

**EXTENDED
ABSTRACT****Farahan Carpet Designs and Patterns with a Focus on Farahan Carpet Products****Mohammad Afroogh**

Assistant Professor, Carpet Department, Faculty of Art, Arak University, Iran. nashmine.1982@yahoo.com

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Introduction

Markazi province is one of the long-standing centers of Iranian carpet weaving. Farahan is a large area of Markazi province that includes more than 200 villages and weaving centers. Sarough, as a prominent Iranian carpet brand, is one of the most important centers of carpet weaving in Farahan. Farahan carpet, which has been the origination and the first carpet of Markazi province, began to grow, develop, and flourish in the middle of the Qajar period due to the presence of Tabriz merchants and then the establishment of foreign companies in Sultanabad. It was at this time that Farahan Carpet found its true identity with the help of a coherent and coordinated management and exemplary quality of production. Currently, Farahan and Sarough carpets are presented in the most prestigious museums, collections, and galleries around the world. The quality of weaving, brightness and sparkle of colors, and beautiful and varied patterns (which are the result of the attitude, taste, talent, and imagination of Iranian designer artists) have made them unique. As a result, during the ups and downs of economics and art caused by global challenges, they have always been interesting, as components of identity and quality, for the manufacturers in all eras, especially the recent decades.

Farahan Carpet Company is one of the most prominent manufacturers of Farahan carpet, which has been working in this field for almost six decades. This company is based on indigenous, national, and transnational standards and consciously follows a purpose. It examines the needs of the market and the customers in order to offer coherent products with two traditional and modern approaches. The destination and target markets of most of these products include the United States, Europe, and the Far East. In Farahan Carpet, all the steps and production processes from the beginning to the end are performed under the supervision of the company's managers and experts. The lack of resources in the field of Farahan carpets highlights the need for this research.

In sources which briefly refer the carpets of Markazi province and its subordinate cities and villages, such as "Persian carpet" (Edwards, 1989), "Persian carpets" (Hangeldin, 1996), "Ghalin" (Sabahi, 2014), "Study of Persian Carpet" (Jouleh, 2011), and "Golden Sunset of Sarough Carpet" (Sooresrafil, 1993), there have also been some brief and general references to Farahan carpet and its villages, such as Sarough. In addition, in recent years,

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studies have been conducted on the carpets of Markazi province (Arak, Farahan, Sarough and Jirya), namely “review, analysis, and introduction of native and original designs and patterns of Arak Carpet weaving school (Sultanabad)” (Afroogh, 2017) and “Study, analysis, and introduction of new and imported (adapted) designs and patterns in the contemporary carpets of Arak (Sultanabad)” (Afrough, 2018). The present study aimed to introduce the Farahan carpet-weaving school and the design and patterns of its carpets in order to study, investigate, and introduce the Farahan Carpet company and its products.

Methodology

The present fundamental descriptive-analytical study used both field and library data collection methods.

Results

One of the most important components contributing to the fame and glory of Farahan carpet is its various designs and patterns in different colors and dimensions which are kept in famous houses, museums, and collections. Such a variety makes it impossible to properly classify the Farahan carpet in terms of its design and pattern regarding the common classifications in the market and knowledge of carpet. Therefore, since the subject of the present research is the study, analysis, and introduction of the designs and patterns of Farahan carpet, it is necessary to study and introduce Farahan carpet as far as possible in terms of design and pattern. Examination of the carpets left from the Farahan carpet-weaving school and their designs and patterns gives us an insight into the depth and vision of domestic and foreign producers in the wide and incessant production of carpets in this region. More importantly, it can be noticed that the monopoly was avoided in the creation of these various designs and patterns. Through the observation of collections inside and outside of the country as well as the old Farahan carpets in the Bazaar of Arak, the designs and patterns of Farahan carpets, including corner medallion design in various shapes and forms, prayer-niche design (tree, column, and vase prayer-niche design), Afshan design with a focus on the large flowers of Palmette flower design (Arak carpet designers' method), hunting, in and out fish design (Farahan fish) in different forms, fish in various shapes (corner medallion design, all over, bird and fish, dogfish, bee fish, hazelnut fish, Heidarzadeh fish, Mashayekhi fish), Mostofi (old-broken and new-curved), bouquet (minaret, mechanical, American Sarough), geography, relic, Sheikh Safi, Haj Khanoumi, Mehrjoo, Farhang, Savarabadi, Kayhani, swirling birds, hunting, visual, and countless other patterns, only the names of which have remained. Tables 1 and 2 show examples of manufactured and recreated carpets with their coordinates, some of which are based on original and old designs, while others are modern and innovative designs of Farahan Carpet Company.

Table 1. Coordinates of the carpets manufactured by Farahan Carpet Company – the carpets recreated based on the old original designs (source: Farahan Carpet Company)

	Name of the design and pattern	Code	Size (cm)	Technique	Picture
1	Paliz	121237	3.15×2.19	Sarough	
2	Jasmine	121232	2.48×1.78	Sarough	
3	Ahoo	121216	2.27×1.75	Sarough	
4	Cheshmeh-ye Sar	121164	1.80×1.60	Cheshmeh	
5	Saghi	121156	6.30×5.80	Cheshmeh	
6	Mahajeran	121130	1.51×2.38	Sarough	

Table 2. Coordinates of the carpets manufactured by Farahan Carpet Company –the modern carpets (source: Farahan Carpet Company)

	Name of the design and pattern	Code	Size (cm)	Technique	Picture
1	Reyhan	120098	8.00×4.00	Cheshmeh	
2	Bon Chenar	120095	1.50×2.50	Cheshmeh	
3	Mahajeran	121076	1.54×2.07	Cheshmeh	
4	Zarnoush	120058	200×300	Cheshmeh	
5	Talkhab	120099	160×260	Cheshmeh	
6	Tafresh	121012	180×123	Meighan	

Conclusion

Farahan Carpet weaving school is one of the most prominent weaving centers in western Iran which began in the 19th century. Farahan carpet with a long history in production and export, has a unique aesthetic and technological quality. The two elements of global fame due to its quality as well as the variety and abundance of Farahan carpets are among the indicators that affect its ability and high capacity to be recreated, produced, and reproduced. Farahan carpet and specifically Sarough are practical-museum carpets. Farahan carpet designs and patterns include various designs of the corner medallion design, prayer-nice design, bouquet, fish, and paisley. Therefore, the mentioned features made Farahan Carpet Company with its coherent management, quality materials, various designs and patterns with both modern and traditional identities to manufacture and export beautiful and quality carpets in a purposeful and conscious manner. The target markets of this company have previously been identified after finding the proper taste, marketing method, and diplomacy of art. The process and stages of production of Farahan carpets in Farahan Carpet Company are done under the supervision of the manager. The dyes and colored yarns used are created by natural dyes in Farahan Carpet dyeing workshops. Wool weaving and carpet weaving are also done naturally and traditionally by women artists and weavers. However, one of the most important steps in this process is the design of the pattern, which is also designed and drawn by talented and skilled expert designers (Professor Davood Borji) as well as young creative experts. Today, Farahan Carpet products are exported to the markets of the United States, Europe, the Far East, and the Persian Gulf Region.

Notes

1. Farahani family started its merchandise and production of this company in the 1950s in the Farahan region located in Arak, Iran.

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