

Hero 2
by Patricia Urquiola

kvadrat



Hero 2

97% wool, 3% recycled nylon

33 colours

140cm

Hero 2

Unicoloured *Hero 2* is a full-bodied upholstery textile designed by Patricia Urquiola. A new iteration of *Hero*, it is characterised by its soft texture and exceptional colour richness, and comes in a sporty new palette comprising over 30 nuances.

Hero 2 exemplifies Kvadrat's commitment to Conscious Design Principles. It is primarily woven from wool, a renewable resource, and is re-engineered to contain recycled nylon instead of virgin nylon. Consequently, it is suitable for recycling.

While *Hero 2* has been redesigned to minimise pressure on finite resources, the textile retains its smooth, felt-like directionless surface and remarkable ability to express colours – a trait which derives from a special finishing treatment. Consequently, it complements the forms of furniture exceptionally well.

The expansive new palette for *Hero 2* showcases Patricia Urquiola's singular approach to colour design. It comprises a dynamic scale of subtle yet vibrant hues inspired by nature that explore tonal associations, including a series of non-traditional interpretations of red.

Patricia Urquiola: *"I felt the need to combine the plain fabric with vivid colours. The result is a warm, neutral palette inspired by spring, earth, and water. It originates with reds then moves through pastel and earthy tones into a range of the darkest blues."*

About Patricia Urquiola

Patricia Urquiola studied architecture and design at the Universidad Politécnica de Madrid (Technical University of Madrid) and completed her studies at the Politecnico di Milano where she graduated under the mentorship of Achille Castiglioni. In Spain, she was awarded the Golden Medal for Merits in Art and received the Cross of the Order of Isabella the Catholic.

In 2001 Patricia Urquiola founded her own studio specialising in industrial product design, architecture, art direction and strategy consulting. Creative Director of Cassina since 2015, she works with a roster of leading design companies. Patricia Urquiola also gives lectures at leading universities, from Harvard University to Alvar Aalto Academy and has work shown in prominent museums and design galleries worldwide, including the MOMA and the Vitra Design Museum.

Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous design tradition. A leader in design innovation, Kvadrat produces high-performance, design textiles, rugs, acoustic and window covering solutions for both commercial and residential interiors.

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 including: Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, Doshi Levien and Patricia Urquiola.

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