

Azure Outdoor
Margrethe Odgaard

kvadrat



Azure Outdoor

Upholstery

Composition: 90% recycled polyester, 10% polyester

Colourways: 13

Width: 140cm

Azure Outdoor

Azure Outdoor is an outdoor upholstery textile constructed with a high volume of recycled polyester and a water-repellent treatment which is free from PFAS. Designed by Margrethe Odgaard, it comes in 13 colourways informed by the sky's changing light.

The poetic colour palette is designed to give a sensation of light and colour to the natural and architectural elements that typically populate outdoor settings, rather than overpower them. The whole collection features a shadow grey warp yarn, while the colours of the weft yarns comprise both cold and warm neutrals and reddish notes, which harmonise with materials like clay, brick, and concrete, as well as soft blues and sun-bleached yellows.

Margrethe Odgaard: *"My starting point was the idea that light gives colours life. Colours that live in nature fade, bloom, and develop because of this light. So, we have dedicated Azure Outdoor to the sky and its transitioning light."*

Azure Outdoor is constructed with a dobby weave, creating a seemingly textured surface even though the textile is quite flat in its construction.

The textile offers effective weather resistance and durability. Its fluorocarbon-free finish is water-repellent, fast-drying and provides resistance against chlorine, seawater, and artificial weathering. It is produced without FR additives and is suitable for all commercial and residential applications.

Margrethe Odgaard

Margrethe Odgaard is a Danish textile and colour designer dedicated to exploring the sensory and emotional effects of colour. Her work is grounded in the belief that colour perception is a holistic, sensory experience, and she is committed to creating products that not only please the eye but also nurture the body and mind, fostering a positive impact on the observer.

Since establishing her design studio in 2013, Margrethe dedicates her time equally to an artistic practice rooted in self-initiated research, and to engaging in commercial design collaborations with leading industry brands that bring the research to life. Margrethe has showcased her work in solo exhibitions at prestigious venues including Röhsska Museum (Sweden), Designmuseo Helsinki (Finland), Willumsen's Museum (Denmark) and Munkeruphus (Denmark). She has also authored "Shades of Light," a meticulously curated book featuring 276 colours developed specifically for the unique Nordic light. She has been honoured with various prizes and awards, including the prestigious Torsten & Wanja Söderberg Prize in 2016 and most recently, The Art, Design, and Architecture Prize from the Einar Hansen og Hustru fru Vera Hansens Fond in 2023.

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.

For further information, please contact
press@kvadrat.org

kvadrat.dk

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