



kvadrat

Kvadrat's new Copenhagen flagship showroom, designed by Bouroullec Studio, opens at Pakhus 48

Kvadrat's new Copenhagen showroom opens on 23 November. Designed by Ronan and Erwan Bouroullec, it reflects the respect for materiality that characterises the company's textiles and rugs.

The new Copenhagen flagship showroom marks the latest chapter in a long collaboration between Kvadrat and Bouroullec Studio. Ronan and Erwan Bouroullec have previously designed visionary products for Kvadrat such as Clouds, Ready Made Curtain, Roller Blinds, several textiles and a rug, as well as showrooms in Stockholm and the firm's first showroom in Copenhagen.

Erwan Bouroullec: *"The concept we developed is focused on materiality, which is at the heart of the Kvadrat brand. For instance, the showroom aims to deliver total flexibility to create scenes with large pieces of textiles and rugs. Doing so provides a deep insight into the weave, weight, transparency and quality of each design."*

Large windows flank three sides of the showroom, which provides panoramic views over an industrial harbour towards the centre of Copenhagen. Inside, two opposing rows of brick walls, topped by transparent glass screens, run parallel through the heart of the space.

This layout creates a bright, airy gallery area, with the office desks on one side and shelving for textiles and rugs on the other. A conference room, kitchen, reception, bathrooms and IT room are also integrated into the space.

For the showroom, Ronan and Erwan Bouroullec have designed a heavy-duty shelving and hanging system, which fits into a specially designed gridded track-ceiling. Made from anodised aluminium, the system enables Kvadrat to display large pieces of textiles and rugs.

The bespoke system offers the freedom to transform the experience of the showroom. Large areas of the space can be completely cleared or, alternatively, populated with textiles, rugs and installations.

Mirroring the Kvadrat collection, the materials in the showroom project a strong sense of materiality, volume and tactility. In addition to the glass and brick walls, there are natural oak floors and surfaces, a concrete floor, and desks made from Really Solid Textile Boards*.

To stay true to the idea of 'no colours, just materials', white is the dominant colour in the showroom. It is used when the natural finish of the material is not shown: the track-ceiling, which comprises rows of

Soft Cells acoustic textile panels, the desks and all the walls of the showroom are white. Black is also used throughout the new showroom, as the opposite to the white.

Much of the furniture inside the showroom is custom-made. A large proportion is designed by Bouroullec Studio for Vitra, such as the Alcove Plume sofas, Belleville armchairs, Tyde tables and Cyl high tables. Tiles designed by Bouroullec Studio for Mutina are utilised in the bathrooms.

All the seating inside the showroom is upholstered in Kvadrat's *Basel* and *Hallingdal 65*. Outside the showroom, there is galvanised steel Pallisade outdoor furniture, designed by Bouroullec Studio for Hay.

The project was led on the Kvadrat side by CEO Anders Byriel, Exhibition Manager Jacob Manz and Vice President Branding & Communication, Njusja de Gier.

Njusja de Gier: "We opened our first flagship showroom in Copenhagen almost 8 years ago. Still in Nordhavn, our new showroom is a symbol of the journey we have been on during this period, both as Kvadrat, our long-term collaboration with Ronan and Erwan and the transformation of this dynamic area in Copenhagen. We are very excited with the Bouroullec's concept because it allows us to explore space and materiality again in new ways."

To celebrate the opening of the new showroom, which is next to the site of the original showroom, Kvadrat is hosting an event on Thursday 23 November.

Showroom Opening
Thursday 23 November

Press interviews with Erwan Bouroullec, 1 pm – 4 pm

Private view, 4 pm – 5 pm

Cocktail party, 5 pm – 10 pm

Kvadrat showroom

Pakhus 48,
Klubiensvej 22
2150 Nordhavn

*Really Solid Textile boards are high-quality engineered materials made from end-of-life cotton and wool from different industries. They exemplify Kvadrat's commitment to minimising environmental impact

About Ronan & Erwan Bouroullec

Ronan and Erwan Bouroullec are two of the most influential designers in the world today. Trained in modern art and design, they have worked together from their studio in Paris since 1999. Their diverse output spans furniture, product design, interior design and development of conceptual objects.

About Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's design tradition. Kvadrat holds the leading position in Europe's high-quality contemporary textiles market. We supply architects, designers and private consumers across the world with textiles and textile-related products.

Our products reflect our commitment to colour, quality, simplicity and innovation. Kvadrat fabrics have been used in some of the world's most important architectural landmarks, such as 30 St Mary Axe, London; Museum of Modern Art, New York; Walt Disney Concert Hall, Los Angeles; Oslo Opera House, Norway; Reichstag, Berlin; Guggenheim Museum, Bilbao; Copenhagen Opera House, Denmark and Guangzhou Opera House, China.

At Kvadrat, we consistently push the aesthetic, technological and functional properties of textiles. In doing so, we collaborate with leading designers, architects and artists, including; David Adjaye, Miriam Bäckström, Tord Boontje, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Giulio Ridolfo, Peter Saville, Finn Sködt, Roman Signer, as well as Patricia Urquiola.

For further information, please contact press@kvadrat.org

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