

Divina MD
Finn Sködt

kvadrat



Divina MD
100% wool
27 colours
150 cm wide

Design: Finn Sködt, MDD AGI

Divina MD

Divina MD is an upholstery textile designed by Finn Sködt. Available in sophisticated, rich colours, which reveal hidden depths as the perspective of the viewer changes, it makes a strong colour statement. In addition, thanks to its smooth, directionless and consistent surface, it complements the shape of furniture very well and is ideal for organically shaped furniture.

Suitable for soft seating for both contract and private use, material-dyed *Divina MD* is soft, comfortable and durable. A heavily milled textile, it is manufactured by weaving yarn in a plain weave and then shrinking it in a mechanical process, which uses high temperatures. This method gives it an attractive felt-like look, which is similar to *Divina* and *Divina Melange*, the other fabrics in the *Divina* 'family'. As a result, the fabrics complement each other well.

Divina MD's full-bodied and subtle structure is ideal for bringing an extensive range of tones to life. Its colourways, which are all crafted from a blend of different tones, appear unicoloured from a distance, but reveal different colour nuances under closer examination.

The colour-concept behind *Divina MD* is designed to capture the colour-richness found in the shades and shadows of classical oil paintings. Consequently, the fabric has a uniquely vibrant look, which sets it apart from other melange textiles.

Finn Sködt: *'When one paints a classic oil painting and has to drag the colours into the shade, using black is not always useful. The nuances you create must consist of a meeting between tones. This idea underpins the colour design for Divina MD.'*

The palette for the fabric consists of quiet classical colours with a twist, such as dark marine with pink, grey with marine nuances, and camel with red or marine. In particular, it challenges the classical view of red by offering a range of soft, reddish tones, ranging from magenta to dusty pink. Importantly, all the different hues that comprise the colour-scale can be 'pulled out' to eye-catching effect by combining *Divina MD* with similar coloured textiles and accessories.

Trained as graphic artist at the Graphic Institute of Denmark in Copenhagen, Finn Sködt is a painter, graphic artist and textile designer. He is renowned for his exceptional ability in first finding, and then blending colours. He works following a consistent method: he always begins his creative process with the primary colours, before going on to develop and select other colours and nuances.

Finn Sködt's work stands out for its pure aesthetic, and often features clear tones, as well as his favourite colour, ultramarine blue. According to the designer, colours have autonomy about them – an ability to elude any system. Therefore, they should be perceived in the pigment and in the fabric, and not in some colour system.

Images can be downloaded at
www.kvadrat.dk/company/press_room

For further information
www.kvadrat.dk