



kvadrat

Kvadrat to launch a new textile collection by Alfredo Häberli during London Design Festival

This London Design Festival Kvadrat will launch a new textile collection by Alfredo Häberli which will be celebrated with a special installation by the designer in the London showroom at 10 Shepherdess Walk.

Recently awarded the Swiss Grand Prix of Design 2014 for his outstanding contribution to Swiss design, Alfredo Häberli has taken his cue from details in a floral Japanese picture and clusters of stars for his third textile collection for Kvadrat.

Knitted textiles are a big theme this year for Kvadrat. Alfredo Häberli's collection is the third collection of knitted textiles the company will launch in 2014: *Knit*, a collection of three knitted textiles by Ronan & Erwan Bouroullec launched earlier this year at Salone del Mobile in Milan and the colourful *Max Knit* by Swedish designer Maxjenny Forslund was released during 3 Days of Design this June in Copenhagen.

For the launch of his new textile collection, Alfredo Häberli has created an out of scale setting in the Kvadrat showroom in London entitled *DIS-PLAY*, an oversized mood board capturing the creative process in creating the textiles.

Alfredo Häberli: 'I am a big admirer of anonymous objects. Objects just created for the reason of function, precise need or just joy or passion. My studio is full of it, the drawers, the pin wall, and the shelves. In between books and models. All these create and stimulate, together with art or fashion pictures, my world of colours. I have a book, in which I do collages on colours, compositions, abstract images. With no reason or pretending.

When I work on a fabric collection, on the colours range of it, or colours for an interior, I take these collages of surfaces, objects and use them to find harmony or contrast in a range. It is a feeling, a mood.

The idea behind the installation showing the three Knits collection during the London Design Festival at the Kvadrat showroom, is to DIS-PLAY this moment of the process. What is fun are the different sizes on the wall and in the vitrines. The models are big in comparison to the fabrics and the real furniture small. I will PLAY with different sizes of the mood boards.'

Kvadrat showroom
10 Shepherdess Walk, London N1 7LB

Mon–Fri, 9am–5.30pm
Sat–Sun by appointment only

Press preview
Wednesday 17 September, 9–11am