



N. VROUYR
ANNO 1917



Astor Milan Salcedo

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M2R is a label for high quality hand knotted design rugs.

Marcel Müller has been working with handmade rugs for more than 15 years and has held leading positions for some of the best international brands. In doing so he had the opportunity to compare styles, designs and philosophies.

In 2022 he started the label M2R because he wanted to break new ground and realize his own ideas.

The M2R collections now available are the result of his passion for traditional craftsmanship, uncompromisingly high-quality materials, extraordinary, space-defining colour worlds and the creation of modern, sustainable designs.

The VIVA CON AGUA collection was created in cooperation with the Hamburg-based non-profit organization. The designs of this collection come from six artists who support Viva con Agua with their work. The result is a broad ranged and individual collection with different themes, styles and techniques. Parts of the profit go to Viva con Agua drinking water projects in Nepal and India where the rugs of this collection are manufactured.

Supporting such projects is one of his contributions to sustainability in the production of high-quality hand knotted rugs. He thus wants to improve the lives of the people working for M2R. That is why M2R is also a certified partner of the Swiss fair trade label STEP. The high standards monitored by STEP are instrumental in valuing the work of the weavers.

Artist description:

Astor Milan Salcedo, Spanish-born artist of Colombian descent, is a skilled visual documentarian with a journalistic background and a passion for storytelling. He initially explored photography and documentary filmmaking as forms of his artistic expression, in a capacity that far surpasses simply being a spectator. Now Salcedo takes his manifesto “Art speaks to the soul to bring enlightenment and wholeness.” to the next level. His current work incorporates this way of viewing the world around him in colors and textures. They are pictorial stitches in time, chronicles of life, sentimental ballads. While oils are his media of choice, the surfaces he applies them to are diverse: they include everything from traditional primed canvases to photographs and further to the resilience of paper. This range is broadened by his personal favorites, unprimed canvases and especially raw linen, which give his visual documentaries a natural sensuality. Techniques include layering and the opulent use of color to create complex stories of great visual depth.

Astor Salcedo tirelessly pursues an existential equilibrium of the physical, mental and spiritual. His art is emblematic of this personal quest and his works present evidence of the human struggle in those moments when this balance is out of sync.

Astor’s work consistently articulates an inherently watchful interest in historical and political events and takes its inspiration from nature, music and the people and places he encounters on his journeys. He transfers this collection of cultural, contemporary, innate, exploratory, harmonious, dissonant and human impressions directly onto his surfaces. His work is both personal commentary and globally significant narrative, which in turn provides the viewer with an immersive emotional experience – at times soothing and sometimes brutal in its honesty.