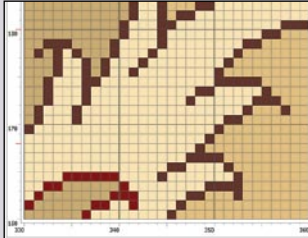


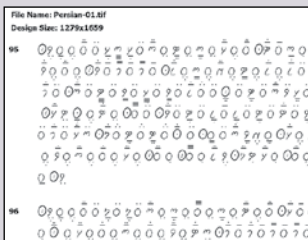
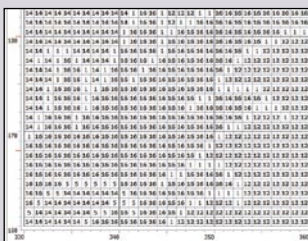
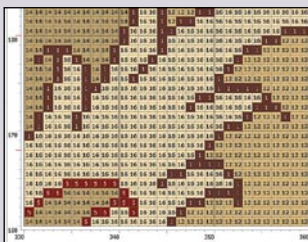
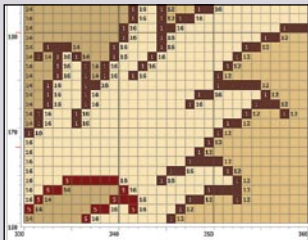
designer

Number: 5/ June 2007

DOMOTEX-ME 2007, SPECIAL EDITION



Booria Carpet Print



Introduction to Classical Carpet Designing

- ITMA 2007; Place of Innovation
- Editorial; Designing or Retouching
- Look inside; Border Wizard

Events...

- 13th Int'l Exhibition of Textile & Leather - Tehran, 15- 18 August 2007
- 16th Persian Grand Carpet Exhibition - Tehran, 23 - 29 August 2007
- ITMA 2007 - Munich, 13 - 20 September 2007



THE PLACE FOR INNOVATION
ITMA '07
 MUNICH 13 - 20 SEPT
 Meet us at Hall A2 - 512

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Designed to lead

editorial



Farzin Hariri

In carpet designing, both hand-made and machine-made carpet, creativity has a key role. How to implement ideas easily without restriction, how to combine new ideas with basic and fundamental rules of designing, how to consider customers suggestions and many other know-hows which intensely interact with designers' creativity. So it is important to respect this creativity and let it flourish not to restrict it.

To reach this important goal, design software products have a great role. If tools and functions put some barriers around designers for sure they could not freely designs. If you chain the designer hand with some restricted tools, it seems like to put the creative mind of designers in a cell. Retouching is a step toward designing not a goal. If you expect only retouching from designers and provide them retouching tools without any doubt, the result have many features but creativity and the designer will be considered as amateur designer, not an expert one.

Booria Carpet Designer is the solution which has been developed base on this idea. This advanced solution which originally from land of carpet has to provide an environment for free designing, due to beauty and creativity which lies beneath each traditional, classical and contemporary design. Booria CAD/CAM Systems developed this solution not only for modern designing but also for fulfilling advanced requirements of traditional and contemporary designing. Set of differ-

ent lines, curves, symmetric motifs like medallions, flowers and corners all the elements which only can be created with special tools.

To flourish designers' creativity besides **Booria Carpet Designer** special tools and functions like; Spiral tool, set of 14 symmetry drawing tools, different types of gradients, Border Wizard and more, Booria plan for a special set of articles "introduction to classical carpet designing". With these guidelines which will be included in **designer** magazine, designers can learn the basics of classic designing and see how they can implement the ideas with **Booria Carpet Designer** tools and functions. This could be a useful source for designers who interested to design more professionally and transfer their ideas freely through their digital pen and create masterpieces which remind every body the golden era of hand designing.

This is the main difference of Booria with other peer named carpet design software and software developers. They have developed based on conventional graphical rules and applications and do not consider any special carpet designers' requirements. So with those software solutions, designers only do some graphical tasks to reach to a pre-defined carpet design, and they do not set free their imagination to create new, eye catching designs.

