

**Hero Heather**  
Patricia Urquiola

**kvadrat**



### **Hero Heather**

97% wool, 3% recycled nylon

Colourways: 25

Width: 140cm

## **Hero Heather**

*Hero Heather* is a felted woollen upholstery textile by Patricia Urquiola, which brings a new perspective to the world of melange textiles. It is constructed with a yarn-dyed warp and a material-dyed weft, and consequently offers exceptional colour variety and texture.

With *Hero Heather*, Patricia Urquiola set out to push the boundaries of melange textiles by blending both melange and bright, unicoloured yarns. When felting the surface, the colours blend softly. The result is a tactile upholstery with a lively and organic expression that recalls strokes of watercolour moving across the surface of the textile.

*Hero Heather* is primarily woven from wool, a renewable resource. To ensure it offers optimal longevity, it incorporates a small volume of recycled nylon. Due to this construction, it is recyclable.

The fresh, versatile colour scale for *Hero Heather* comprises 25 nuances in total, including a scale of lilac, green and neutral hues. It is coordinated with the colours for Patricia Urquiola's design *Hero*, and so the two textiles offer compelling combination opportunities.

Patricia Urquiola: *"With Hero Heather, we wanted to explore the potential of melange textiles. We thought a lot about how we could transform a plain felt into a more textured, deep, and warm textile. I am very happy with the outcome: it is cosy with shaded, yet vibrant colours."*

Due to its soft yet vibrant expression and durability, *Hero Heather* is ideal for contract spaces that offer a comforting, creative atmosphere. It also works well in private homes.

### **Patricia Urquiola**

Patricia Urquiola studied architecture and design at the Universidad Politécnica de Madrid and completed her studies at the Politecnico di Milano (Technical University of Milan) where she graduated under the mentorship of Achille Castiglioni. She worked with Vico Magistretti at De Padova and later as head of design at Lissoni and Partners. In 2001 she founded her own studio in Milan, specialising in industrial product design, architecture, art direction and strategy consulting.

As well as serving as creative director of Cassina since 2015, Patricia Urquiola collaborates with world-leading brands including Haworth, Louis Vuitton, B&B Italia, Moroso, Flos, Kvadrat, BMW, Starbucks, and Ferrari. Her work is exhibited in art and design museums across the world including the MOMA in New York, the Decorative Arts Museum in Paris, the Triennale Museum in Milan, the Vitra Design Museum in Basel, the Victoria & Albert Museum in London, the Stedelijk Museum of modern and contemporary art in Amsterdam and the Philadelphia Art Museum.

She has given lectures at universities across the world, is part of the Advisory Board of Politecnico di Milano and the Scientific Committee of the Foundation of La Triennale Museum in Milan. She was awarded the Gold Medal of Merit in the Fine Arts by the Spanish government.

**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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