

# Pulling the rug out from under plain beige

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SPECIAL WRITER

There's ample evidence Americans are tiring of plain beige carpeting. Many have had it on their floors for almost 20 years while style and color variations in textiles and wallcoverings have expanded and become commonly accepted. Given the general acceptance of mixing patterns that goes along with the more com-

fortable attitude toward self-expression with furnishings, the growing interest in floor patterning was inevitable. Some local rug and carpet retailers, like Edgar Hagopian of Hagopian World of Rugs in Birmingham and Oak Park, have helped shape consumer preferences by introducing them to rugs once regarded as exotic and inaccessible: Turkish tribal and village rugs. Long before they were un-

derstood and bought for their charm and character, Hagopian persisted in displaying folkloric gems acquired with the help of his daughter Susan on her buying trips to the Middle East and other locations. Hormuz and Azar Alizadeh, owners of Azar's Gallery of Oriental Rugs in Birmingham also pay tribute to folk traditions but, in this instance, with contemporary handmade Azeri rugs from Woven Legends, an operation of 37 workshops in eastern Anatolia,

Turkey. Each rug draws inspiration from ancient motifs but are playfully interpreted. These rugs bridge the gap between old and new and, like the older tribal rugs at Hagopian, are adaptable to almost any interior setting. Nigostan's Oriental Rug Co., in the same Birmingham neighborhood, is finding the thirty-something customer more interested in traditional Bijars, carved Chinese and kilims. Kamran Karipour, owner of Woven Treasures and relative-

ly new to these other established retailers, specializes in high-quality Persian rugs. He works one-to-one with his clients from his Birmingham store. Together, these four rug retailers have created an important destination point for serious shoppers of handmade Oriental rugs. Greg McQueen of McQueen's Carpets & Rugs in Bloomfield Hills has carved a special niche with the EGE art

See PULLING, 10

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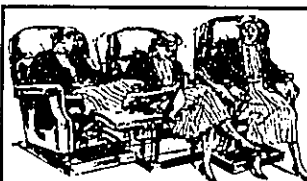
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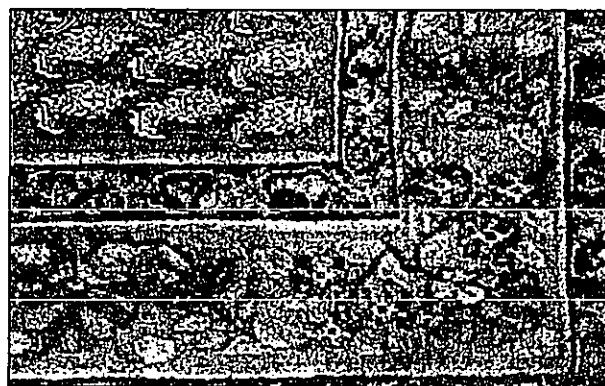
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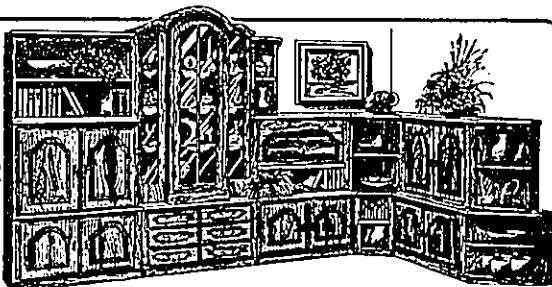
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**Charm:** This detail is of a Persian village rug, 4 feet 11 inches by 7 feet 7 inches, with wool face handmade in southwest Iran. \$1,095. At Hagopian's World of Rugs, Birmingham.

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