

Parkland  
Alfredo Häberli



**kvadrat**



## Parkland

*Parkland* is an elegant checked upholstery textile by Alfredo Häberli. It combines excellent functional performance with a comfortable, understated look.

Constructed with a simple weave, *Parkland* has an even, uniform surface. The textile derives its nuanced, cosy expression from the dialogue between complementary yarns: a unicoloured yarn in the weft and a mélangé yarn the warp.

The palette for *Parkland* is wide-ranging and versatile. It offers a scale of dusty greys combined with bold notes, as well as a series of timeless natural shades.

Several of the *Parkland* colourways are shared with textiles that Alfredo Häberli has previously designed for Kvadrat. Consequently, the designs combine particularly well, opening up opportunities to create seamless, characterful interiors.

Alfredo Häberli: *"The ability to combine textiles is obviously highly appreciated in interior architecture. And in my opinion, is an added value of any fabric."*

An evolution of a custom textile created for a public space with demanding functional requirements, *Parkland* is proven to be ideal for high-traffic environments – not least because of its fire-retardancy and excellent durability. It works well in private homes too.

### Alfredo Häberli

The expansive portfolio of Argentine-Swiss designer Alfredo Häberli includes industrially produced everyday articles, architectural projects and technically sophisticated furniture. His designs particularly stand out for their simplicity and innovative, intuitive use of colours.

A guest lecturer at schools of design and architecture in the US and Europe, Alfredo Häberli has worked with many top design firms. These include Vitra, Moroso, Camper, Luceplan, Thonet and Zanotta. His work has been extensively exhibited.

### Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous design tradition. Kvadrat holds the leading position in Europe's high-quality contemporary textiles market. We supply architects, designers and private consumers across the world with textiles and textile-related products. 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; among others Margrethe Odgaard, Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, as well as Doshi Levien and Patricia Urquiola.

For further information, please contact [press@kvadrat.org](mailto:press@kvadrat.org)

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**Parkland**  
100% Trevira CS  
140 cm wide  
19 colourways

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