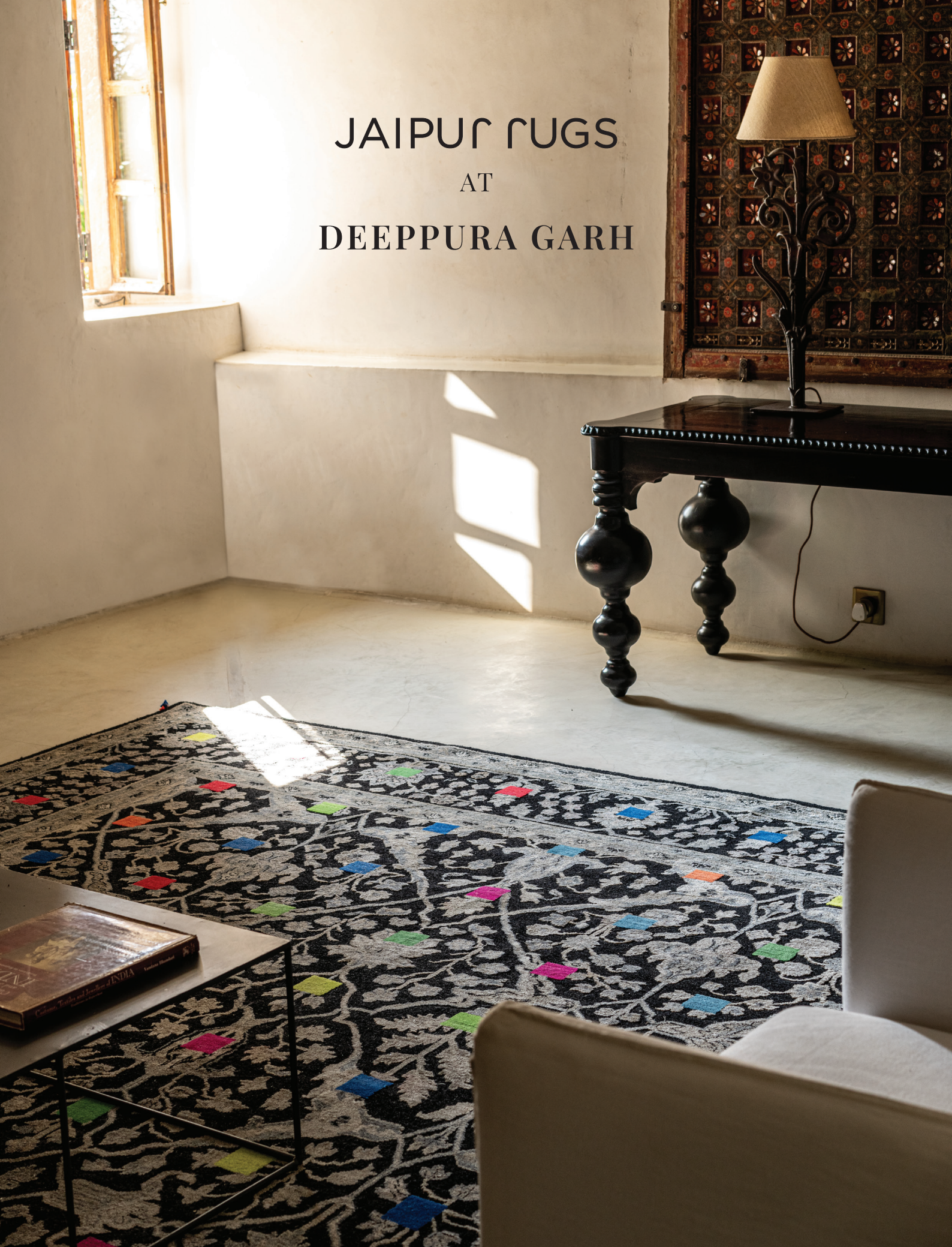


JAIPUR RUGS
AT
DEEPPURA GARH





DEEPPURA GARH

An architectural enthusiast, Rao Raja Kalyan Singh Bahadur (1886-1967) was born at Deeppura Garh. The last Maharajah of Sikar, adorned his fort, with its stunning and rare murals, making Deeppura Garh truly a work of art. However, they have now been painstakingly restored.

These intricate works of art, tell the stories, of not only just the Maharajahs and their rule, but give us insights into the artisans and crafts people who worked meticulously to create these visions of beauty.

After years of neglect, Deeppura Garh was purchased by Maria Grazia Baldan. A renowned jewellery designer, with two well-known jewellery boutiques in Italy in Milano and in Costa Smeralda, Maria fully embraced the multifaceted heritage of Rajasthan and understood the cultural significance of this unforgettable fort.



CONCEPT

This book celebrates a striking photographic series conceptualised by Jaipur Rugs and captured by Neville Sukhia over two days at Deeppura Garh, a magnificent haveli restored by Maria Grazia Baldan with great style and attention to detail. Not all shoots are as successful as this one - the pictures are unique in that they showcase our rugs within traditional Rajasthani architecture but with minimal interiors, speaking to audiences from Milan to Singapore, while remaining deeply rooted in Jaipur. We could have chosen from hundreds of havelis, but no other has the contemporary quality of Deepura Garh.

Deeppura Garh's appeal was its glorious architecture, a restored 19th-century fort in Shekhawati with aarish-plastered walls, a black-and-white palette, and chic, modern interiors. Over 80 rugs were styled and photographed across the property - in the charbagh, on the balconies, by the pool house. Each rug felt at home, as though the space had been waiting for it. A particular highlight is the series of pictures taken in the Durbar Hall, where the monochrome carpets quietly mirror the black-and-white aarish frames on the walls, creating a visual dialogue between tradition and design.

The shoot was brought to life by the Jaipur Rugs team with the generous input of Maria Grazia Baldan and her visiting houseguest, Paolo. Maria Grazia's personal collection of antiques brought warmth and personality to the imagery. As a former antiques dealer and the custodian of this heritage home, her sensibility can be seen in every frame.

This small book brings the campaign into print - capturing the timelessness of both the location and the carpets, and celebrating the wonderful memories of framing each image. It also marks our gratitude to our friend Maria Grazia for opening her beautiful home to Jaipur Rugs and lending her eye to many of the photographs.



JAIPUR RUGS

Jaipur Rugs is an Indian company that combines the pursuit of profit with the spreading of kindness, with the aim of benefiting all the people sitting around its rugs; customers, artisans, local communities, employees, suppliers, buyers and partners. Founded in 1978 by NK Chaudhary, Jaipur Rugs revolutionized the carpet industry by creating an entirely new business model - working directly with artisans and empowering them and their communities with a sustainable livelihood.

The brand combines the pursuit of profit with the spreading of kindness in a way that benefits all of our stakeholders: our consumers and their families, the artisans and their families, our employees, our suppliers, the buyers and channels we work with. Four decades of craftsmanship, 40,000+ artisans; countless stories, one Jaipur Rugs.





































































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Deeppura Garh



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JAIPUR RUGS

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