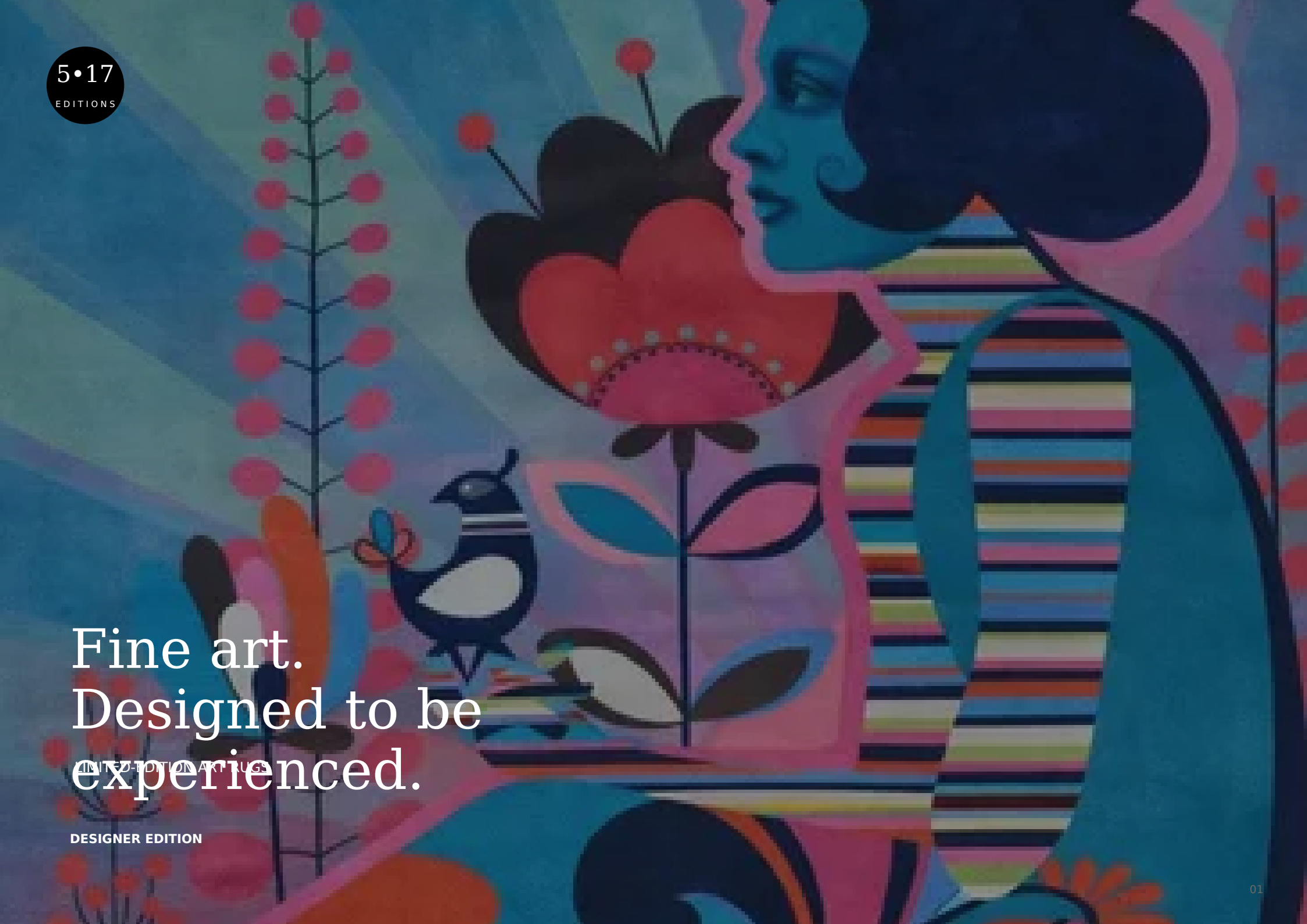




5•17

EDITIONS

Fine art.
Designed to be
experienced.

LIMITED EDITION ART RUGS

DESIGNER EDITION

OUR BELIEF

Art belongs where life happens.

5•17 EDITIONS translates original contemporary artwork into collectible, heirloom-quality rugs - art designed to be lived with, touched and experienced.

