
PRESS INFORMATION

Kasthall – NEWS 2014



Kinna, Sweden February 2014

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THIS YEAR Kasthall IS *celebrating* 125 YEARS OF PASSIONATE CRAFTSMANSHIP AND OUR VISION IS TO CONTINUE MAKING THE MOST BEAUTIFUL RUGS FOR COMING GENERATIONS. THE *new collections* MIRROR OUR LONG TRADITION IN A CONTEMPORARY WAY IN COLOURS AND PATTERNS. THE CLASSICAL SWEDISH RAG RUG HAS BEEN INTERPRETED IN A SPECIAL ANNIVERSARY COLLECTION – *Ingrid in Stripes* AND THREE OF OUR ICONIC AND POPULAR WOVEN COLLECTIONS HAVE BEEN UPDATED WITH NEW COLOURS.

We are also very proud to present our new hand tufted designs; Velvet, one of our most exclusive rugs in worsted wool, has now been supplemented with two new patterns. Both inspired by the geometric brick patterns of Italian market squares and streets. Juni, a beautiful relief pattern and a tribute to Scandinavian traditional costumes and the profusion of flowers in early summer. And at last, Aston with its linear grid pattern in two contrasting colours – sober, modern or romantic: it adapts to its surroundings.

In 2014, Kasthall's design team will be reinterpreting a number of different sketches from our fantastic archives. "The Secret Treasures" will be displayed for the first time at the Stockholm Furniture Fair, and first up will be four sketches from three of the period's most distinguished textile artists. There will be more to come throughout 2014 – stay updated at www.kasthall.com!



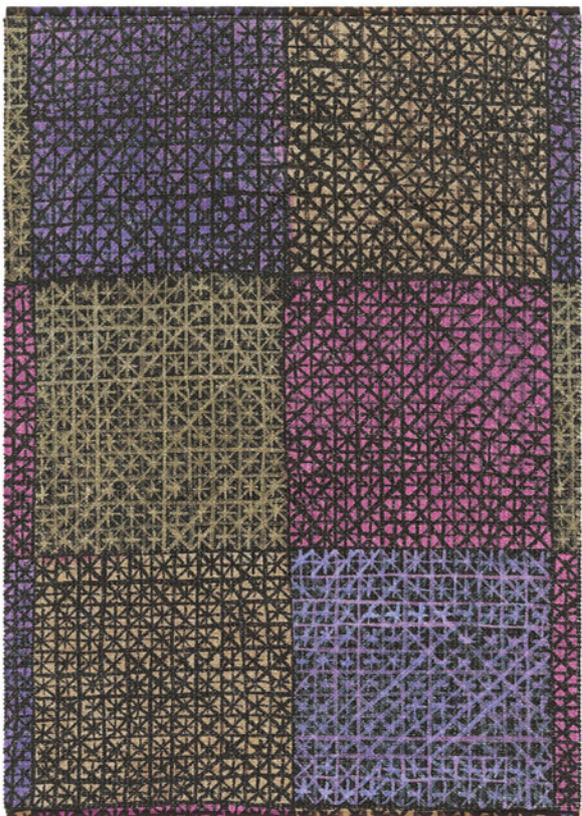
FOR FURTHER *press information* AND *images*, PLEASE CONTACT:
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Kasthall designs and manufactures unique hand tufted and woven carpets and rugs, both for the Swedish and the steadily growing export market. Ever since the company was established in 1889, its factory has been located in the town of Kinna in western Sweden, where all rugs and carpets are still being made today. All Kasthall rugs and carpets are made to our customers' specifications and are, consequently, unique. Over the years, Kasthall has become a world-leader in the design and manufacture of modern rugs and carpets. One of the secrets of our success is the fact that we own our own production facilities, which gives us total control over the whole manufacturing process. Another is our consistent investment in design and product development. This successful recipe has secured Kasthall's place in the world's most elegant settings – from private homes and luxury hotels to the boutiques of Dior and Max Mara.

THE SECRET TREASURES

Reinterpretations of sketches from Kasthall's fantastic archives – a treasure chest filled with beauty and artistic creativity.

