

Suunta
Studio Truly Truly

kvadrat febrik



Suunta

Suunta is a knitted upholstery that offers colourways and tactile textures inspired by the rows of blooms in Dutch flower fields. It is designed by Studio Truly Truly.

The ribbed construction of *Suunta* – Finnish for ‘direction’ – unites single lines of wool and recycled polyester of different hues in a knitted jacquard stitch. This composition creates a lustrous rhythm of intricate chevrons across the surface of the textile.

Suunta also plays with scale and perception. From a distance, its colourful stripes evoke rows of flowers seen from the air. But get closer, and the layers of colour from the different yarns emerge from its rich surface. Furthermore, as the textile seamlessly stretches over volumes, the tone of the knitted ribs hovers around the edges, like a luminescent haze.

The colour scale designed by Studio Truly Truly explores the dynamic and inspiring colour combinations that the natural world presents, offering a playful contrast between bright floral hues, leafy neutrals, and earthy tones.

Studio Truly Truly: *“We’re fascinated with how colour behaves and the nuanced way that nature offers and deals with colour. A drab bucket makes the flowers it holds even brighter. From a distance, rows of flowers turn into stripes of a colour made of petals and green leaves.”*

The use of recycled polyester in *Suunta* does not detract from its strong durability. It derives its excellent Martindale rating from the technologically advanced way it is produced: each row is knitted with a single needle with the strongest yarns on the exterior. Consequently, it is suitable for high-traffic applications as well as private homes.

Studio Truly Truly

Truly Truly is a Dordrecht-based design studio with a focus on investigating furniture typologies, form, and function. Founded by husband-and-wife team Joel and Kate Booy, it has applied its manifesto to make things properly, honestly, and artfully to create work for clients including Tacchini, Leolux, Rakumba, Gelderland and the TextielMuseum, Tilburg. In 2019, the studio received the honour of being invited to create the visionary Das Haus pavilion at IMM Cologne.

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Composition: 35% new wool, 11% nylon,
54% recycled polyester

Colourways: 14

Width: 140cm

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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