

Via
Åsa Pärson

kvadrat



Via
100% Trevira CS
10 colours

Via

Via is a gently shimmering striped curtain by Åsa Pärson, which plays with light and shadow. It's rhythmic tone-in-tone design is inspired by the overlapping alleys and roadways in Italy.

The curtain derives its distinctive lustre from a construction that unites subtly contrasting yarns which have a natural shine. Furthermore, Åsa Pärson, who always works with handwoven samples she creates herself, focused on density when designing the curtain. To ensure it offers both privacy and vibrancy, *Via* allows some light through yet does not reveal what's on its other side.

Åsa Pärson: *"For Via and Vicolo, the construction is simple yet complex, and completely depends on the right combination of colour hues. The warp in the sketches uses a superfine yarn with such a high density that the visible threads become more like shades of colours mixed in subtle variations."*

Via features fine stripes that travel across its precise surface, which divide its ground into blocks. This sophisticated yet homely design ensures *Via* can be hung vertically and horizontally.

The curtain comes in ten versatile colourways, which offer varying levels of contrast between the yarn tones. In a certain light, the stripes of the design stand out most where the difference between hues is most substantial.

Via shares colours and conceptual DNA with *Vicolo*, as both textiles were initially conceived while Åsa Pärson was on a residency in Florence. Consequently, the two textiles complement each other exceptionally well. The patterns of both *Via* and *Vicolo* work well across both small and large scales, so can be used in a multitude of settings. *Via* is particularly well suited to healthcare and contract market spaces, as it meets the sector's stringent testing and performance standards and is fire retardant.

Åsa Pärson

Designer Åsa Pärson is a master weaver, with a reductive approach to designing textiles - allowing only the essential elements to remain. Her designs reflect her preference for fixed structures and have a clean, simple, and timeless expression.

She originally studied at the Swedish School of Textiles in Borås and at Konstfack - the University College of Arts, Crafts and Design in Stockholm. However, Åsa Pärson has continued her practice and research on the tools and techniques of weaving all around the world. She studied jacquard weaving at the Fondazione Arte della Seta Lisio in Florence, which keeps traditional weaving and production techniques alive, and has also studied dyeing techniques in Japan.

Åsa Pärson's works played a part in the 2021 'Travel as a tool' exhibition at Vandalorum in Sweden, which considers the importance of travel for Nordic designers. Furthermore, her books *Fabricate* (2017) and *Yoroke* (2021) have both been awarded the Swedish Art Book award.

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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