



Redesigned by SevilPeach, Kvadrat's headquarters celebrate textiles, landscapes and creativity

London-based architects SevilPeach have transformed Kvadrat's head office in Ebeltoft, Denmark, creating visual connections with the surrounding landscape throughout the complex. A spectacular new 320 square metre showroom allows clients to explore the company's full range of textiles and products on site. Freshly opened up office spaces encourage collaborative working practice between departments. A new welcome area, social spaces and an inviting library extend Kvadrat's familial ethos.

Above all, SevilPeach have made textile the hero of the site. High curtains are used as flexible boundaries for meeting rooms, as temporary dividers or to soften large open spaces. Loose families of colours and textures delineate five zones within the site – Welcome, Management, Product, Social Space and Studio – all linked by a street-like corridor running through the building. A unifying family of light fittings by Viabizzuno is used throughout.

Together with the welcome scents of coffee and woodsmoke, visitors' first experience of Kvadrat is the inviting upholstery of seats by the fireplace, and the soft blue curtains of a neighbouring room with views onto the garden. Wooden vitrines exhibit inspiration materials relating to the company's latest projects, and curtains act as soft doorways to the adjacent meeting rooms.

To the right of the entrance, the existing double storey tower now houses management, HR and project rooms, with a flexible 'Business Club' providing a home-away-from-home for colleagues visiting from Kvadrat's global offices. On the ground floor, curtains, rugs and upholstery pick up green tones from the surrounding landscape: on the first floor, blue accents, echoing the sky, predominate.

Occupying a space formerly used for warehousing, the spacious new showroom is imagined as the focal point of the headquarters. Entry is through an angled curtain wall, seven metres at its highest point, with doorways picked out in yellow trim. The display wall accommodates a combined 60 linear meters of product, allowing for the company's full range to be available to view on site. A bespoke wall of retractable three-metre curtains allows textiles to be shown as intended for use.

Always the social heart of the site, the communal space of the existing canteen has been extended into a new library area with a long table that can be curtained off for dining or meeting, soft seating areas, and quiet workspaces that look out onto the landscape through floor to ceiling windows.

The two storeys of the south wing of the headquarters house an open plan studio for design development, and associated departments. Besides a product library and curtained video conference rooms, the south wing offers meeting rooms with dramatic windows directly onto the warehouse, creating a visual link between the design team and the finished product.

Kvadrat: the site and the company

Based in Ebeltoft since its foundation in 1968, Kvadrat's current headquarters were commissioned from architects Poulsen & Therkildsen of Aarhus in 1980. The red brick of the building's construction echoes the local architectural vernacular, while the low profile of the structure sites it comfortably in the surrounding coastal landscape. The building's early spatial colour scheme was created by the lithographer Finn Sködt who later designed the classic Kvadrat textile *Divina*.

With showrooms in 30 cities around the world, some 30 per cent of Kvadrat's 530 employees globally work out of the Ebeltoft headquarters (August 2017). Under the direction of Anders Byriel and Mette Bendix – offspring of founders Poul Byriel and Erling Rasmussen – Kvadrat remains not only a family business but also a cornerstone of the local community.

Since its inception, Kvadrat has worked closely with artists and designers, from its early association with Nanna Ditzel, Gunnar Aagaard Andersen and Verner Panton, through to significant contemporary artists such as Rosemarie Trockel and Pipilotti Rist and ongoing relationships with the likes of Thomas Demand and Peter Saville today. In 2012, Kvadrat invited landscape architect Günther Vogt and artist Olafur Eliasson to reinterpretate the grounds surrounding the headquarters to accommodate the site-specific work *Your glacial expectations*, which in 2017 was joined by the landscape intervention *House* by Swiss artist Roman Signer.

A transformed headquarters, embodying the Kvadrat identity

As architects, SevilPeach's first experience of Kvadrat came as a working relationship with their products. In their redesign, the studio sought to unlock the potential of the building to help the site better reflect the company's global image, while at the same time enhancing the working experience on site.

With a light touch, Kvadrat products have been integrated, often in innovative ways, throughout the headquarters. Acoustic curtains, Soft Cells panels, rugs, relaxed seating areas: all serve to create functional, flexible, working spaces.

The landscape that has so profoundly influenced Kvadrat's use of colour has been brought into the building through new floor-to-ceiling windows. Opened-out offices and studios offer long lines of sight.

The canteen where all company employees gather for ecologically home cooked meals is afforded proper status as the heart of the site, its function bolstered by the library, meeting and soft social zones opened alongside.

The use of lavish Dinesen oak floors throughout, furniture by Nanna Ditzel, Greta Jalk, Hvidt & Mølgaard and Verner Panton, among others, honours Kvadrat's historic relationship with Scandinavian design.

As well as views of *Your glacial expectations* and *House* in the billowing landscape outside, art from Kvadrat's collection – including works by Christo & Jean Claude, Asger Jorn, Shilpa Gupta and Anri Sala – are displayed in the office and social spaces.

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About SevilPeach Architecture + Design

SevilPeach Architecture + Design is a global reaching, London based studio founded by Sevil Peach and Gary Turnbull. As a team they have wide range of project experience, including retail, healthcare, exhibitions, residential and commercial sectors. They have developed an in depth interest and expertise in workplace design, working with internationally recognized clients including Kvadrat, Vitra, Novartis, Spaces, Swiss Re and Microsoft who have wished to recast their work environments to both better support their business goals, organization and employees, and to develop new working patterns and relationships. In addition, an extensive list of fruitful collaborations with distinguished architects including Diener+Diener, David Chipperfield, Herzog & De Meuron, Kengo Kuma, Alejandro Aravena and Sergison Bates among others accompanies their portfolio.

About Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous 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. We consistently push the aesthetic, technological and functional properties of textiles. In doing so, we collaborate with leading designers, architects and artists; among others Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, as well as Doshi Levien and Patricia Urquiola.

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