

**OYYO IS PLEASED TO ANNOUNCE THE LAUNCH OF A SPECIAL CURATED SELECTION OF HAND-WOVEN, ORGANIC COTTON DHURRIES ENTITLED, LANDING SITE IRREGULAR. THE COLLECTION WILL BE ON VIEW DURING STOCKHOLM'S FURNITURE FAIR IN FEBRUARY 2020.**

The contemporary dhurries by Oyyo are woven in their dedicated weaving workshop in rural Maharashtra using handmade traditional techniques that date back centuries. The organic cotton yarn is hand-dyed in small batches with pigments derived from local plants, and leftover yarn is collected, weighed, and sorted by color. With the underlying motivation of reuse, came the series: Landing Site Irregular, where the leftover dyed yarn is utilized in an innovative and playful way and redefined into a series of one-of-a-kind dhurries.

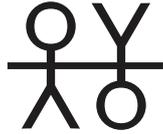


*A small selection of Landing Site Irregular showcasing the range of the collections unique colorways.*

Smaller in size than the original Oyyo dhurries, Landing Site Irregular exudes new life into the yarn that is leftover from larger pieces. The result is a series of geometric designs that draw from the expansive palette of custom colors, researched and refined over the years and now paired in surprising, experimental combinations.

Oyyo's Landing Site Irregular pieces are multiplicity of formal textures where the inspiration of place, landscape, and color are drawn out both aesthetically and conceptually. Taking cues from visionary architect-artists Shusaku Arakawa and Madeline Gins theories on space and color, Landing Site Irregulars was originally conceived as a special project for the Japanese market, where the Swedish duo lives part of the year.

This special collection, offered in a variety of colors and in a size 65 x 140 cm, will be available for purchase exclusively through Oyyo's online store for 195€ inc (156€ + shipping outside the EU).



## ABOUT OYYO

Oyyo, an independent design studio and producer of unique textile interiors, was founded in 2011 by Lina Zedig and Marcus Åhren. They worked closely with a community of craftspeople throughout the desert state of Rajasthan, before establishing the studio's first weaving center in Maharashtra in 2016. Their carefully constructed collections, born out of an innate passion for fibers and colors, explore the convergence of cultural traditions, sustainable design, and fine craftsmanship. Zedig and Åhren split their time between homes in their native Sweden, India, and Tokyo, Japan.

