

Landscape
Hella Jongerius



kvadrat



Landscape

Landscape is inspired by artists' attempts to render vistas of the natural world in paint. Designer Hella Jongerius has incorporated different yarns, pile heights and special edges in finer wool to give the feeling of 'a paint brush on a canvas'. The rug combines organic expanses with patterned swaths in an abstract simulation of unfolding terrain.

The melange yarn used to create the rug is spun from natural linen and wool, tufted in deep pile by craftsmen in India. The depth allows the melange to float, accentuating its intriguing texture and supreme tactility.

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

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Landscape

Hand tufted

80% new wool, 20% linen

35–40 mm high

3700 gr/m²

3 colours

180 cm × 240 cm, 200 cm × 300 cm, 240 cm × 300 cm