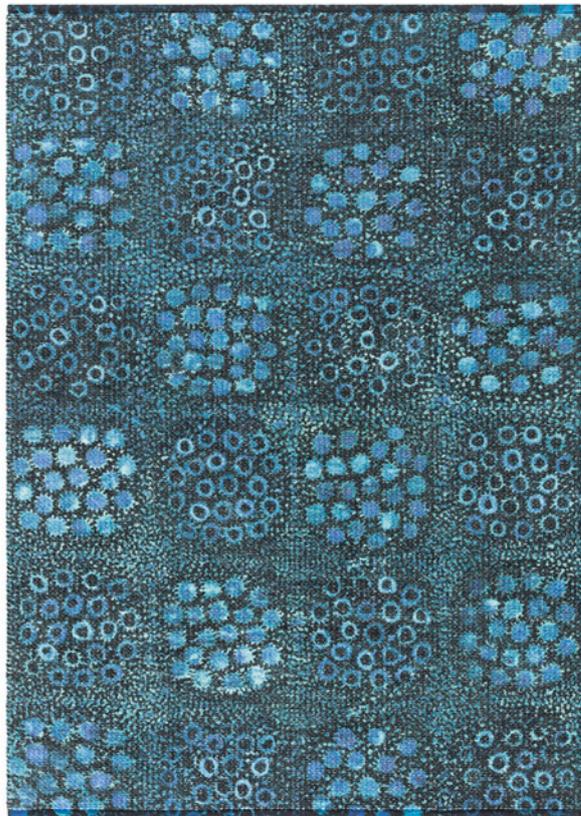


GALLER - Viola Gråsten, 1956

Viola Gråsten was a legendary pattern designer and celebrated during her lifetime (1910–1994). Her successful, award-winning design career began in Finland. World War II brought an acute shortage of materials in Finland, and Handarbetets Vänner (The Association of Friends of Textile Art) was forced to shut down. It was impossible to get a hold of yarn, which is why Viola Gråsten left Finland. In 1944, she went to Sweden to work at Elsa Gullberg Textiles and Interiors, and she was just what the doctor ordered for 1940s Swedish design. The next year, she began to work with Astrid Sampe, head of the textile department at Swedish department store NK, where she stayed until 1957. Viola Gråsten also came to Kasthall, thanks to contacts through NK and Astrid Sampe.

Viola was an impulsive designer. She sketched quickly; no anxious meticulousness and no nervous corrections would spoil her spontaneous, decisive gestures. She knew that yarn balls could never be completely controlled. They move, twist and behave as they please, and they must be allowed to do so as beautifully as possible. She wanted to unleash the potential grace of each thread.

One of her rug sketches from 1956, "Galler" (Bars), will be revived in conjunction with Kasthall's 125-year anniversary. Shades of ochre, violet and cerise are quintessential examples of the deep, rich colour compositions we have come to associate with Viola Gråsten's designs. She made her colours glow. And despite its name, the pattern is typical of this talented, freedom-loving artist. Stars and crosses appear within the play of lines of these bars, and without an ounce of rigidity. Kasthall's design team chose to create this interpretation using new, modern technology. The pattern is printed on Kasthall's Rita, which is woven in the finest wool and linen. The linen gives the colours an extra lustre, and a glow that we think Viola would have appreciated.



MASKROS - Ingrid Dessau, from the 1960's

The majority of the rugs made by Kasthall in the last half century are in public spaces and private homes, but most of us don't have access to these rooms. One of the most successful pattern creators in Kasthall's history is Ingrid Dessau (née Peterson, 1923–2000). She designed several of these "hidden works of art," including "Maskros" (Dandelion). The pattern was originally produced as a wall-to-wall carpet in the 1960s, and decorated the floor of the MS Gripsholm, Sweden's – and the world's – first diesel-powered passenger ship that made transatlantic crossings.

Kasthall's design team has resurrected Ingrid Dessau's "Maskros," and it will bloom anew. This time, it is printed on Kasthall's woven rug Rita. Ingrid Dessau was active at Kasthall from 1954 to 1978, and had an unbeatable eye for colour. She aimed to achieve almost undetectable nuances that she knew would enliven the completed rug. She occasionally challenged the patience of colour master Kjell Feldt to the limit with orders such as, "The colours should have differences, but they shouldn't be noticeable."

Ingrid was described as a friendly, vivacious person "who couldn't be bothered with embroidery, but was one of Sweden's finest rug artists."



