

**Technicolour**  
Peter Saville

**kvadrat**





## Technicolour

Type: Upholstery

Composition: 100% new English wool (worsted)

Number of colours: 30

Width: 140cm

## Technicolour

*Technicolour* is a tactile melange upholstery by Peter Saville crafted using a specially developed colour system. It is woven in Britain from locally sourced wool and unfolds the essence of the celebrated *Technicolour* collection, which referenced the vivid spray markings on sheep in pastures.

The textile is a product of the close dialogue between Peter Saville, Kvadrat's design team, and Wooltex, the manufacturer co-owned by Kvadrat. Thanks to a new yarn spinning facility at Wooltex, *Technicolour* brings breakthrough softness and vibrancy to the locally sourced worsted wool and unlocks a full range of 30 colourways from only 10 base colours.

Peter Saville: *"I like it when the character and aesthetic of a product inherently emanate from how it is made. It's very easy to detach interior decor from the reality of outside life; one doesn't tend to sit on a chair and think of sheep. With Technicolour, the colour system, production processes and heritage are visible in the textile, revealing its origin story."*

The simple yet sophisticated colour system is inspired by how colours are adjusted digitally. It brings together the five bold hues of livestock marking spray colours – orange, blue, green, yellow and magenta – with five neutrals: black, brown, a light and dark beige, and undyed wool. To create *Technicolour* woollen tops are initially dyed and combined in precise colour percentages before being spun into yarns. Each colourway unites two yarns in a plain weave construction, infusing the textile with signature vitality. Even the neutrals express a sense of subtle vibration.

Stine Find Othser, VP Design Kvadrat: *"The colour system offers infinite colour narratives. Inspired by Peter's knowledge as a graphic designer, we have approached the blending of colour as it happens inside the computer. We took a graphic tool and made it tactile."*

*Technicolour* is a monomaterial woven from 100% new English worsted wool. Known for its inherent strength, the wool is locally sourced to reduce transport emissions and support the local wool trade. Furthermore, the manufacturing process – which takes place from start to finish at Wooltex – also minimises environmental impact. Due to the efficient colour system, fewer colours are required for dyeing, and 30% of the wool used across the colour palette is undyed. The water used for dyeing is reused for washing, and any waste fibres are reused for various applications.

*Technicolour* is suitable for public and private spaces. Its more open weave makes it particularly easy to upholster on organic forms. *Technicolour* unites the durability of British wool with a reduced environmental impact and a captivating colour story, exploring the intersection between humankind and nature.

**Peter Saville**

Peter Saville exists in a territory of his own. His practice occupies a space between art and design, and his unparalleled approach has resulted in a unique contribution to culture. This hybrid position came into being partly through the unprecedented autonomy afforded to him as co-founder and art director of the legendary independent UK label Factory Records.

Unlike most 'commercial artists' of the time, and indeed since, Saville was free to design without approval. Making his art in the context of mass production, he accessed an audience through pop music, best exemplified in the series of record sleeves he created for Joy Division and New Order between 1979 and 1993.

His achievements were celebrated in The Peter Saville Show at the Design Museum in London in 2003. His first major show in a contemporary art museum was at the Migros Museum in Zurich in 2005. He continues to exhibit internationally.

**Wooltex**

Wooltex, co-owned by Kvadrat, is one of our longest standing partner suppliers and is a specialist in the production of natural wool textiles. Located in a part of the UK that has been at the heart of textile manufacturing for centuries, it is a place where tradition and innovation go hand in hand. Wooltex collaborates closely with the design team at Kvadrat to push the boundaries of textile design. As part of this journey, the mill has driven vertical integration, insourced all the production processes, and upgraded its machinery to minimise energy and water use.

**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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