

Rumor  
Bertjan Pot

kvadrat febrik



## Rumor

*Rumor* is a knitted upholstery by Bertjan Pot. Its design bridges the contrasting worlds of handcrafted textiles and the digital space to create landscapes of shifting colour and pattern intensity. It is the first knitted textile from Kvadrat Fabrik made from more than 70% post-consumer recycled polyester, which creates its distinctive volume.

To design *Rumor*, Bertjan Pot converted an image into a set of randomly arranged pixels in four different colours, using the 'diffusion dither' tool on photo editing software. Subsequently, through a process of extensive, hands-on experimentation with colours and pattern scaling, he translated this design into a knitted textile.

Bertjan Pot: *"The diffusion dither tool creates these very nice square pixels, which is perfect because if you knit, you're thinking in square pixels too. It uses a digital and technical process to create something very random and irregular, like the handcrafted element of textiles."*

*Rumor* comes in nine versatile colourways. From a distance, it appears more uniform and muted in colour, but get closer and irregular quantities of pixel-like stitches, in four contrasting colours, reveal themselves within the textile's surface. These pixels are an integral part of the knitted design and are not added afterwards through dyeing.

Bertjan Pot: *"My favourite way of using colours is to contrast and clash them to make them stronger and more vivid. Each textile has four colours, and they all react to one another. So, it was interesting to build a set of rules around how the dithering pattern affected the colour."*

The textile is particularly easy to upholster on all forms of furniture: *Rumor* offers excellent elasticity, and its irregular pattern infuses the design with an extra dimension of vibrancy and ensures it flows over edges to seamless effect. *Rumor* suits all contract and residential applications.

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Type: Upholstery

Composition: 72% post-consumer recycled polyester, 21% new wool, 7% nylon

Colourways: 9

Width: 165cm

**Bertjan Pot**

Bertjan Pot is a designer with a fascination for construction techniques, structures, patterns, and colours. Taking material research as his starting point, he specialises in working with manufacturers to develop interior products that explore possibilities and push boundaries. Pot's notable works include his ongoing project *Masks* (the Netherlands, 2010) and *Random Lights* (the Netherlands, 1999).

**Kvadrat Febrik**

Kvadrat Febrik's knitted textiles push the boundaries of technology and creativity, and embody a visionary new approach to the world of upholstery. Our versatile collection, innovative approach and collaborative attitude inspire designers and architects to consider textiles as a starting point for interior concepts and industrial designs. Kvadrat Febrik create pioneering designs characterised by aesthetic and functional excellence and bring ground breaking proposition to the field of textile innovation. In doing so, we collaborate with leading designers, architects and artists including: Bertjan Pot, Anderssen & Voll, Raw Color and Marc Thorpe.

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