



## Press Release

NU = Nourishment + Utility

NU opened its showroom doors in Los Angeles in May 2001 with the vision of combining high quality traditional craft (Nourishment) with streamline everyday function (Utility). Capturing the attention of the editors, NU has been published extensively - from The New York Times to Metropolis and Interior Design magazines to the front cover pages of design magazines such as Living Room.

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For Hassan Majd, one of the principles of NU, the main goal is to help carpet weaving industries in countries such as Iran and Turkey where traditions that capture the spirit of the true artist, the weaver, have become almost obsolete in the face of mass production. Majd explains one such tradition in an interview with Metropolis magazine's 2002 ICFF edition, "A lead person at the boom tells a story, and the weavers follow in texture and patterns." This kind of poetry coupled with the beautiful subtle colors that can only be produced by vegetable dying, another ancient art which has almost been completely replaced by monochromatic chemical dyes that produce homogeneity, is the kind of exceptional quality clients of NU can depend on at more affordable prices.

This year, at a later date, NU will have the honor of announcing the privilege of a special partnering with one of the most respected and world renowned names in rugs. The company won the prestigious Adil Besim carpet oscar, an annual award created by the well established carpet firm, Adil Besim in Vienna, given to the firm who best fulfills originality, individuality, adherence to traditional methods and designs, and the use of naturally dyed handcrafted materials in carpet-making. Their exquisite rugs decorate museums such as Victoria and Albert and can be found in European royal courts. After refusing numerous offers, they have agreed for the first time in their history to produce a contemporary line for NU. This will become NU's first premium line.

## Editorials

After only one year in business and the Editors can't stop writing about us

Environmentally sustainable,  
Keeping a dying tradition alive,  
Stunning creations,  
Rug is Art...  
Wonderful  
Marvelous.

**Interior Design Magazine**

**'NU and IMPROVED-innovative designs'**

**February 2002, P.82**

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"For wonderful contemporary wool kilims go to the recently opened NU"

**Metropolitan Home**

**May/June 2002, P.48-9**

## Product Watch

**LA Architectural**

**March/ April 2002, p.22**

"Walk Softly: The Rug is Art"

"Advancing the rug revival is NU"

**New York Times**

**Thursday May 16 2002, P.D3,**

Nu's designers were featured as one of the sixteen designers at International Contemporary Furniture Fair ICFF amongst the 400 exhibitors at the show by Metropolis Magazine. "High quality", "most personalized offering which incorporates what Majd and Uras learned about the weaving process into symbols that reflect each customer's story"

**Metropolis 2002, International Contemporary Furniture Fair (ICFF) Publication-- "Great Design Ideas" May 2002 p.25**



“Not only is the practice environmentally sustainable but it is also keeping a dying tradition alive”

**Metropolis Magazine**

[www.metropolismag.com/html/conference/](http://www.metropolismag.com/html/conference/)

[icff\\_2002/icff\\_nu\\_05212002.html](http://icff_2002/icff_nu_05212002.html)

“Ancient Reinvented. LA’s NU collection takes the historic Kilim to Mod and Marvelous Places”

**Rug Insider—summer 2002, P.66-70.**

**Featured Article just on NU**

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“Stunning creations”

**Interior Design Magazine—July 2002, P.166**

### **Coming UP**

Hali Magazine-September 2002

Living Room Magazine-September 2002

Los Angles Magazine -October 2002