapes in painstaking detail: "Compositions unfold intuitively and playfully, which I meticulously assemble in a kind of paper collage. I mix the colors that I print onto the paper especially for this purpose, experiment with a vocabulary of shapes and react to the design on a 1:1 scale." Once the color mood is harmonious, the paper and wool colors are perfectly matched and the rug goes into production in Kathmandu: Here, the virgin sheep's wool is hand-spun and BELA & ELIS is manufactured row by row according to Tibetan knotting tradition. "The high quality of our products is extremely important to us," emphasizes Stefan Drechsle, owner of DESIGNERCARPETS - DRECHSLE: "Everything we do, we do with great passion and enthusiasm: for the individual product, for the intensive collaboration with our designers, for the high-quality production and for the competent people who make our carpets. We do this with great appreciation, which we are happy to pass on to our customers. Because they don't get a fast-moving product, but one that will last a lifetime." This can be felt in every fiber: The passion for traditional craftsmanship combined with innovative design, a very high level of quality awareness and a pronounced customer orientation are just as much part of the brand values of the Lörrach-based family business as transparent manufacturing processes, fair trade, social commitment and respectful and attentive cooperation.

## **Lively room atmospheres - can be combined individually and playfully**

The fact that sustainability is also expressed in spatial well-being is primarily due to the natural material: thanks to its texture, the Tibetan wool not only ensures a uniquely soft feel, but also a healthy living environment - and thanks to the expressive motifs, a lively room atmosphere: BELA & ELIS are an ideal eye-catcher in the living room, are happy to lie at your feet in the bedroom, welcome guests in the hallway and enrich everyday life with their pure presence. The two figures can be playfully combined, enliven the room as a pair head-to-head or individually and unfold their individual effect depending on the location. "Their pictorial nature is simply a joy," says Annique Drechsle: "Just like the collaboration with Sonnhild Kestler! Together, we have developed two special rugs that bring life to any room." BELA & ELIS are not the first joint project: Back in 2021, the now well-established team was able to produce two large, oval rugs with a fading stripe pattern for the child and adolescent psychiatric clinic in Basel by BUR Architekten. This was followed in 2022 by a ten-meter-long, striped rug for the Welcome Desk at the VitraHaus in Weil am Rhein. Further collections are planned. "And perhaps the BELA & ELIS family will grow to include new figures ..."

"Nowadays, there are billions of things that you look at and immediately forget about. For me, it is important that the objects I design are noticed, that they touch you and become part of your daily life."

Sonnhild Kestler, textile designer and artist

## TECHNICAL INFORMATION

Produced by: DESIGNERCARPETS • DRECHSLE, Lörrach

Made in: Kathmandu / Nepal

Design: Sonnhild Kestler, Zürich

Technique: hand-knotted

Density: high density, ca. 160.000 knots/square meter

Material: 100 % tibetan wool on cotton warp

Color: multicolor, colorfast

Pile height: ca. 12 Millimeter

Size: 83 x 120 Centimeter

Weight: ca. 3,5 Kilogramm

Certificate (Fair-Trade): STEP-Label

Price: each. 1.150,00 € (+ VAT)

## **DESIGNERCARPETS • DRECHSLE**

DESIGNERCARPETS - DRECHSLE stands for high-quality, handmade carpets. In close cooperation with international creatives, the family-run company produces modern carpets and kilims for hotels and restaurants, retail, public buildings, yachts and the private sector with great passion and precision craftsmanship. The main production site is Nepal's capital Kathmandu. Here, the carpets - whether ready-made or custom-made - are manufactured to the highest quality and using traditional Tibetan production techniques. Other production facilities are located in Morocco, Portugal and India. All of the factories are family businesses that work according to socially responsible standards. Founded in 1949 by Magdalena Drechsle, the business developed over the years into a furniture and carpet retailer and finally into a manufactory. DESIGNERCARPETS - DRECHSLE has been managed by Stefan Drechsle since 2005. With Annique Drechsle, the third generation has been represented since 2023. Transparent manufacturing processes have been an integral part of the company's DNA from the very beginning, as have fair trade, sustainable production and respectful treatment of all employees. For this reason, DESIGNERCARPETS - DRECHSLE is a permanent member of the non-profit fair trade organization STEP. The Lörrach-based company has already won awards for the quality of its carpets with a particular focus on style, use of materials, creativity, product design and innovation. In addition, DESIGNERCARPETS - DRECHSLE holds the official license for timeless carpet designs by renowned designers, including Danish architect and designer Verner Panton, Bauhaus student and photographer Gertrud Arndt and artist Carmen Stallbaumer

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Foto Sonnhild Kestler: [Marion Nitsch](#), Zürich



BELA & ELIS are characterized by clear, reduced forms in which viewers can find themselves and which invite for personal interpretation.



BELA & ELIS can be perfectly integrated into many different furnishing styles. Whether in the living room or bedroom, in the hallway, on the wall or on the floor, together head-to-head or separately: the two rugs bring life to any room.



DESIGNERCARPETS - DRECHSLE attaches great importance to natural materials such as Tibetan sheep's wool and traditional craftsmanship: since 1983, each rug has been exclusively knotted in the production facility in Kathmandu. With a size of 83 by 120 centimeters and a weight of approx. 3.5 kilograms, BELA & ELIS are also easy to transport.



Sonnhild Kestler initially put BELA & ELIS together in a kind of paper collage. Once the shapes and colors were in harmony, the paper and wool colors were perfectly matched and the rugs could be traditionally handmade in Kathmandu.

"The Tibetan way of weaving carpets requires a very traditional and careful production technique. We combine this centuries-old expertise with modern know-how and exclusive, high-quality materials. The result is authentic rugs and kilims of exceptional quality - unique in terms of colors, patterns, shapes and dimensions."

Stefan Drechsle, owner of DESIGNERCARPETS - DRECHSLE



DESIGNERCARPETS - DRECHSLE stands for high-quality, handmade carpets. The Lörrach-based family business has been run by Stefan Drechsle since 2005. With Annique Drechsle, the third generation has been represented since 2023.



Sonnhild Kestler is a textile designer and founded her own screen-printing workshop in Zurich in 1988. Since then, she has been developing elaborate print designs in small series for scarves, shawls, clothing and accessories as well as for home textiles and art objects.