

Ara
Margrethe Odgaard

kvadrat



Ara

Ara is a vibrant upholstery textile by Margrethe Odgaard, which continues her exploration of innovative mélange expressions. The colour concept is inspired by tropical birds, which are celebrated for their vividly coloured plumage.

Unlike conventional mélanges which are made by blending fibres, *Ara* is crafted with solid dots of colour jacquard woven into a neutral background. The subtly energetic contrast between the sparks of colour and the ground gives *Ara* an eye-catching expression.

The dots of colour are arranged into three different families. These were finalised after extensive research into the dynamic between the different nuances and the base colour of *Ara*.

Margrethe Odgaard: *"The colour concept is to let characterful, relatively classic base colours engage in dialogue with sparkling and colourful dots inspired by tropical birds. The fact that the vivid colours only serve their fullest on the back of the fabric, creates a fabric that appears exclusive as if it holds more than the immediate."*

Instead of being attached onto the surface of the textile, the dots are woven into the pattern, and will not wear away with use. Consequently, *Ara* offers strong durability and longevity, and is suitable for contract and residential usage.

Ara is produced at the Kvadrat production partner Innvik in Norway.

Margrethe Odgaard

Margrethe Odgaard is a Danish textile and colour designer driven by a constant search for fresh way of exploring colour and pattern. She works with colour as a full, sensory perception and believes that products made with the intention of nourishing the body and mind will have a positive impact on the viewer.

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.

Ara

92% new worsted wool, 8% Nylon

150 cm wide

8 colourways

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.

For further information, please contact
press@kvadrat.org

kvadrat.dk

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