

SEPTEMBER 2018

# interiors+sources

THE  
ARTISAN  
ISSUE





# Fashion-forward, Artisan-based

ASID sits down for a Q&A with Surya on the rug company's dedication to skillful artisans.

**A**n ASID Premier Partner, Surya is a brand that excels at merging form with function, translating leading trends into fashion-forward products across a range of styles – all while maintaining a dedication to craftsmanship. Below, ASID discusses Surya's core values and how it works to incorporate local artisans to design a crafted product from the ground up.

**ASID:** Can you explain the history of your company and the range of your products?

**SURYA:** In 1976, a chance encounter in North India between a buyer from Federated Group (now Macy's) and Surya Tiwari led to the creation of Surya Rugs, which started out as a small supplier of hand-knotted rugs. Realizing that it

was critical to have more direct contact with customers, Surya Tiwari established a division in the U.S. in 1986 and appointed his son, Satya, as president in 2006. Like his father, Satya continues to push the boundaries of the home decor industry by continually investing in people, products, technology, and infrastructure to address customer pain points and to help customers succeed, including the opening of Surya's corporate headquarters and one-million-square-foot distribution center located in White, Georgia.

**What does artisanal mean to you and why is it important to Surya?**

**SURYA:** Surya's roots are grounded in quality artisanship. The company got its start selling a selection of handcrafted rugs in northern India. Today, Surya's handcrafted products are made with skill and passion by more than



INTRODUCING  
Modern

*it's in to be out*

We offer a wide selection of outdoor chairs, tables and lounge items which provide comfort, relaxation and enhance the ambiance of any setting. Through precise construction, choice of materials, demanding tests and standards, our products support heavy-duty use common to the foodservice, hospitality and corporate markets.



50,000 artisans, many of who are women who are able to weave the rugs from home at their own pace. This allows them the opportunity to earn an income that they might not otherwise have. For Surya, it's not just about the rug – it's about the entire impact that rug has from the weaver's hand to the homeowner's home.

#### How do you use artisans and artisanal techniques?


**SURYA:** Artisanry is core to Surya's foundation. Every handcrafted rug from Surya goes through a journey to get to its final home, whether for residential or commercial settings. Every knot or stitch in a handcrafted Surya rug is woven by a human being with the artistic skills and craftsmanship to create these masterpieces that can often last a lifetime when properly maintained.

#### What is the value for designers (and their clients) in sourcing artisanal products?

**SURYA:** Artisanal products offer quality craftsmanship with the subtle differences that come from the human connection to a product. Each piece is one-of-a-kind in its own way. Each piece tells a story of authenticity.

#### What are some lesser-known benefits of utilizing artisanal designs?


**SURYA:** The value of knowing your purchase is funding the livelihood of someone else who is expressing their own individual version of art is an irreplaceable benefit.

For more info on Surya's dedication to artisans, view the company's video, "The Hands and Hearts of Surya," at <http://bit.ly/SuryaASID>. 

**OPPOSITE** Surya got its start in 1976 selling a selection of handcrafted rugs in northern India. **ABOVE** Today, Surya's products are handcrafted by more than 50,000 artisans, many of whom are women.

# The Wait is Over

Kwalu is reducing the stress of waiting environments by redefining the comfort, style and the level of clean in reception areas. Every seating and table model incorporates Kwalu's engineering and targets the reduction of healthcare associated pathogens with solid surface, non-porous, bleach-cleanable finishes. Kwalu is what you've been waiting for. Kwalu is Redefining Clean Design®.



Redefining Clean Design®

**10** year  
performance  
warranty

877-MY-KWALU  
[kwalu.com](http://kwalu.com)