

Re-wool 2
Margrethe Odgaard

kvadrat



Re-wool 2

Upholstery

Composition: 45% recycled wool, 45% new wool, 10% nylon

Colourways: 25

Width: 140cm

Re-wool 2

Re-wool 2 is an upholstery textile designed by Margrethe Odgaard woven with 45% recycled wool. It comes in 14 new hues, adding to the original *Re-wool* colour palette, which now offers a total of 25 colourways.

The recycled woollen yarn used in the warp is spun from post-industrial fibre scraps collected from Kvadrat's own production of woollen textiles at Wooltex weaving mill. Closing this loop within our own production ensures that the recycled wool is of the same high quality in every batch and reduces our wool fibre waste to almost zero.

The original colours for the *Re-wool* palette were all picked from Margrethe Odgaard's 'Shades of Light' collection of hand-painted samples, comprised of blended notes inspired by the transitions from light to darkness unique to Scandinavia. When updating the colourways, Margrethe Odgaard observed that the melange warp could carry more saturated colours than initially thought, and so supplemented the existing weft palette with brighter blues, rusty reds, and vibrant greens, as well as deeper shades of blue and brown that bring out the tones of the recycled wool. As a result of this contrast, the textile's surface is reminiscent of embroidery-like craftwork and appears almost three-dimensional.

Margrethe Odgaard: *"While many of the original colours for Re-wool are toned-down, for Re-wool 2, I dared to celebrate the undefined tones of the recycled wool by combining it with bolder colours. The refreshed colour palette adds a breadth of tempo. It offers slow colours with built-in longevity as well as energy-shaping, cheeky colours."*

Re-wool 2 is suitable for private and public spaces alike.

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.

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