Original artwork. Careful translation. Meaningful impact.



FOUNDER + VISION

Dr. Sareya Khatkur

Optometrist. Artist. Mother of a Retinoblastoma survivor.

May Seventeenth was founded on a simple belief: without vision, there would be no visual arts. Sareya's relationship to vision is both clinical and deeply personal - shaping a house where science, art and purpose meet.

5•17 EDITIONS makes exceptional art tangible while supporting the people and institutions working to preserve sight.



RAMONA NORDAL X 5•17 EDITIONS

Bloom

A vivid original artwork translated into a tactile, architectural centrepiece.



THE ARTIST

Ramona Nordal

A multidisciplinary Canadian artist whose emotionally charged compositions sit at the intersection of fine art, design and storytelling.

Her refined visual language explores transformation, memory and the human experience through colour, form and material.

Recognized internationally, including by ELLE, Nordal's work moves fluidly between painting, textile and conceptual design.



FROM CANVAS TO TEXTILE

Preserve the feeling.
Change the form.

Translation is not reproduction. Colour, proportion, pile and material are reconsidered so the artwork retains its emotional authority at architectural scale.



One artwork. Eight considered steps.

01 **SELECT**

Original artwork

02 **TRANSLATE**

Scale + composition

03 **COLOUR**

Hand-dyed yarn palette

04 **SAMPLE**

Physical production sample

05 **APPROVE**

Artist sign-off

06 **CRAFT**

Hand-tufted in India

07 **NUMBER**

Edition + label

08 **CERTIFY**

Certificate to collector

MATERIALS + CRAFT

Crafted without compromise.

- **100% NEW ZEALAND WOOL**

Naturally resilient, soft and enduring.

- **HAND-DYED YARNS**

Matched carefully to the original artwork.

- **MASTER ARTISANS**

Hand-tufted in India with close attention to detail.

- **HEIRLOOM INTENT**

Made to be lived with and kept for generations.

THE LIMITED-EDITION PROMISE

Created to be collected.

Every rug is individually numbered and accompanied by a Certificate of Authenticity identifying the artist, artwork title, materials and edition number.

Once an edition sells out, it is permanently retired.



SCARCITY BY DESIGN

Limited means limited.

Edition sizes are intentionally calibrated to scale. Large works remain exceptionally rare.

50

PIECES

4' x 6'

30

PIECES

8' x 10'

20

PIECES

9' x 12'

3

PIECES

15' x 18'



FOR INTERIOR DESIGNERS

The room begins here.

A 5 • 17 EDITIONS rug does more than complete a room. It establishes the palette, sets the emotional register and gives the entire interior a point of view.

- 01 **A true focal point**
- 02 **Specified by scale**
- 03 **Collectible provenance**
- 04 **A compelling client story**

Designed for high-touch projects.

RESIDENTIAL

Statement rugs for living, dining, bedroom and private gallery spaces.

Enquire for project support

HOSPITALITY

Distinctive focal works for boutique hotels, suites and elevated public spaces.

Enquire for project support

TRADE

Responsive consultation, edition availability and specification support.

Enquire for project support

SPECIFICATION SNAPSHOT

Beauty, with rigour.

CONSTRUCTION

Hand-tufted

COLOUR

Carefully hand-dyed yarns

EDITION

Individually numbered

SIZES

4' x 6' / 8' x 10' / 9' x 12' / 15' x 18'

PRIMARY MATERIAL

100% New Zealand wool

ORIGIN

Handcrafted in India

AUTHENTICITY

Certificate included

OPTIONS

Selected silk integration

PURPOSE, BUILT IN

Where visual art creates meaningful impact.

01

SICKKIDS

A portion of proceeds supports ocular oncology research and treatment teams at The Hospital for Sick Children.

