



## **BOCHUM | BERLIN HAMBURG | COLOGNE STUTTGART | MIAMI NEW YORK | VANCOUVER**

THE JAN KATH DESIGN CREATIVE CENTER IS LOCATED IN AN OLD, 1,000 SQUARE METER FACTORY LOFT AT FRIEDERIKASTRASSE 148 IN BOCHUM. THE NEW COLLECTION IS PRESENTED ON TEMPORARY WALLS IN THE SHOWROOM, BENEATH OLD STEEL BEAMS AND LIFTING CRANES.

In the hall, which is bathed in light and oozes the rough charm of a bygone industrial culture, the large-format rugs really come into their own. Furthermore, retailers and their clients are invited to browse the private gallery (by appointment), which is incorporated into the showroom. The collections are distributed around the world by selected retail partners. In recent years, Jan Kath has evolved into a strong brand that has been highly influential in terms of setting new trends in rug design. In the past, customers would select rugs such as the Bidjar, Afghan, Bokhara, or Kashan; in other words, rugs featuring patterns representative of a particular region or tribe. Today, Kath is stepping into the limelight with his changeable ideas. "People are no longer looking through piles or rugs for any old one that looks good and features a design that has remained unchanged for centuries," explains Kath. He believes people are more focused on the designer. "The customer wants to be able to recognize and understand a signature style in his work." This was what spurred on Jan Kath to open his flagship store in the fall of 2011; the very first step saw him opening a gallery in Berlin's Mitte district. This was followed in 2012 with the JAN KATH branch in Stuttgart. Then 2013 saw the opening of a further branch in Hamburg's HafenCity just a stone's throw away from the Speicherstadt, the city's warehouse district, which has for centuries been one of the world's largest emporiums for classic oriental rugs. Jan Kath describes the 320-square-meter store in Cologne as the "cathedral" of the rug. Six-meter-high walls provide the canvas for the rugs on the first floor, while an exciting contrast is provided by the historical catacombs in the basement. A converted loft in New York's gallery district located in close proximity to Marlborough Gallery displays his designs on an area measuring 350 square meters. "Kath is going global," gushed British magazine COVER on the opening of the Manhattan store. They went on to speculate, "It is only a matter of time until another Jan Kath Shop pops up in a city near you." After that, two further stores opened in fall 2014 on the west coast of Canada and in Florida. After Bochum, the Vancouver store – located in a former port warehouse – is the largest Jan Kath showroom (600 m<sup>2</sup>). The branch in Miami is situated in the district of Wynwood, a vibrant quarter full of artists and galleries, and the meeting place for the international art scene during the Art Basel show.