

Floor Show | 'Carpetalogue' at Libby Sellers Gallery

CULTURE, DESIGN | By ALEX MOSHAKIS | OCTOBER 12, 2012, 3:00 PM | [Comment](#)



An installation shot at Gallery Libby Sellers of "Fumetsu" and "Sirène." *Ed Reeve*

Working under the moniker **M/M (Paris)**, the graphic designers and creative directors Michaël Amzalag and Mathias Augustyniak have collaborated with fashion houses like Balenciaga, Givenchy and Hermès, produced cover art for Bjork and Kanye West, and worked closely with the artists Pierre Huyghe and Philippe Parreno (long before they were household names). The charismatic duo has spent the last two decades extending the notion of graphic design. Sure, they've created art books, exhibition posters and runway invitations — standard graphic design fare — but they've also created documentary film titles, multifunctional flat-pack furniture, sculptural candles, a signature scent and shamanistic loudspeakers. Monomaths M/M are not.

“Carpetalogue,” on view at Libby Sellers Gallery in London, presents new M/M work, this time in woven form. Four large-scale rugs, hand-knotted by specialists in Varanasi, India (the place to go for bespoke weavings, apparently), and loaded with leitmotifs from the duo's extensive portfolio, are displayed on two huge A-frames. On one, M/M's best-known character, Agent, appears in double against a rainbow-colored backdrop. On another, an illustrated siren swims amid a sea of pixels — a nod to the pair's constant juxtaposition of the hand-drawn and the digital — in a woven re-creation of an invitation for a Givenchy show. Appropriation like this is normal for M/M — the duo has a penchant for self-reference. “Our work is a circle,” Augustyniak says, “and these carpets are a recipe explaining that process.”

The show coincides with the publication of “The M to M of M/M (Paris)” (Thames and Hudson), a compendium of the duo's work collated by the design historian Emily King and designed by London's ever-present **Graphic Thought Facility**. Ten years in the making, it's a fitting way to celebrate 20 years of M/M work, but what will come next? “Our future is completely open,” Augustyniak says. “It's never, ever defined; there are just so many possibilities. We might add one more page, we might add 500.”

“Carpetalogue” is at **Libby Sellers Gallery**, 41-42 Berners Street, London, through Dec. 15.