02

OPERATION EYESIGHT

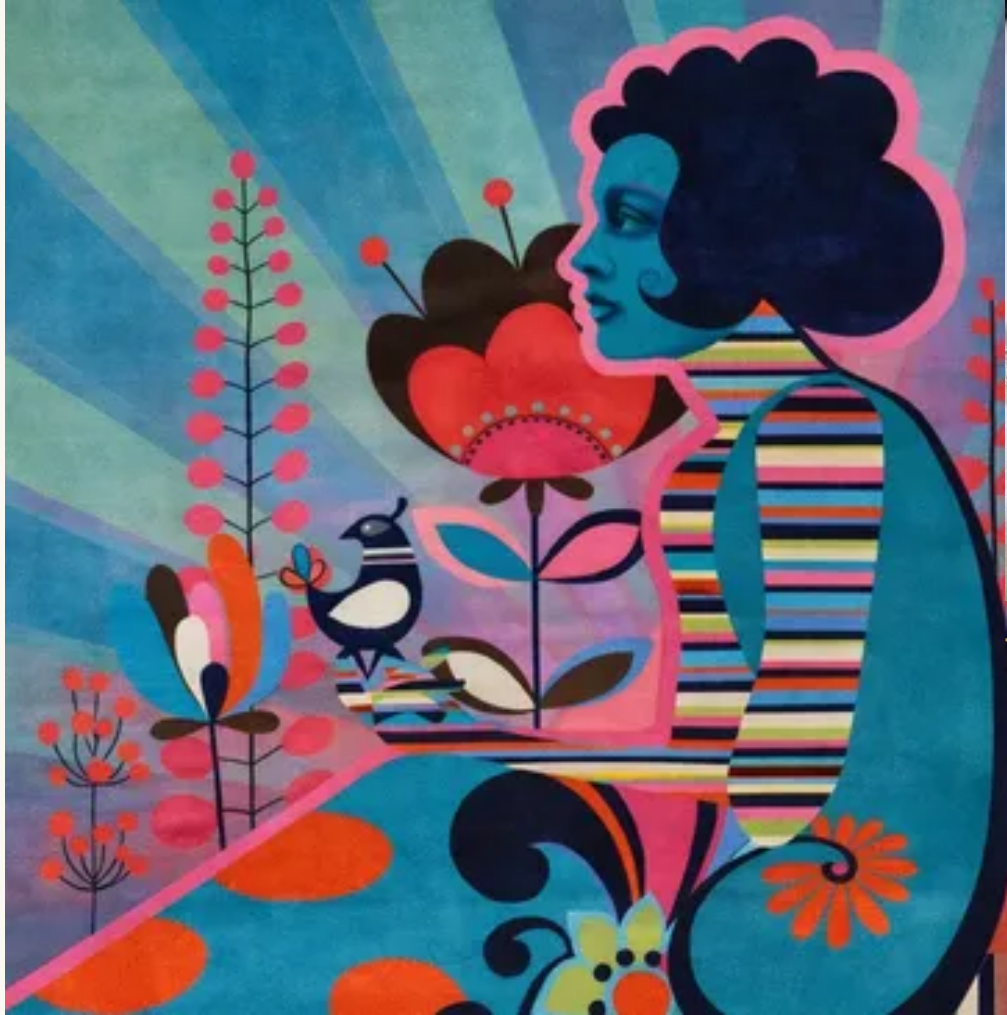
For every rug sold, one pair of prescription eyeglasses is donated through Operation Eyesight Universal.

A NEW WAY TO LIVE WITH ART

Not decor.
Not reproduction.
A new collectible form.

Many people admire original art. Fewer bring it into the centre of daily life. 5•17 EDITIONS closes that distance - creating functional works that support living artists while giving interiors genuine cultural depth.

Fine art becomes material. Material becomes memory.



THE HOUSE OF 5•17

Artist-led.
Edition-driven.
Purposeful.

Every collaboration begins with a distinct artistic voice and ends as a collectible object with provenance.



5•17

EDITIONS

We do not manufacture rugs.

**We translate original art
into heirloom objects.**

For designer enquiries, project consultation and edition availability:

info@517editions.com

517editions.com

COLOPHON

5•17 EDITIONS

Designer Brand Book • 2026

Brand narrative and product information adapted from 517editions.com. Founder, Bloom and Certificate imagery sourced from 5•17 EDITIONS. Ramona Nordal portrait and artwork references sourced from the official 5•17 EDITIONS collaboration page and ramonanordal.com. Procedural material imagery is an illustrative design treatment, not documentary production photography.

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