



OYYO N°2, COTTON DHURRIE COLLECTION

THE DESIGN STUDIO OYYO, IS PLEASED TO ANNOUNCE THE LAUNCH OF THEIR NEW COLLECTION OF UNIQUE HANDWOVEN, ORGANIC COTTON DHURRIE RUGS, OYYO N°2.

For the past two years Oyyo's founders Lina Zedig and Marcus Åhren have continued their exploration of India's longstanding history of weaving techniques and textile production, while further developing and fine-tuning their process of vegetable dyeing yarn. This collection expands on past influences by incorporating elements from Scandinavia's own rich history of weaving.

The result is a series of six original dhurries, handwoven by a community of craftspeople from the desert area of Rajasthan, India. Oyyo N°2's uniquely constructed dhurries are made with traditional Indian weaving methods but with the added refinement of thinner weft and warp, as well as traditional loom binding. In addition to the 100% organic cotton used to construct the first collection, Oyyo N°2 integrates natural, untreated linen warp — a nod to the traditional Swedish flat weave.

For this innovative collection, an expanded palette which includes richer and darker colors, alongside muted pastels, was produced from seven natural pigments derived from local plants. The designs, with their elegant geometric forms and gradations evolved out of a process where the yarns were hand-dyed, and then mixed to create a mélange of colors, culminating in a collection that is darker in mood and more nuanced in look.

Place and landscape are a source of constant inspiration both aesthetically and conceptually for Oyyo. Oyyo N°2 takes cues from the vibrant outsider art of The Rock Garden of Chandigarh and Roger Anger's experimental, utopic houses in Auroville. This collection also evokes the spirit of Oyyo's native Sweden: from the ground-breaking use of layered textiles and vibrant colors paired with rustic furniture of Karin Larsson's home Sundborn, in Dalarna, Sweden, to the designer's own creation of their home in Bungenäs, Gotland. Bungenäs, situated in the northern part of the island, captivates with its colors, natural landscapes, and rugged character all its own.

Oyyo N°2 is a contemporary form that celebrates the traditional style of creating dhurries, while echoing the clean lines and timeless beauty that exemplify Nordic style.

ABOUT OYYO

Oyyo is an independent design studio and producer of unique textile interior products. Oyyo was founded in autumn 2011 in Stockholm, Sweden, by Lina Zedig and Marcus Åhrén. The studio works nomadically, exploring the convergence of cultures, design and fine craftsmanship. Oyyo's carefully constructed collections integrate traditional techniques, sustainability, and reflect an innate passion for fibers.