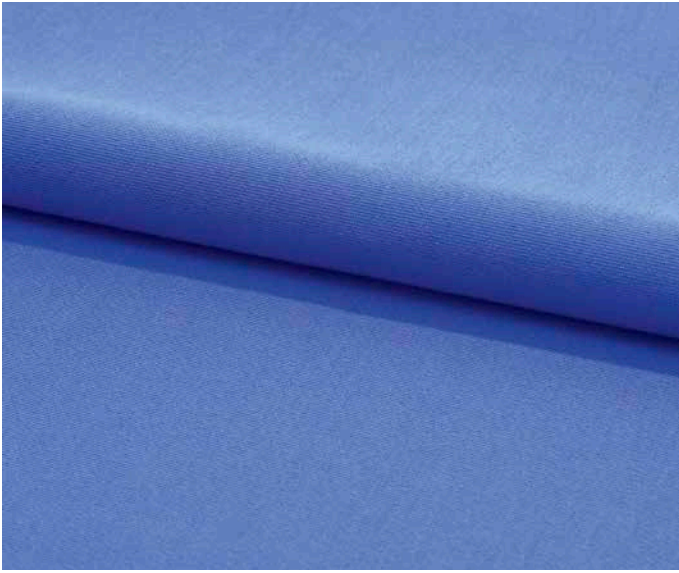


**Planum**  
Raw Color

**kvadrat febrik**



## Planum

*Planum* is a knitted upholstery textile with a refined woven expression and a smooth, soft surface. It comes in curiosity-inspiring colours crafted by Dutch Design Studio Raw Color.

Characterised by a subtle matt lustre and a natural, dry handle, the knitted textile is constructed using a simple double-knit with a predominantly woollen surface.

To create the versatile colour scale for *Planum*, Raw Color took a collection of three-dimensional objects as a starting point. The studio explored diverse directions and shades before making a final selection of 20 tones from 350 hand-painted samples.

Raw Color: *"We decided to develop the colour palette based on hand-painted swatches. This enabled us to create shades that are less expected and uncommon."*

Naturally for a knitted textile, *Planum* features excellent stretchability, making it ideal for upholstering organic forms while minimising the number of seams. Suitable for contract and private use, the textile combines well with the more voluminous, three-dimensional textiles in the Kvadrat Febrik collection.

### Raw Color

Raw Color is an Eindhoven-based studio established by designers Christoph Brach and Daniera ter Haar in 2008. The studio's output embodies a sophisticated approach to material and colour, and mixes the fields of graphic design, photography and textile design.

The energetic, characterful design language created by Raw Color pushes the frontiers of design. It reflects a distinctive methodology that draws on intuition, curiosity, experimentation and research: exploring the materialisation of colour and questioning the meaning of subjects are central to the studio's approach.

### Kvadrat Febrik

Febrik was founded in 2013 by Renee Merckx and Jos Pelders. With its versatile collection, innovative approach and collaborative attitude, Febrik challenges designers and architects to think of textiles as the springboard for developing interior concepts and industrial designs.

Kvadrat and Febrik joined forces in 2018. By pooling yarn knowledge ideas and logistical strength, we are bringing a groundbreaking proposition to the world of high-performing design textiles innovation, and aesthetic and functional excellence.

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

[kvadrat.dk](http://kvadrat.dk)

### Planum

44% new wool, 14% polyamide, 42% polyester

160cm wide

20 colourways