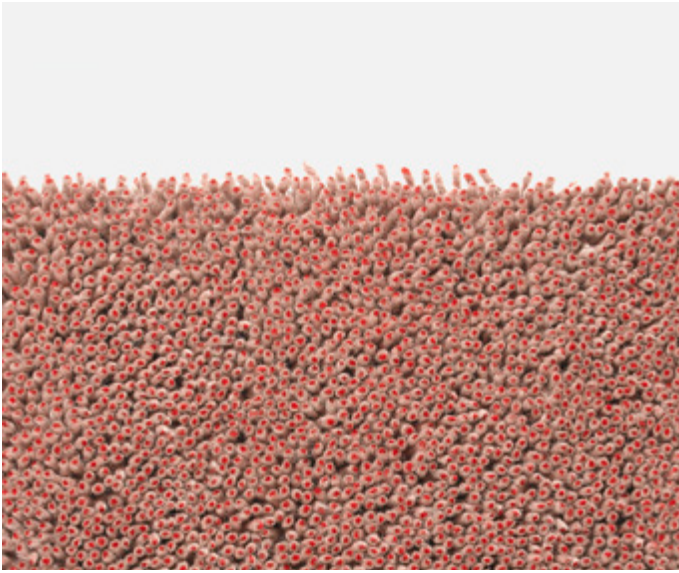


Grano

Liset van der Scheer and Giulio Ridolfo



kvadrat



Grano

Innovative fusion of colour, yarn and structure. *Grano* is a very compact, tufted woollen rug, which offers an alluringly rich expression and exceptional colour depth. It was developed following feedback on the highly acclaimed *Corale* rug by Kvadrat, and has a shorter pile.

Grano and *Corale* share an innovative 'filled' tufted construction. This is crafted by surrounding a combination of felted and coloured wool with another layer of coloured wool and then felting them together. This gives the rugs a natural and richly colourful expression. Both *Grano* and *Corale* are made from the same yarn designed by Liset van der Scheer. This is based on a traditional yarn, which combines different core and outer tones. Inspired to reveal this quality, she decided to use a cut pile. This created a pioneering look that showed, for the first time, all the colours in the yarn. *Grano* combines melange yarns, which fuse different tones to deliver beautiful colour-depth, with solid yarns. As a result, its colourways, which combine two hues, all have a distinctive richness and a very individual character.

The playful new palettes designed by colour-master Giulio Ridolfo for *Grano* and *Corale* each feature 12 colourways, which are based on complementary yet contrasting natural elements; for instance, the earth and the sky. Consequently, they combine pale tones, such as light pebble grey and soft coral pink, with bolder shades like golden wheat, dark coffee and aqua.

Thanks to the vibrant colours they share, and the eye-catching way the shorter pile of *Grano* combines with the longer pile of *Corale*, the two rugs complement each other particularly well. However, whilst they share key characteristics, they are very distinctive from each other. For instance, the way they express colours is different: the core colour of *Grano* is stronger because of its higher density. Plus, as the pile height of *Grano* is less than half that of *Corale* it is more understated.

Grano is suitable for private use. It has been tested by TNO and can be used with under floor heating.

Liset van der Scheer

Liset van der Scheer is an acclaimed Dutch-born industrial textile designer. A graduate from Design Academy Eindhoven, her output includes rugs, fabrics and curtains. Always looking to stretch boundaries, she explores using traditional materials in innovative ways and applies new materials to existing production processes.

Giulio Ridolfo

Italian 'colour-master' Giulio Ridolfo graduated with a Master in Fashion Design from Milan's Domus Academy in 1985. Since then, he has worked as a colour advisor to several of the world's leading interior, clothing and footwear companies. His method can be compared to a patchwork: he gathers and juxtaposes images, colours and textures before translating their 'colour vibes' into highly individual colour palettes.

For further information, please contact press@kvadrat.org

kvadrat.dk

Grano

Tufted

100% new wool

17 mm high

4000 gr/m²

12 colours

Maximum size without seams 450 cm width,
length unlimited