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THE SECRET TREASURES

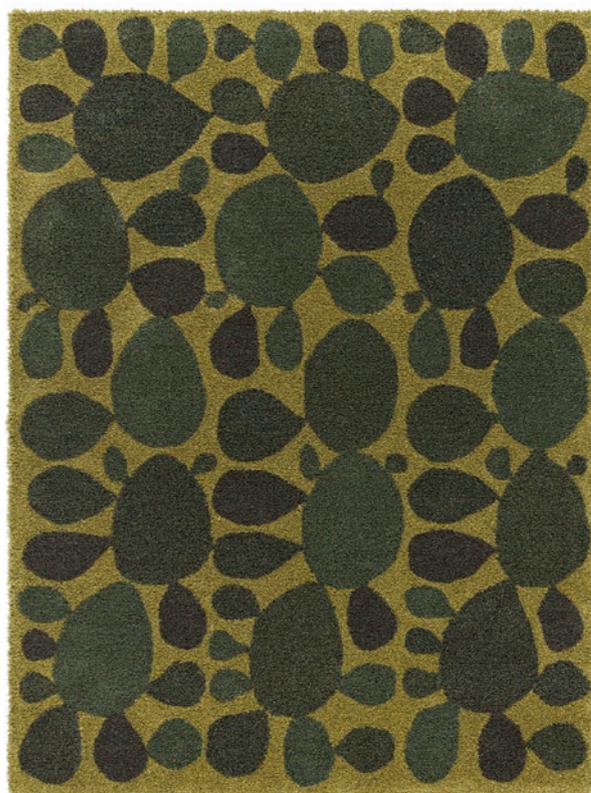
Reinterpretations of sketches from Kasthall's fantastic archives – a treasure chest filled with beauty and artistic creativity.



VIRVEL - Ulla Ericson-Åström, from the 1950's

What would a treasure chest be without secrets? One action-packed, rhythmic rug sketch piqued the enthusiasm of the design team. It was probably more than fifty years old, but it felt modern, as if someone had wielded the brush today. Still, the pattern's designer remained a mystery. Peter Otell, one of the company's product developers, refused to give up. Like a true detective, he studied the style and design, and he made comparisons. He found other sketches using the same method to render figures, which is how it was discovered that Ulla Ericson-Åström (1922–2002) had held the pen. The sketch was e-mailed to Maria Åström, Ulla's daughter (and a gifted pattern designer herself). Indeed, Ulla was the pattern's creator, she concluded.

Originally designed as a wall-to-wall carpet sometime in the 1950s, the pattern has now been hand tufted in Kasthall's Moss quality, and named "Virvel" (Swirl). Moss, with its unruly yarn pile and protruding wool and linen threads, gives the rug an expressive, audacious quality.



KAKTUS - Ulla Ericson-Åström, from the 1950's

By chance – or rather, with the help of an intuitive feel for the spirit of the time – Kasthall's design team selected yet another sketch by Ulla Ericson-Åström. The pattern is called "Kaktus" and consists of broad, beautifully shaped leaves that spread serenely across the surface of the rug. This variety of cactus, called opuntia, can survive anything and is often used as a natural fence around homes and animal pastures in North Africa. The opuntia cactus lives in the most barren soil, has beautiful yellow flowers, and provides juicy, edible fruits. It is now hand tufted in Kasthall's Stubb quality, which can also endure anything.

Ulla Ericson-Åström's sketches are thorough and clearly outlined, yet simultaneously rhythmic and charmingly alive – something the design team has captured in this new interpretation.