This is why now **Booria Carpet Designer** attracts more and more users around the world and number of booria users increasing rapidly. ■

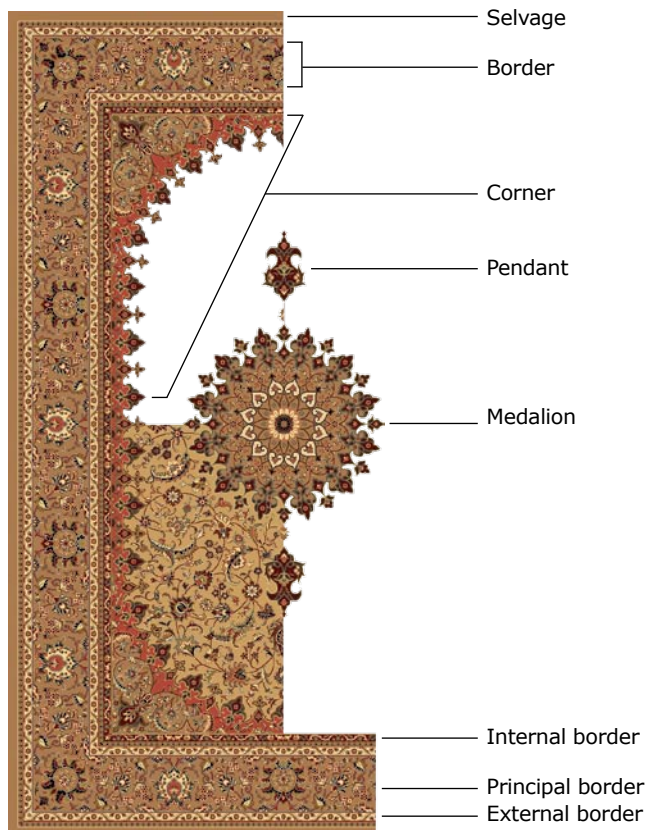
design course

Intorduction to Classical Carpet Designing

From This issue we will try to introduce the fundamentals of classical carpet designing. This would help carpet designers to become familiar with classical carpet designing rules and structures and how **Booria Carpet Designer** helps them to create this type of carpet design easily. Respect to our previous slogan, **Booria Carpet Designer** completely suitable for designing (in contrast with retouching), with this sort of article we will try to show you the capabilities of the software. These articles will be continued in next issues of **designer** newsletter and you can find out more about design software besides professionally becoming familiar with classical designing rules.

To cover all **designer** audiences, we have to start this topic from the first beginning and hope this topic to be continued more professionally in the next issues of **designer**.

The elements which attract you as an expert designer, in traditional Persian designs are flowers and branches which wrapped around each other in different beautiful styles. These combinations and wrapping styles has



different characteristic which based on, they have been categorized.



Here we will explain these classical Persian designs and their categorization in details. Some important handmade carpet weaving regions in Iran are: Azerbaijan, Isfahan, Kerman, Yazd, Fars, Qom, Tehran and more.

Regard to carpet frames, style and form of each motif and coloration, one can discriminate each design. For example by recognizing the forms, styles and coloration of Isfahan carpets, you can easily identify one among thousands of other handmade carpets. First we make you familiar with each design characteristics and then you can learn how to create them specially with **Booria Carpet Designer** special tools and functions.

There are 19 main classical carpet design groups. These groups also have some subgroups and listed as follow:

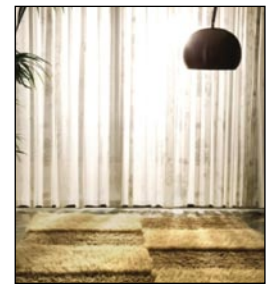
1. Historical Building and Monuments Designs
2. Shah Abbasi Designs
3. Eslimi Designs
4. Afshan Design
5. Pattern Designs (Bandi Design)
6. Botteh Designs (Paisley Pattern)
7. Tree Designs
8. Turkmen Designs
9. Hunting Ground Designs
10. Gol Farang (European Flower) Designs
11. Panel Designs
12. Vase Designs
13. Mahi (Fish) Designs
14. Mehrabi (Prayer) Designs
15. Striped (Moharramat) Designs
16. Geometrical Designs
17. Tribal Designs
18. Composite Designs
19. Adapted Designs

To be continued... ■

carpet design awards 2007

Pictorial Report - Partner Sponsored by Booria

The Carpet Design Awards were established for the purpose of acknowledging the remarkable talents that are driven developments in the market for handmade carpets. The co-sponsors of these awards are Deutsche Messe AG and Centaur Publications (Publisher of "Hali" and "MC&T" magazines).



carpet designer, look inside

Border Wizard

Be on tour in Booria Carpet Designer



In **Booria Carpet Designer**, a magical function, make boring and time consuming tasks easy. With Border Wizard function, designers can easily create up to seven different shapes of a carpet design just in few minutes! Creating complex classical border design with this function also becomes fascinating. Up to 16 layers of border can be created while each can have its own design.

