

**Arda**  
By Front

**kvadrat febrik**

# Arda



## Arda

70% new wool, 21% polyester, 9% nylon  
142 cm  
12 colours

Arda is a knitted upholstery textile which recreates complex natural forms, structures, surfaces, and colours found deep in the wild. It is part of a design project entitled Design by Nature led by Sofia Lagerkvist and Anna Lindgren from the Swedish design studio Front.

The double-knitted textile replicates textures and tones discovered, photographed, and 3D-scanned by Front. Its 12 colours express the experience of different natural environments found in Swedish forests, snowscapes, and lakesides.

Design by Nature was inspired by studies that show how spending time in nature has positive effects on wellbeing, memory, and creativity. Sofia Lagerkvist and Anna Lindgren: *'This idea made us wonder whether it could be possible to bring fragments of wilderness, of the natural world, directly into domestic settings.'*

The tapestry-like expression of Arda changes to reflect the environment where it is situated. In this way, like the fluid experience of nature, the textile reveals surprising nuances and characteristics as its surroundings, or the conditions change.

Arda is crafted to minimise impact on the natural environments that it mimics. It is primarily constructed from natural woollen yarn – a renewable resource – using an innovative manufacturing process. A technique that, compared to conventional methods, reduces water consumption by between 80 to 95 per cent.

Aesthetically, Arda enables you to bring the organicity of wilderness into your home, it also delivers strong functional performance. Like all knitted textiles, it offers outstanding tactility, comfort and is ideal for organic forms.

Arda is suitable for upholstery and vertical applications. Consequently, it is ideal for contract as well as residential usage.

## About Front

Front is a Swedish design group led by Sofia Lagerkvist and Anna Lindgren. Their works are based on explorations, and experiments. Their work often communicates a story to the observer about the design process, material, or conventions within the field of design.

Work from Front forms part of the permanent collections of many prestigious institutions such as the MoMA in New York, the Victoria & Albert Museum in London, the London Design Museum, Vitra Design Museum Germany, M+ Hong Kong, Röhsska Museet, and the National Museum in Stockholm. They also collaborate with leading furniture brands, including Vitra, IKEA, Moroso, Moooi and Kartell.

**Kvadrat Febrik**

Kvadrat Febrik's knitted textiles push the boundaries of technology and creativity, and embody a visionary new approach to the world of upholstery. Our versatile collection, innovative approach and collaborative attitude inspire designers and architects to consider textiles as a starting point for interior concepts and industrial designs. Kvadrat Febrik create pioneering designs characterised by aesthetic and functional excellence and bring ground breaking proposition to the field of textile innovation. In doing so, we collaborate with leading designers, architects and artists including: Bertjan Pot, Anderssen & Voll, Raw Color and Marc Thorpe.

Kvadrat Febrik is partly owned by Kvadrat, a leader in design innovation. A leader in design innovation, Kvadrat produces high-performing, design textiles, rugs, acoustics and window covering solutions for both commercial and residential interiors.

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