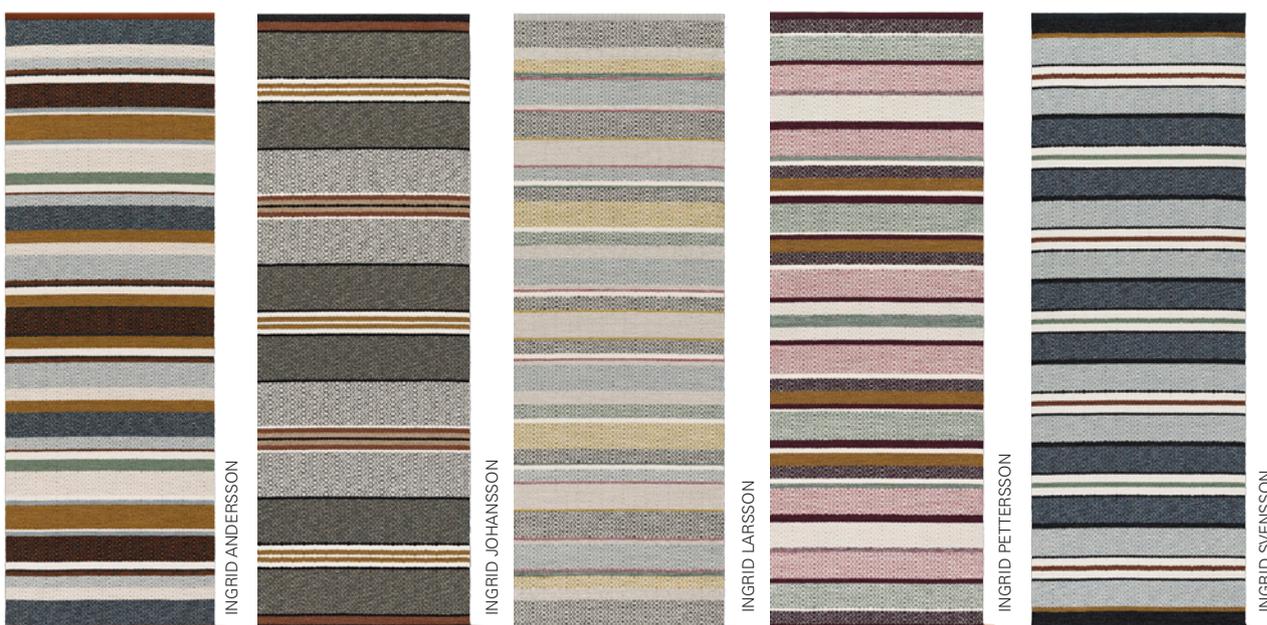
Ulla Ericson-Åström was one of the many gifted pattern designers to leave a mark at Kasthall. She conveyed her love for every bird and flower in the garden in several patterns that, today, must be considered classics of Swedish textile design.



INGRID IN STRIPES — SPECIAL ANNIVERSARY COLLECTION

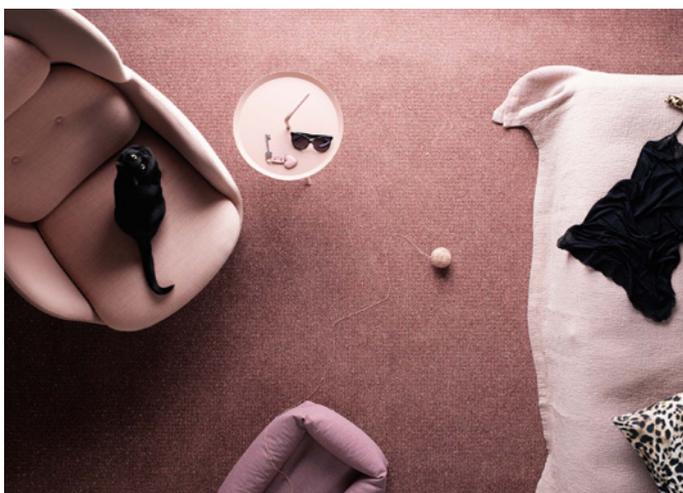
DESIGN: *Gunilla Lagerhem Ullberg*

In preparation for our 125th anniversary, we have developed Ingrid in Stripes, inspired by the rag rugs which have been used on Swedish floors since the mid-19th Century. Used fabrics from clothes and household items were cut into long ribbons which were then woven into striped, multi-coloured rugs. In the 1960s and 1970s, domestic arts and crafts enthusiasts started producing rag rugs with more distinct patterns and designs. Ingrid in Stripes lends a modern expression to traditional Swedish weaving, creating something which is equally at home in a city apartment or in a rural cottage. Ingrid in Stripes is woven from the finest wool, and is available in 5 colourways.



RITA – UPDATED WITH NEW COLOURS

DESIGN: *Gunilla Lagerhem Ullberg*



Rita is woven from two of Kasthall's unique yarns: new-generation chenille with two shades of best quality wool yarn, and a bouclé yarn spun from wool and linen, which gives the carpet a subtle lustre. The weaving technique and the two different types of yarn combine to create a discreet striped pattern which gives the rug a subtle and elegant structure. The rocks, sea and scenery of the Stockholm archipelago has inspired the 9 new colourways. The wide range of colours makes Rita eminently at home in all types of settings.



