



kvadrat

Kvadrat Winter Release 2018

From GamFratesi and Studio Greiling at imm Cologne to Galerie de l'Europe at Paris Déco Off and Ronan and Erwan Bouroullec in Stockholm. Early 2018 promises intriguing textile experiences not to be missed, when Kvadrat and Kinnasand bring together beautiful new rugs, curtains and upholsteries in inspiring settings.

imm Cologne

For imm Cologne, Danish-Italian design duo GamFratesi skilfully reimagined Kvadrat's stand at Design Post Cologne. Featuring a minimalistic wooden framework that incorporates rows of textile-covered panels on three sides, these panels work like blinds that can be tilted horizontally to reveal glimpses of the interior. Alternatively, they can be flipped vertically to create a more intimate, closed space.

GamFratesi: *"The Design Post space is a combination of shared areas and private showrooms. The idea was to create a system that clearly identified Kvadrat from the outside through the use of fabric. The flexible system offers two solutions for different activities: private for meetings and work, or more open during the different events."*

Colourful Kvadrat textiles and rugs will be displayed on a volume at the heart of the stand, between a table and a lounge area. In addition, one wall will unite vibrant combinations of large swatches of fabric. The novelties presented here will be *San* by Louise Sigvardt, *Melange Nap* by Akira Minagawa, *Instill* by Maharam, as well as *Mingled Plaid* and *Segmented Stripe* designed by Paul Smith for Maharam.

Another focal point for this winter is a range of new sumptuous rugs from Kvadrat. *Silhouette*, *Glory* and *Lattice* along with a new look at *Bravoure*, are all crafted by Design Director Hella Jongerius.

STRUCTURES is a unique collaboration between Berlin-based Studio Greiling and Kinnasand LAB to be presented during imm, which explores the experience of rugs and furniture.

Comprising a series of benches, ottomans and daybeds made from powder coated steel tubes, STRUCTURES sees the structure beneath each rug as a tool; an architectural support that lifts the rug from the floor to a new height, elevating it into a new dimension: furniture.

Katrin Greiling: *"Creating this limited series of furniture for the Kinnasand LAB project, I aimed to bring the textures and richness of the rugs closer to the hands and body, enabling visitors to the Kinnasand stand to experience the character of each individual rug."*

imm Cologne

Design Post Cologne

15-21 January 2018

Monday 15 January 2018

Press Preview, 3 pm – 5 pm

Private view and presentation by GamFratesi,
followed by cocktails, 5 pm – 7 pm

Interviews with GamFratesi by appointment

Deutz-Mülheimer-Straße 22a

50679 Cologne

Opening hours

15 January – 19 January, 9 am – 8 pm

20 January – 21 January, 10 am – 6 pm

Paris Déco Off

In Paris, Saint-Germain-des-Prés at Rive Gauche will set the scene for a captivating Kvadrat textile exhibition at the Galerie de l'Europe open to the public during the days of Paris Déco Off. This immersive pop-up textile installation offers visitors to experience Kvadrat and Kinnasand textiles and rugs in a new and one-time-only setting.

Kvadrat is furthermore sponsoring the exhibition of acclaimed Danish designer Cecilie Manz who has been named Designer of the Year 2017 by Maison&Objet. Her podium will be covered with the Kvadrat upholstery textile *Floyd*, and surrounded by airy, floating walls made from *Remix*.

Kvadrat pop-up exhibition

19 – 22 January

Galerie de l'Europe

55 Rue de Seine

75006 Paris

Thursday 18 January

Press Preview with Danish delicacies, 9.30 am – 11.00 am

Saturday 20 January

Cocktails, 7.30 pm – 9.30 pm

RSVP to Michela Bado, Kvadrat PR Manager, miba@kvadrat.org

Opening hours

18 – 19 and 21 – 22 January, 9.30 am – 7.30 pm

20 January, 9.30 am – 9.30 pm

Stockholm Furniture Fair

This winter will see a collection of exquisite graphic, sculptural curtains, designed by renowned French designers Ronan and Erwan Bouroullec.

To celebrate the launch, the Bouroullecs have created a site-specific textile installation exhibited at the spacious, soon-to-open new Kvadrat flagship showroom at Åsögatan in Södermalm. The occasion will double as a sneak preview of what will become Kvadrat's new Stockholm address, to be designed by the Bouroullec brothers and open to the public later in 2018.

Ronan Bouroullec: *"Embroidery has always been something important to me. The area where we come from, Brittany, has a long tradition about it. I remember the traditional clothes with gold yarns from when I was a young child. Since this period, I have always had an interest for it – the delicacy, the lightness, the relation with drawings of this technique."*

Ronan and Erwan Bouroullec collection launch exhibition

6 – 9 February

Kvadrat soon-to-be showroom
Åsögatan 116
116 24 Stockholm

Wednesday 7 February

Press preview, 12 pm – 14 pm

Interviews with Ronan and Erwan Bouroullec by appointment

Private view followed by cocktails, 7 pm – 10.30 pm

Presentation by Ronan and Erwan Bouroullec

RSVP by 31 January at kvadrat.dk/sff2018

At the fair grounds, Kvadrat presents a new stand concept to take visitors on a visual and spacial journey of Kvadrat's tactile universe. In addition to the winter news, Kvadrat will present new acoustic curtains by Petra Haikonen and Patricia Urquiola, an innovative new product range adding to Kvadrat's nuanced portfolio.

