

Atlas
Margrethe Odgaard



kvadrat



Atlas

Woollen upholstery textile *Atlas* is designed by Margrethe Odgaard. It particularly stands out for its new mélange expression and meticulously nuanced colour blends.

Atlas was created to deliver a pioneering mélange look that compliments the existing mélanges in the Kvadrat collection. Margrethe Odgaard has achieved this with a construction that unites two different coloured yarns – each of which combines two colours – in the warp and the weft.

With *Atlas*, unlike other mélanges, the colours are not blended in the fibres. Instead they are expressed, pattern-like, through the structure of the material. As a result, the textile offers exceptional colour intensity and intricate colour details.

Margrethe Odgaard: *“When working on the textile’s palette, we chose 37 out of 1216 possible colourways. Atlas reminds me of small topographic maps describing a rich, sensuous and vibrating world of nuances.”*

Furthermore, *Atlas* is also flexible. As it moulds to the curves of furniture so well, it greatly simplifies the process of upholstering edges.

Atlas derives its name from the diverse different colours that can be found on the maps contained in an *Atlas*. Fittingly, the extensive colour-scale for the textile ranges from bright sorbet tones and rich neutral shades to almost black nuances, which incorporate hints of colour.

Margrethe Odgaard combined courageous, unconventional hues when developing the colourways. These allow for harmonious expressions, as well as the emergence of eye-catching sparks of colour.

Due to the variety of the palette, *Atlas* is ideal for creating dynamic combinations with other textiles, especially mélanges. It is suitable for contract environments and private spaces alike.

Margrethe Odgaard

Margrethe Odgaard’s work is driven by a constant search for fresh ways of exploring colour and pattern in material. In addition to running her own design studio in Copenhagen, she is part of the duo INCLUDED MIDDLE together with furniture designer Chris L. Halstrøm.

A graduate of the Royal Danish Academy of Fine Arts, School of Design, Margrethe Odgaard also studied at the Rhode Island School of Design in the USA. Before setting up her studio, she worked for several years as a textile designer at French fashion company EPICE. This followed a spell as a printing assistant at The Fabric Workshop and Museum in Philadelphia.

For further information, please contact press@kvadrat.org

kvadrat.dk

Atlas

90% new wool, worsted, 10% nylon

140 cm wide

37 colourways