RITA – Chalk 881



RITA – Greige 882



RITA – Lemon 480



RITA – Pine 350



RITA – Blueberry 250



RITA – Ash 551



RITA – Bronze 770



RITA – Rust 170



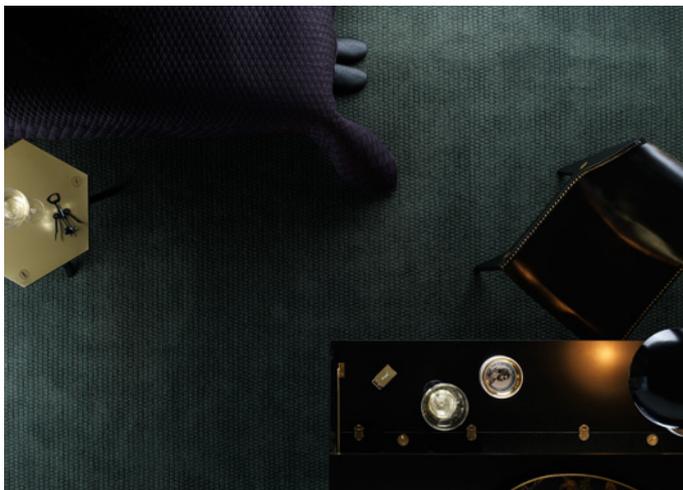
RITA – Rose 660



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DORIS – UPDATED WITH NEW COLOURS

DESIGN: *Gunilla Lagerhem Ullberg*



Doris is a woven rug in pure wool and now being relaunched in 7 new colours. For Doris, we have used two types of yarn: a fluffy chenille to create the pattern, and the classic wool yarn used in so many of our woven collections. The dotted pattern used to give the rug its beautiful texture has been inspired by the varying shape of gemstones. The colours also bring to mind gemstones and metals, ranging from subtle, natural colours to clear, vibrant combinations and available in a total of 10 shades. Doris also makes a very effective and exclusive wall-to-wall carpet.



DORIS – Silver Beige 880



DORIS – Golden White 881



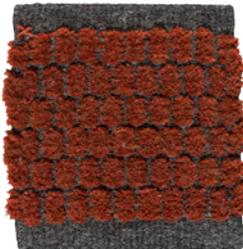
DORIS – Black Pearl 580



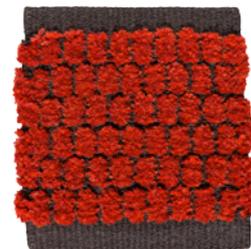
DORIS – Steel Blue 250



DORIS – Emerald 351



DORIS – Topaz 150



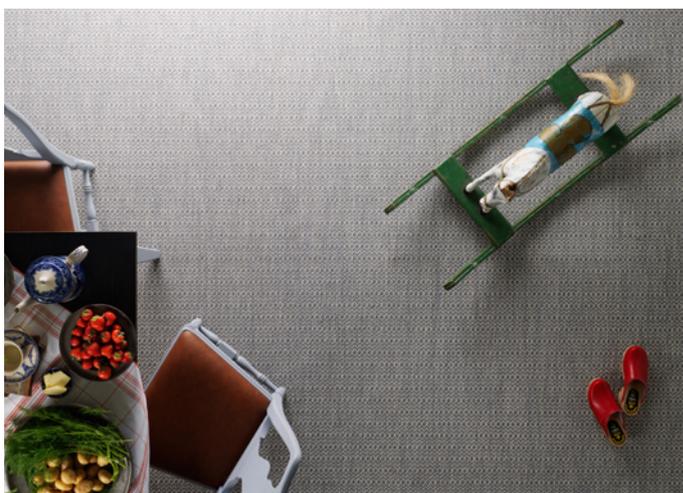
DORIS – Garnet 170



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INGRID – UPDATED WITH NEW COLOURS

DESIGN: *Gunilla Lagerhem Ullberg*



Ingrid is a woven rug made from the finest wool. The pattern is reminiscent of knitted sweaters from the far north of Scandinavia, for a look which reflects both rural, homely roots and city life with the promise of new beginnings. Ingrid is now being relaunched in 8 new colours inspired by Sweden's 18th century cultural heyday under King Gustav III, and the attractive colour-scheme of traditional Swedish churches: light, hazy colours with silver tones. Ingrid has been part of our range since 2008, and is available in 13 colours. Ingrid is also ideal as an exclusive wall to wall carpet.



