

KVADRAT / RAF SIMONS

On the 22nd of March the new Kvadrat/Raf Simons collection will be unveiled with a special exhibition at the National Academy of Design in New York. This fourth collection from Raf Simons and Kvadrat draws once more on the designer's passion for modern and contemporary art: in this instance, the subtle use of colour associated with Pointillism, the artistic technique originating with Impressionist masters as Georges Seurat, Paul Signac and Vincent van Gogh in the late 19th century.

Since 2014, over the course of four collections, Simons has found inspiration in a range of different eras and aesthetics, working with Kvadrat to produce textiles suited to a broad range of interior applications, always led by a desire to bring a richer, more nuanced application of colour and texture to the interior. The wide-ranging curiosity that informs Simons' work as a fashion designer has likewise influenced his work in developing these textiles for the interior.

"I was fascinated by how the colouration and weaving processes in fashion textiles don't have the same limitations as those of furnishing textiles. Working with Kvadrat, we've been translating the subtle colouration and texture that you'd find perhaps in a tweed or bouclé into textiles suitable for use in furniture. Because of the dense weave that is needed for furniture, the colouration becomes even more interesting, with almost a painterly impact."
Raf Simons

The new textile *Ria* evokes the Pointillists' use of soft, dispersed colour to create light and depth, weaving two tones of richly textured yarn through a contrasting base colour. Simons describes *Ria* as *"organic, almost floral. It has a more romantic expression than the very graphic stripes of last year's collection."* Available in 15 colourways, from warm neutrals to bold brights, *Ria* is designed to complement the existing Kvadrat/Raf Simons textile collections, and to work well in a variety of interior schemes, from classic to contemporary.

Potential combinations of textures and colour within the Kvadrat/Raf Simons collections have been expanded further by the introduction of new neutral and muted tones for the short-pile velour textile *Harald 3* and the large-grain bouclé *Vidar 3*. The deep, sheepskin-like mohair textile *Argo 2* is now available in modern yellows, pinks and blues.

The expanded palette for 2017 draws inspiration from the muted, subtle colourations that characterised Pointillist depictions of the spring and early summer landscape. Duck-egg blue, primrose yellow, lavender, dark mint, dry earth tones and a gentle blushing pink all add to the subtle colourfields of *Ria*, and are picked up in the new hues of *Harald 3* and *Vidar 3*. In *Argo 2*, this palette is found in a new intensity, which is in turn softened by the long, glossy fibres of the textile.

New cushions in a variety of sizes and available in selected colourways of *Ria*, *Argo 2* and the soft bouclé *Pilot* compliment the textile collection.

ABOUT KVADRAT/RAF SIMONS

The Kvadrat/Raf Simons collection brings the acclaimed designer's exceptional sense of style to the home. Distinguished by the innovative blending of colour and materials for which he is known in the fashion world, Raf Simons' collection of textiles and accessories for the home is by turns sophisticated and playful, and produced to the exacting standards associated with Kvadrat. Conceived as a suite of diverse yet complementary tones, weaves and textures, the textiles and accessories are suitable for use in a wide variety of interiors, and work beautifully together in a multitude of inventive combinations.

The collaboration between Kvadrat and Raf Simons is built on a mutual appreciation for fine craftsmanship. The collection is based on materials that both reflect Kvadrat's commitment to quality, and Raf Simons' refined elegance.

The first Kvadrat/Raf Simons collection received its debut public airing unannounced in January 2014, in an appropriately fashionable setting. Textiles from the collection were used in Raf Simons' highly acclaimed menswear collection in collaboration with artist Sterling Ruby. In 2015 Kvadrat/Raf Simons upholstery designs graced the Paris runway on more than one occasion, when Raf Simons presented his A/W 2015 and A/W 2016 menswear collection, at the Christian Dior Couture show A/W 2014—15 and Christian Dior Ready To Wear A/W 2015.

ABOUT RAF SIMONS

Born in Belgium in 1968, Simons studied industrial design in Genk. Inspired by the work of designers such as Martin Margiela, he moved to Antwerp, where the head of the Fashion Department at the city's Royal Academy encouraged him to start his own label without further study. Launched in 1995, Raf Simons menswear—informed both by classic tailoring and youth culture—had a huge impact on the style of the decade. With the recent, well received presentation of his A/W 2017 collection in New York, Raf Simons' design aesthetic proves ever contemporary and relevant.

In 2005 Simons became artistic director of the Jil Sander label, which under his tenure became known for its vital, sophisticated modernism. In 2012 he was named creative director of Dior Women, a position that he held until late in 2015. After concentrating for a number of months on his own label and other collaborations, in August of 2016 Simons was confirmed as the new Chief Creative Officer of the American fashion label Calvin Klein. His acclaimed first collection for the brand was presented in New York in February 2017.

A passionate collector of contemporary art and modern design, Simons' aesthetic is often informed by his admiration for art and he regularly engages in interdisciplinary collaborations.

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. 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, Tord Boontje, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Giulio Ridolfo, Peter Saville, Finn Sködt, Roman Signer, as well as Patricia Urquiola.

For further information, please contact:
press@kvadratrafsimons.com

www.kvadratrafsimons.com