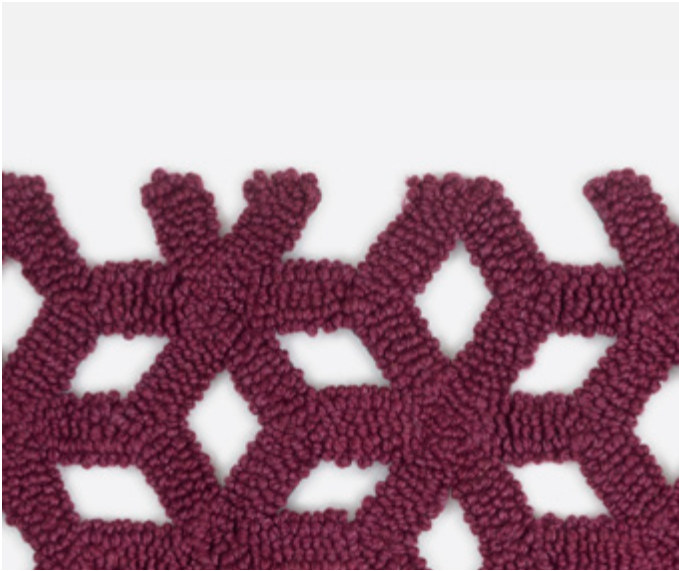


Cross Collection
Hella Jongerius



kvadrat



Cross Collection

In the *Cross collection*, Hella Jongerius has reinterpreted the traditional tufted rug in a way that creates unique visual interaction between the rug and the floor underneath.

There are three designs in the collection: *Cross Cut*, *Cross Border* and *Cross*. In all three designs the tactile tufted surface is undercut by a strong silhouette that's equal parts contemporary and comforting. Vivid viscose threads are spun with new wool, creating a melange effect.

The series begins with *Cross Cut*, a design in which the whole surface of the rug is formed as an open grid, the geometric lines merging into an organic pattern at one end. The result is a playful, highly tactile and welcoming statement rug that creates endless opportunities for interior design and innovative layering ideas.

The design of *Cross Border* features a more solid surface area, with the cutaway edges at two corners allowing the floor to be glimpsed underneath.

The simplicity of *Cross* has a slightly more traditional appeal, combining a graphic silhouette with a highly tactile construction. A cutaway effect of block fringes on the edging complete the rug.

As well as muted natural tones and greys, the *Cross* series colour palette includes bolder tones to bring extra warmth and drama to the designs.

Hand-tufted by craftsmen in India using yarn spun from luxurious new wool and viscose, the *Cross* rugs' specially developed anti-slip backing makes them suitable for a wide range of floors.

Hella Jongerius

Hella Jongerius is one of the world's foremost product designers. She is a prominent force in the Netherlands, her native country, as well as on the international stage where she wins regular accolades for her thoughtful and research-driven work. Since her early work for Dutch design collective Droog, and now at her Berlin-based studio Jongeriuslab, material and process research largely determines her design direction. Her work has been characterised by a unique ability to approach industry with a craft perspective. In 2013 Hella Jongerius was appointed Design Director for Danskina, she has brought that same craft sensibility, research and experimentation to the textile industry.

For further information, please contact press@kvadrat.org

kvadrat.dk

Cross Collection

Hand tufted

60% new wool, 40% viscose

11mm high

2200 gr/m² Cross Cut

3300 gr/m² Cross, Cross Border

9 colours

Maximum size 400cm x 1000cm