INGRID – Marble Green 350



INGRID – Misty Blue 250



INGRID – Thunder Blue 220



INGRID – Stone Grey 580



INGRID – Antique Rose 650



INGRID – Straw 480



INGRID – Umber 572



INGRID – Rust 571



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VELVET PIAZZA & STRADA – NEW PATTERNS

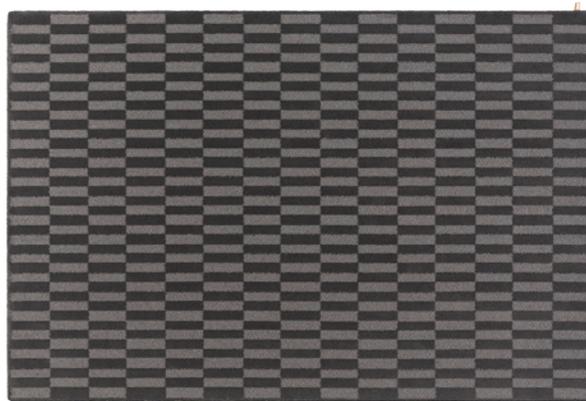
DESIGN: *Gunilla Lagerhem Ullberg*



Velvet Piazza & Strada are two new patterns in our Velvet collection that was launched last year. All hand tufted in worsted wool – an exclusive yarn whose lustre and suppleness make it a favourite choice for tailored suits. If you are looking for something beyond the ordinary, Velvet is everything you could wish for. The worsted wool ensures a floor with a luxurious, soft and velvety but hard-wearing surface. The design is inspired by the geometric brick patterns of Italian market squares and streets, and is created by intermingling areas of worsted pile and bouclé. The colours are inspired by everything that is good in life: subtle, shimmering tones in 14 shades perfect for a wide range of interiors.



VELVET PIAZZA – Desert Sand 801



VELVET STRADA – Marble Grey 501

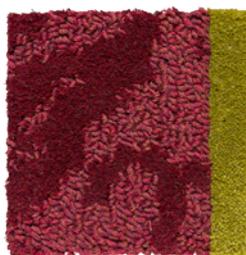


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JUNI – NEW COLLECTION
 DESIGN: *Gunilla Lagerhem Ullberg*



Juni is a hand tufted rug made from top-quality, exclusive, extremely hard-wearing worsted wool. Juni is the month of Midsummer, and the pattern is a tribute to Scandinavian traditional costumes and the profusion of flowers in early summer. The self-coloured border on the long sides of the rug is inspired by old wall hangings, with a contrasting selvage. A combination of bouclé and worsted pile creates a beautiful relief pattern which shows off the sheen and texture of premium-quality wool. Juni is available in 6 colours with a coloured border on the long sides.



JUNI – Dark Red Rose 130



JUNI – Black Dahlia 510



JUNI – Purple Viola 630



JUNI – Sage Green 360



JUNI – Lily 881



JUNI – Blue Anemone 240



ASTON – NEW COLLECTION

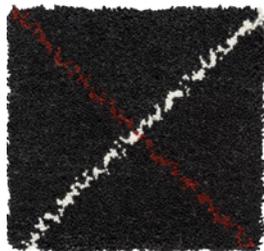
DESIGN: *Maja Johansson*



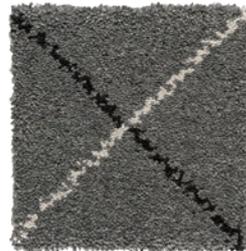
Aston is a hand tufted rug made from the finest wool with a linear grid pattern in two contrasting colours, reminiscent of an elegant suit fabric. Aston blends into any type of environment, and can be sober, modern or romantic: it adapts to its surroundings. It is available in three different colourways and three sizes; 138x206 cm, 172x245 cm and 207x280 cm.



ASTON – Milky White 800



ASTON – Natural Black 501



ASTON – Graphite Grey 500



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