

NEWS RELEASE (For Immediate Release)

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The Largest Known Traditionally Made Navajo Rug will soon be on Exhibit in Winslow Arizona!

Opening September 2nd, 2023

WINSLOW, ARIZONA - After more than forty years in storage, what was created as the “World’s Largest Navajo Rug,” the Hubbell-Joe Rug (on loan from the Winslow Arts Trust) will be on display in the town for which it was created: Winslow Arizona. This 21’ 4” x 32’ 7” masterpiece took Navajo (Diné) artist Julia Joe, her daughter Lillie Joe Hill, and the *Kin ł ichii’nii* clan five years to create, including shearing hundreds of sheep, washing, carding, dyeing, and spinning the wool, and spending from “sunup to midnight” at the custom-made loom. The public will once again get to experience this magnificent textile in its new home, Affeldt Mion Museum.



During the Great Depression, trader Lorenzo Hubbell Jr came up with the innovative idea to create the “World’s Largest Navajo Rug” as a draw for his Winslow Trading Post. In 1932, he commissioned Julia Joe, a well-known weaver from Greasewood Arizona, to bring this vision to life. What resulted was a masterpiece, not just in size, but in technique, with an evenness of weave, uniformity of color, and complexity of design. Master weaver Julia Joe considered this to be her finest work.

When the trading post closed in the 1970s, the rug went into storage, until 2012 when Allan Affeldt and Tina Mion purchased the textile and returned it to Winslow. After ten years of planning, including the two-million-dollar rehabilitation of the 1930 depot designed by famed architect Mary E.J. Colter for the Santa Fe Railway and Fred Harvey company, the exhibit is ready for the public.

The grand opening celebration is scheduled for September 2nd, 2023, from 9 am – 5 pm, with a short program at 1pm. We hope you’ll join us. If you would like an advance preview of the rug, or supplied B-roll, interviews, photographs, or more details, please contact Creative Director, Lori Bentley Law at (714) 746-0467 or email director@ammwsa.com. In progress press kit link below.

The Big Sister Rug of Chilchinbeto

While the Hubbell-Joe Rug was created to be the “World’s Largest Rug,” a weaving in 1977 surpassed it in size. The Big Sister Rug measures 24’5” in height and 37’10” feet and consists of five sets of individual design. Unlike the Hubbell-Joe Rug, the Big Sister was made with commercially produced yarn and multiple narratives. The Hubbell-Joe remains the largest traditionally made rug.

About Affeldt Mion Museum

Affeldt Mion Museum (AMM) is located on old Route 66, at 303 E. 2nd Street in Winslow, Arizona, in the 1930 depot behind La Posada Hotel. AMM celebrates the many artists that contributed to the rich cultural heritage of Winslow Arizona, from Navajo and Hopi to Fred Harvey and architect Mary E.J. Colter to the modern collective of artists who came to Winslow thanks to the restoration of La Posada Hotel.

About Winslow Arts Trust

The Winslow Arts Trust (owner of the Hubbell Joe Rug) is a public benefit nonprofit organization that enriches the historic community of Winslow Arizona, preserves Fred Harvey structures along Route 66, and supports artists inspired by these places and their histories.

To learn more, please go to our website at <https://ammwsa.com>
[Press Kit](#)

