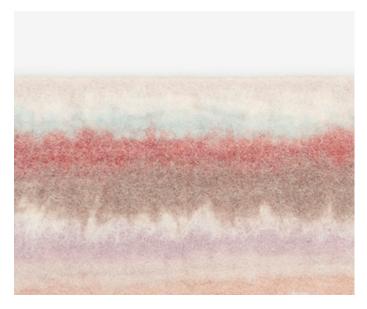**Sienna**
Hella Jongerius

kvadrat

Sienna
Felted
100 % pure New Zealand wool
Standard sizes available

Sienna

With its delicate composition and soft, saturated colours, this beautiful felted rug has been inspired by abstract expressionist paintings by artists such as Mark Rothko and the like.

Composed of rectangular blocks and floating forms, Hella Jongerius' exceptional sense for colour comes to life in a variety of tonal gradations. For instance, light mélange yellow melts into lavender, dark olive blends with cool grey and bright red combines with pink.

To achieve the watercolour-like effect, dyed flocks of wool are pulled by hand until the colours become almost transparent. Like paint, when placed on top of a dark or light base, the flocks overlap and the different colours flood into each other.

The wool for *Sienna* is hand-felted by a group of skilled women from Kathmandu. The process involves washing, soaping and dying, before the wool flocks are placed into the pattern. Many hours are then spent rolling the material by hand and foot until it is transformed into felt.

Suitable for residential environments and low traffic commercial spaces, every *Sienna* rug is entirely unique.

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 Kvadrat and Maharam's Amsterdam based rug atelier, she has brought that same craft sensibility, research and experimentation to the textile industry.

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