Kvadrat acoustic curtains are crafted with a specially developed tape yarn. Due to this special construction, unlike other acoustic curtains, they can deliver transparency, views of the outside and up to Class B sound absorption.

Designed by Patricia Urquiola, *Drops Acoustic* is an airy sheer, which makes it exceptional for an acoustic curtain, while subtly lustrous *Melu Acoustic* by Petra Haikonen has a soft, linen-like expression and combines partial transparency with excellent sound absorption capabilities, setting it apart from other acoustic curtains.

Stockholm Furniture Fair

6–10 February

Stand B04:15

Mässvägen 1, Älvsjö

125 80 Stockholm

Opening hours

6 February – 9 February, 9 am – 6 pm

10 February, 10 am – 5 pm

Kvadrat soon-to-be showroom

Åsögatan 116

116 24 Stockholm

Opening hours

6–9 February, 11 am – 6 pm

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San by Louise Sigvardt

San, inspired by the light and colours of San Francisco, is a simple, sporty woollen upholstery textile. Due to its excellent stretchability, it clings to the edges and curves furniture beautifully well.

Melange Nap by Akira Minagawa

All about exceptional depth of colour and surprising details, *Melange Nap* has a unique melange expression and transforms an interior into 'scenery' within its space. Coloured to reflect natural elements, it fills the air with the peaceful ambience associated with nature.

Glory and Lattice by Hella Jongerius

Colourful *Glory* brightens any interior with its patchwork design of multihued squares. Like the *Lattice* rug it is inspired by, it features a houndstooth graphic. Flat woven using different yarns and colours in the warp and weft, it reveals delightfully complex colour rhythms – whether seen from up-close or afar.

Silhouette by Hella Jongerius

Luxurious *Silhouette* is made with the *Bravoure* yarn and features a generous border. Its fringes combine four mélanges that flow from one colour to another, overlapping to form an inviting edge.

Bravoure 35, Bravoure 60 and Bravoure 17 by Hella Jongerius

Bravoure, a contemporary classic, offers a striking interplay of thick and thin yarns, tufted structure and expressive colours. It comes in a vibrant new colour palette for *Bravoure 35* and *Bravoure 60*, as well as a new, short pile version: *Bravoure 17*.

Rennes and Chainette by Ronan and Erwan Bouroullec

Though distinctively individual, *Rennes* and *Chainette* share the same base pattern and play with light and shadow. They share a handcrafted look, which is accentuated by small irregularities on their surfaces.

Rennes features wide, diagonal and vertical, densely stitched stripes which intersect, creating eye-catching geometric forms. Where the stripes meet and overlap, shapes of varying transparency are created, which dissolve into each other. *Chainette* is embroidered with braids which follow the outline of the stripes of *Rennes*. The tactile braids give *Chainette* a discreet three-dimensional and playful character – and its name. Chainette means 'little chain' in French.

Drops Acoustic by Patricia Urquiola

Designed by Patricia Urquiola, *Drops Acoustic* is an airy sheer, which makes it exceptional for an acoustic curtain. Characterised by tactility and an elegant interplay of colours, it features a pattern of woven drops that emerge from stripes and flow over its surface.

Melu Acoustic by Petra Haikonen

Subtly lustrous *Melu Acoustic* by Petra Haikonen has a soft, linen-like expression and offers Class B sound absorption when folded. Despite not being a blackout or dimout, *Melu Acoustic* combines partial transparency with excellent sound absorption capabilities. This sets it apart from other acoustic curtains.

About GamFratesi

GamFratesi's design takes its creative drive from a fusion of tradition and renewal and in an experimental approach to their chosen materials and techniques. With their dual traditional background, Stine Gam and Enrico Fratesi draw on the classic Danish furniture and craft tradition as well as the classic Italian intellectual and conceptual approach. Understanding a tradition and addressing it actively in the workshop makes it possible to expand on it. GamFratesi aim to create furniture that illustrates the process and the techniques that created it, and which reflect a persistent exploration of the diverse border zone between harmony and disharmony.

GamFratesi studio was founded in 2006 by Danish architect Stine Gam and Italian architect Enrico Fratesi. The studio is based in Copenhagen, though Gam and Fratesi are continuously travelling between Italy and Denmark for development and research of new projects.

About Studio Greiling

Katrin Greiling is founder of Studio Greiling, a Stockholm-conceived Berlin-based office dedicated to furniture design, interior architecture and photography.

A German native, Katrin studied carpentry and cabinet making at Capellagården before enrolling in a 5 years masters program in furniture design and interior architecture at Konstfack in Stockholm.

About Ronan and 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 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.

For further information, please contact
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kvadrat.dk