

Press release

nanimarquina

Kala Project funds school in India

Nani Marquina has paid a visit to the Amrita Vidyalayam School, funded this school year thanks to sales of the Kala rug collection

Kala was born from a dream pursued by Nani Marquina since the beginning of her collaboration with the Care & Fair association. Aware of the importance of initiatives that contribute to development and progress in India — nanimarquina's leading manufacturing country — the designer always dreamed of being able to develop an unifying project that would bring together India and her design.

The Kala Project, supporting creativity and imagination

In order to achieve this fusion between two very different worlds, **Nani Marquina** made use of children's most powerful tool: their imagination. She organized a drawing competition among the students of the **Care & Fair** schools and, using the winning original drawing, the **nanimarquina** design team developed it and turned it into the **Kala** rug.

The aim of the project was to set aside **€150 from every sale of the design** to fund a Care & Fair school in Bhadohi (India).



First school year funded by nanimarquina

The Amrita Vidyalayam School in Bhadohi (India) was going to have to close last academic year due to a lack of funding, but Care & Fair offered nanimarquina the option of funding the school through the Kala Project. As a result, starting from this school year, **a total of 366 boys and girls between the ages of five and fourteen** are being educated thanks to people around the world who have purchased the Kala rug.

Thanks to the more than **200 Kala rugs sold** so far, **nanimarquina will be able to fund 3 school years, although our main goal is to be able to continue helping the school for many years to come**, and that is why nanimarquina's ambition is for Kala to reach as many homes as possible, worldwide.



Nani Marquina's visit to the school

In 1993, the designer and businesswoman **Nani Marquina** travelled to India for the first time, where she learned about their systems for handcrafted manufacturing and embarked on her most daring business venture to date: moving her production to Northern India. India's traditional manufacturing offered her quality levels that are not very common in the Western industry, in addition to great opportunities for investigating the process of design, transformation and innovation, as well as a broad knowledge of the culture of the rug and its symbology. This cultural blend quickly began to influence the development of the pieces themselves, allowing rigorous experimentation that gradually became more and more distanced from mass production.



Last November, Nani Marquina and part of her team visited the Amrita Vidyalayam School in Bhadohi and they were welcomed with a big celebration.

The Kala rug was the main feature of a ceremony full of music and colours. Nani Marquina notes that the visit "was a very emotional moment for me. Until then the Kala Project had just been a dream, and at that point it started to become a reality".



About Care & Fair and the fight against child labour

Founded in 1994, **Care & Fair** is a German association that fights **against child labour and aims to support people who work in the rug manufacturing trade in India, Pakistan and Nepal.**

Care & Fair comprises more than 450 companies committed to improving living standards and education of boys and girls in manufacturing regions. Every member sets aside 1% of the value of its rug imports to fund **Care & Fair** schools, training projects, hospitals and health programmes.

All **nanimarquina** rugs manufactured in India bear the **Care & Fair** logo, which guarantees they were produced without child labour. Furthermore, 1% of the sale of every rug is set aside for this association.



Technical data:

Design: Nani Marquina + Care & Fair

Material: 100% Wool (New Zealand)

Manufacturing: Manual

Technique: Hand tufted

Colours: unicolour

Measurements: 155x220 cm

200x300