Step One:



Open a previously designed carpet to select one repeat of the border layers or open previously saved repeats of motifs (This function can be used for resizing also). These repeats form borders and ground design of the new carpet. (Figure 1)

Step Two:





Select each repeat and easily by dragging and dropping, put them into the Border Wizard function window. The arrangements of the

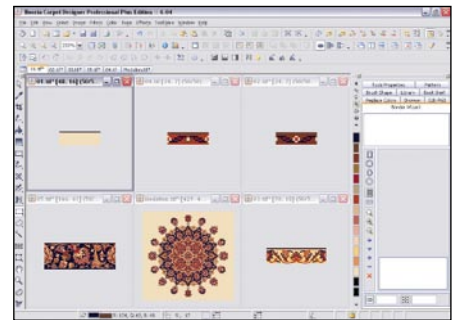
motifs in the window, form the arrangements of the border layer. To change motifs arrangement, you can click on  or .

Step Three:

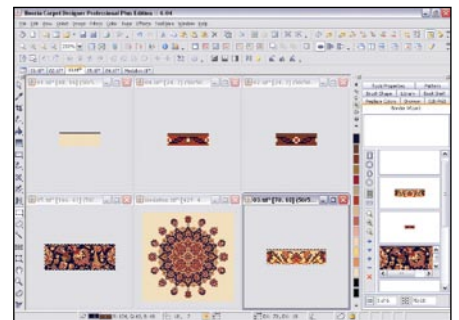
After moving all repeats to border section and arranging border layout, you can add ground or main design motif by drag and drop again. This ground motif can be a repeatable or a single motif like a medallion. Click on  to define whether it is repeatable or not. If you want to create a carpet with aspect ratio (different warp and weft density) select . (Figure 3)

Step Four:

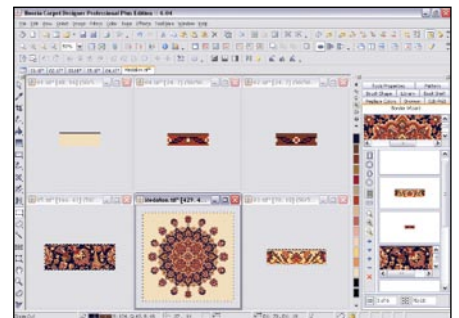
Just open a new file with your required density and dimension, then click on , , ,  to create rectangular, oval, elliptical and octagonal carpets respectively. (Figure 4)



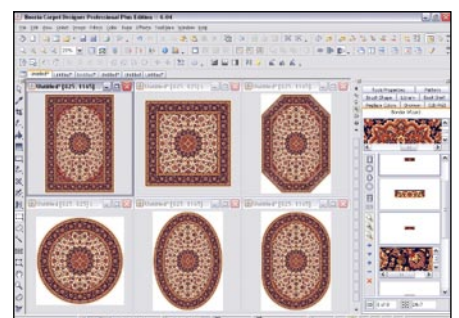
(Figure 1)



(Figure 2)



(Figure 3)



(Figure 4)

Tips



To create carpets with aspect ratio (different warp and weft density), your selected or opened motifs must have the required aspect ratio.



To create square, circle or regular octagonal carpet, just open a new design with equal width and height dimensions.



Color handling Wizard of **Booria Carpet Designer** enables you to add different motifs with different color palettes. This function automatically finds and replaces new colors by similar colors of your pallet.



You can use this function for resizing. Just open a pre designed size of your design. Then select a repeat of each motif or border layer. Import it to the Border Wizard window. Now open a new file with required dimensions and click to have your desired design with desired size.

success story

Sahand Carpet Co.

As a company which relies on new and modern technologies in addition to production and management know-how, how you could find a trustable company to resource the suitable technologies and products.

Dealing with emerging new products and finding the best one, always is a serious problem. **Sahand Carpet Co.**, Iranian exemplary exporter of year 2006 in machine made carpets and leading company in utilizing new generation of carpet weaving looms in Iran, find its suitable source.

"As an exemplary exporter and company who utilizes modern quality control and R&D systems, Sahand Carpet Co. always pays much attention to new products in the market, but to find the suitable one, we always consult with our trustable source, Booria CAD/Cam Systems" said Mr. Hakimi, Managing Director of **Sahand Carpet Co.**

Booria always tries to have good business relation with its existing customer and besides its advanced products and solutions, cooperate with them as a trustable reference and consultant. This for sure rein-



We do not cooperate with Booria just as an advanced and high tech company for CAD software; we usually propose our ideas to make them find a solution

forces business relation of Booria and its great customers around the world.

