

Parkland  
Alfredo Häberli



**kvadrat**



## Parkland

*Parkland* is an elegant checked upholstery textile by Alfredo Häberli. It combines excellent functional performance with a comfortable, understated look.

Constructed with a simple weave, *Parkland* has an even, uniform surface. The textile derives its nuanced, cosy expression from the dialogue between complementary yarns: a unicoloured yarn in the weft and a mélangé yarn the warp.

The palette for *Parkland* is wide-ranging and versatile. It offers a scale of dusty greys combined with bold notes, as well as a series of timeless natural shades.

Several of the *Parkland* colourways are shared with textiles that Alfredo Häberli has previously designed for Kvadrat. Consequently, the designs combine particularly well, opening up opportunities to create seamless, characterful interiors.

Alfredo Häberli: *"The ability to combine textiles is obviously highly appreciated in interior architecture. And in my opinion, is an added value of any fabric."*

An evolution of a custom textile created for a public space with demanding functional requirements, *Parkland* is proven to be ideal for high-traffic environments – not least because of its fire-retardancy and excellent durability. It works well in private homes too.

### Alfredo Häberli

The expansive portfolio of Argentine-Swiss designer Alfredo Häberli includes industrially produced everyday articles, architectural projects and technically sophisticated furniture. His designs particularly stand out for their simplicity and innovative, intuitive use of colours.

A guest lecturer at schools of design and architecture in the US and Europe, Alfredo Häberli has worked with many top design firms. These include Vitra, Moroso, Camper, Luceplan, Thonet and Zanotta. His work has been extensively exhibited.

### Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous 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 Margrethe Odgaard, Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, as well as Doshi Levien and Patricia Urquiola.

For further information, please contact [press@kvadrat.org](mailto:press@kvadrat.org)

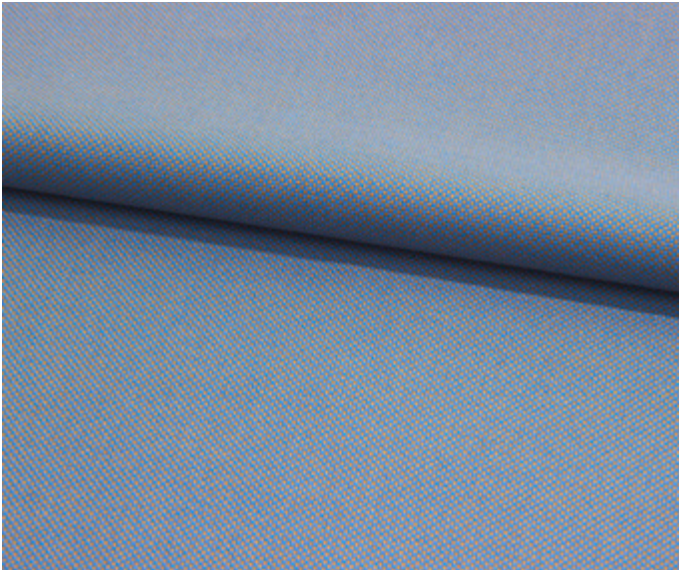
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**Parkland**  
100% Trevira CS  
140 cm wide  
19 colourways

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**Airfield**  
Alfredo Häberli

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## Airfield

*Airfield* is a refined curtain by Alfredo Häberli which showcases the designer's love for chequered patterns. It meets the increasing demand for curtains that offer the tight, elegant weave typically associated with upholstery textiles.

Characterised by a sculptural drape, *Airfield* is crafted with two differently coloured yarns that form a rhythmic, graphic pattern of small checks. Slightly translucent, it reveals glimpses of its construction as the light comes in through the window.

*Airfield*'s versatile, rich palette underlines Alfredo Häberli's signature approach to colour. It comprises deep neutrals, as well as a series of highlight notes. The level of contrast in the colourways varies: some appear tone-on-tone while others have a more graphic expression.

The colour scale for *Airfield* shares several hues with Alfredo Häberli's other designs for Kvadrat. This opens a multitude of possibilities for creating vibrant, individual interior themes.

Alfredo Häberli: *"When researching colours, I am strongly guided by my feelings and always ask myself how a certain fabric could be used in the future. Colour is the first possible decoration. Seeing and perceiving colours is a luxury."*

*Airfield* is flame-retardant and comes in a floor-to-ceiling height.

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### Airfield

100% Trevira CS  
300 cm wide  
15 colourways

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**Nitto**  
Alfredo Häberli

**kvadrat** FEBRIK



## Nitto

*Nitto* is a knitted woollen upholstery textile designed by Alfredo Häberli. It especially stands out for its direct approach to colour, vibrant mélange expression and three-dimensional construction.

A micromesh knit, *Nitto* unites two layers crafted with contrasting yarn-dyed unicoloured yarns. The textile's base layer subtly echoes its primarily woollen surface.

Alfredo Häberli: *'The dichroism of the upper and lower layer only becomes visible if you take a closer look. The mixing of colours is, however, subtler, thanks to the fineness of the pattern.'*

As opposed to other knitted mesh textiles, *Nitto* has a plain, smooth surface and the light volume traditionally associated with woven textiles.

It comes in a flexible scale of colourways. This comprises bolder tones that accentuate its sporty character, as well as a series of complementary calm, rich neutrals.

Due to its knitted construction, *Nitto* is particularly stretchable and is therefore ideal for organically shaped furniture. It is suitable for both private and contract spaces.

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### Kvadrat Febrik

Febrik was founded in 2013 by Renee Merckx and Jos Pelders. With its versatile collection, innovative approach and collaborative attitude, Febrik challenges designers and architects to think of textiles as the springboard for developing interior concepts and industrial designs.

Kvadrat and Febrik joined forces in 2018. By pooling yarn knowledge ideas and logistical strength, we are bringing a groundbreaking proposition to the world of high-performing design textiles innovation, and aesthetic and functional excellence.

For further information, please contact [press@kvadrat.org](mailto:press@kvadrat.org)

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### Nitto

40% wool, 42% polyester, 12% nylon  
300 cm wide  
15 colourways