Interwoven: the fabric of things

Stories and commentaries from contemporary culture
Kvadrat Interwoven: the fabric of things
Independent stories from contemporary culture in new digital magazine supported by Kvadrat

Launching 15 September, Kvadrat Interwoven features stories from contemporary culture with an independent, in-depth and critical eye.

As a creative concept fostered over the past two years, Kvadrat Interwoven aims to be a place for people interested in contemporary culture.

Opinionated by design, Interwoven gives its authors carte blanche to create content for the magazine whether it takes shape as visuals, writing, film or sound. As experts in their field, contributors are invited to offer their unfiltered view or creation.

Among the first contributors are Rebecca Bligh, Thomas Demand, Fabrizio Gallanti, Karen van Godtsenhoven, Katrin Greiling, Andrea Grützner, Sandra Hofmeister, Hettie Judah, Sally McGrane, Mario Milizia, Peter Saville, Brynjar Sigurdarson and Noam Toran. Together, they weave an engaging mix of unique stories, connecting sectorial commentary, incisive debate and artistic experimentation.

At launch, Interwoven features among others A Daily Flower Report by Thomas Demand and a re-edition of The Style Mixer, originally a limited artwork by Mario Milizia (2003), which “manifests a profound insight to our atomised cultural history, encapsulated in a seemingly playful device” according to Peter Saville. Furthermore, Museum Backstage looks behind the scenes of museums around the world. First visits are to the conservation department of contemporary fashion at MoMU and the archive of sacral textiles at San Leucio, Caserta.

Design Anecdotes is a collection of short tales that recount surprising, often amusing, moments in the life of an object, while the series Colours presents short stories on colour, such as a review of Technicolor in the movies or an account of poisonous pigments such as Emerald green, which became fashionable in the 19th century, despite its deadliness. In exclusive photo shoots, Interwoven captures the surprisingly colourful interiors by Bauhaus’ masters’ houses of Wassily Kandinsky and Paul Klee in Dessau.

Anniina Koivu, editor-in-chief: “Interwoven is like a continuous and dynamic conversation. One argument triggers the next, one story leads to the next. We hope to go beyond simple reporting of events, and provide a space for inspiring storytelling and incisive commentary across different fields. If something is not good, let’s say it’s wrong. If something is great, it deserves applause. Interwoven raises questions and celebrates. Interwoven is authentic. The site’s light structure represents this flexibility.”
Njusja de Gier, VP Branding & Communication Kvadrat: “The idea of Interwoven started a few years ago, having so many interesting discussions with friends and collaborators during my ‘normal job’. We thought it would be fun to create a platform where we can give opinions, share ideas and start discussion about certain topics – some serious, others light-hearted. We also want Interwoven to become a platform for young creative talents to exhibit commissioned work and find a wider audience. It is an organic idea, which can develop in different directions, depending on the content the contributors decide to bring.”

Robbie Mahoney, creative director: “Interwoven has a simple premise that content should lead. The layout is clean and functional bringing focus to the richness of the images and texts. The warp-and-weft navigation not only picks up on the underlying theme of the site, but its structure offers a playful and ever expanding landscape for future stories.”

Supported by Danish textile producer Kvadrat, Interwoven remains fiercely independent in its content. The editorial team consists of Anniina Koivu as editor-in-chief, Robbie Mahoney from Graphic Thought Facility as creative director and Njusja de Gier as managing editor, with Peter Saville as creative consultant.

About

Anniina Koivu has a background in design publishing, teaching and consulting. As editor-in-chief of Interwoven, she is looking for fresh, personal stories that tap into the broad, contemporary cultural narratives, told by writers with critical, individual voices.

Peter Saville is an artist and graphic designer with a unique influence in visual culture. As a long-term consultant to Kvadrat, he brings his acerbic insights to bear, ensuring that the magazine keeps the pulsebeat of contemporary culture across art, fashion and architecture and current affairs.

Graphic Thought Facility is a graphic design studio known for effective, unconventional solutions. Graphic Thought Facility have given Interwoven its clear, simple, original design.

Njusja de Gier is the VP Branding & Communication of the Kvadrat Group. She initiated the magazine and is managing director of Interwoven.

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