"We do not cooperate with Booria just as an advanced and high tech company for CAD software; we usually propose our ideas to make them find a solution. This is why we consider Booria as our trustable source for new technologies" said Mr. Hakimi, Managing Director of **Sahand Carpet Co.**

It is an honor for Booria to be known among its great customers as a trustable source and cooperate with them as a reliable consultant. **Sahand Carpet Co.** is a great example of this type of cooperation and hope to keep its exemplary position in the market for a long time ■

Sahand Carpet Co. established in 1992 as a leading manufacturer of 100 percent polypropylene BCF yarn and machine made carpet in Iran. The factory is located in historical city of Soltanieh 30km to Zanjan in a 14 hectares land with the total area of 30,000 sqm. The annual production capacity of this company is 7500MT 100 percent PP BCF yarn as well as 1,600,000 sqm of 100 percent PP machine made carpet.

Sahand Carpet Co. by using quality control, R&D Systems, high quality raw materials, modern looms and software products besides International Standards trying to get the confidence of the customers around the world ■

About Sahand Carpet Co.



close up

ITMA 2007 - Place of Innovation

After successful participation in ITMA 2003, Birmingham, England,



Booria will participate in ITMA 2007 Munich, Germany. Booria intends to demonstrate its advanced carpet and textile solutions in the greatest textile event. ITMA 2007 with its slogan "Place of Innovation" is an opportunity for Booria visitors to have a close look at the latest Booria innovations, products and activities. It is also a good chance for Booria to have a face to face meeting with its existing customers who their ideas and inquiries always help Booria develop its "Designed to Lead" products.

During this one week event, Booria will present its advanced carpet related software and hardware products, fabric weaving and designing solutions and its monitoring system to its professional visitors. Booria will host visitors in its booth at hall A2 stand 512.

Events Details

Date

Thursday 13 - Thursday 20 September 2007

Location

New Munich Trade Fair Centre

Opening hours

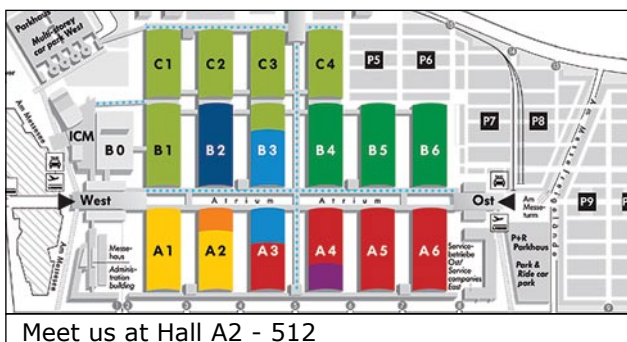
Daily 9:00 A.M. to 6:00 P.M.

Booria Stand information

Hall A2 Stand 512

About ITMA

ITMA - the International Exhibition of Textile Machinery - has been held every four years since 1951. It is the world's largest exhibition for textile machines and accessories and always takes place at a different location. This Time in the halls of the New Munich Trade Fair Centre, the latest products of the international textile machinery industry will be



presented. This leading international trade fair attracts around 100,000 visitors and 1,300 exhibitors from all over the world. ITMA is recognized as the 'Olympics' of the textile machinery industry - a showcase of the latest technology and a vital meeting place for buyers and sellers from all over the world.

Sixth National Conference on Textile Engineering 8-10 May 2007, Isfahan University of Technology

The 6th National Conference on Textile Engineering was opened on 8th of May 2007 in Isfahan and Booria as leading developer of high tech solutions and a company which always has special university and academic programs participate this important event. Mr. Amir Hoshang Ghaderian the General Director of textile industry of Iran attended opening ceremony and welcomed by textile experts and managers. Next to this great national event, a great textile exhibition was also held.

Booria participate this exhibition to present its advanced solutions to textile experts and students. Textile faculties and students who form the main visitors of Booria products in this event became interested in Booria advanced solutions and many questions has aroused how to become Booria user.

Booria proceed with its academic program which covers many universities and academic institutions like; Poly Technique University of Tehran, Azad University, Alzahra University; Art University and many others, agreed to cover more academic institutions that interested to train Booria solutions to trainees and students. This is the policy of Booria to widespread Booria users who are able to work with Booria advanced solutions.

Mr. Amir Hoshang Ghaderian the General Director of textile industry of Iran visiting Booria stand.

