



kvadrat

 **PRESTEL**

In collaboration with Prestel, Kvadrat launches major new book during the London Design Festival 2013

In collaboration with Prestel, one of the world's leading publishers in the world of art, architecture, photography and design, Kvadrat launches *Interwoven – Kvadrat Textile and Design* on 17 September at their London showroom during the London Design Festival 2013.

Since its foundation in 1968, the Danish textile company has nurtured creative partnerships with an evolving creative community, collaborating with and supporting designers, architects and artists. Reflecting the integrated working practice of the company, the book illustrates the symbiosis between nature, manufacturing, architecture, design and art which guides Kvadrat's ethos, and the way that each of these diverse elements educates and inspires the others.

'We are delighted to have partners like Prestel and Robert Violette for this project, which is many years in the making and came about very organically', says Anders Byriel, CEO of Kvadrat. *'From the Scandinavian design roots of our beginnings to the more international role Kvadrat is taking on in today's global marketplace, innovation and creative collaborations have been a key part of Kvadrat since my father Poul and his partner Erling Rasmussen founded the company more than four decades ago'.*

Interwoven is a celebration of the wider universe which surrounds the company, drawing a thread from its deep roots in the coastal landscape of Eastern Denmark, through its engagement with artistic pioneers of the twentieth century, such as Verner Panton and Nanna Ditzel, and the leading talents of the new generation, including Patricia Urquiola, Giulio Ridolfo, Alfredo Häberli, Raw-Edges Design Studio, Doshi Levien, Rosemarie Trockel and Roman Signer.

Tracing the company's founding principle to produce a machine-made fabric without losing its artistic integrity; the book captures the origins of the now iconic *Hallingdal* created by Denmark's Nanna Ditzel. Today *Hallingdal* can be found all around the world, including the *Debating Chamber* of the German Reichstag. More recent projects with Tord Boontje, Ronan and Erwan Bouroullec and Thomas Demand have led to collaborations with world renowned institutions such as London's Victoria & Albert Museum and the Serpentine Gallery as well as the Neue Nationalgalerie in Berlin.

Interwoven brings together original essays and photographs with previously unseen archival material and historical research in a beautifully illustrated 200 page hardcover book. Bound in bespoke woollen cloth, it features a foreword by Peter Saville and contributions from Tord Boontje, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Denise Hagströmer, Hettie Judah, Sevil Peach, Matt Price, Zoë Ryan, Joël Tettamanti and Jane Withers.

Notes to editors

Interwoven will be presented at Kvadrat's London showroom from 17 September–20 September, 2013.

Interwoven credit details:

Publisher: Prestel

Editor: Violette Publications

Design: Graphic Thought Facility

Price £35 with Kvadrat textile hardcover

29 × 29 cm 272 pp, 200 col. illus. (ISBN 978-3-7913-4858-2)

Press preview breakfast

Tuesday, 17 September, 2013

9am–11am

Kvadrat showroom

10 Shepherdess Walk, London N1 7LB

About Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world famous design tradition. Kvadrat continuously works to expand the aesthetic, technological and artistic boundaries of the use of textiles through a long series of collaborations with some of the world's best designers, architects and artists, among others Ronan and Erwan Bouroullec, Akira Minagawa, Tord Boontje, Alfredo Häberli, Peter Saville, David Adjaye, Thomas Demand and Olafur Eliasson.

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