



Woven Wonders

Artisan Rug Gallery is weaving new life into a centuries-old design staple

At the intersection of art and utilitarian pieces, rugs are reflections of both cultural and creative inspiration as well as foundational design elements. Appreciating this dynamic quality is the cornerstone of Artisan Rug Gallery.

“There’s been a renaissance in the industry in the last 20 years,” says Jeff Deutsch, owner of the gallery. “But the art form goes back 3,000 years. We are a global community, and rugs are one way to maintain a cultural connection.”

Deutsch’s own early fascination with art and culture was the catalyst behind the gallery’s specialty. After traveling extensively and returning to the United States with bespoke handicrafts, he found a market for designers seeking unique global finds, soon cultivating an appreciation for woven goods and the quality they provide.

Today, Artisan Rug Gallery’s extensive collection encompasses a range of aesthetics, from traditional tribal designs by seasoned artisans to modern abstract weaves from luxury brands. A diverse selection of colors, patterns, and textures offers rugs that can act as showstoppers or subtle backdrops for grander narratives. In each, high-quality materials and vetted vendors come together to form *objets d’art* that will last a lifetime.

“With a good wool and weave and quality dyes, rugs will last,” says Deutsch, noting innovations in techniques and technology are only reigniting widespread affection for one of design’s most enduring products. “There’s big value in knowing when we put a rug down, someone is going to be happy with it for decades.”

LEFT, FROM THE TOP: Touches of vibrant scarlet, goldenrod, violet, and green bring mesmerizing elegance to the area rug at the heart of this living room. Soft navy, ivory, and beige coordinate perfectly with the energizing yellow, charcoal, and ivory details of this dining area. **TOP RIGHT:** Front, from left to right—Tiffany Deutsch, owner; Jeff Deutsch, owner; Hannah Swift; and Kathy Discoe. Back, from left to right—Oscar Ordaz; Omero Contreas; and Michel Ramirez.

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