

KASTHALL

PRESS INFORMATION

POETIC PASSION BEHIND KASTHALL'S POETRY RUG

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Kasthall will be launching its new collection Colors In Between during the Stockholm Furniture & Light Fair 2020. The collection is inspired by colors and materials found in the nooks and crannies of the factory. Poetry is one of the rugs in the collection, and just like the name of the collection, a lot of Poetry's allure lies in the transitions of the colors, where the yarn is woven together, tone by tone.

Poetry is designed by Maja Johansson Starander at the Kasthall Design Studio. Based on an arcade pattern, the rug has intricate color shifts and elegant flows, bearing testimony to Kasthall's passion for the art and history of weaving. The pattern can be likened to a repetition of building blocks bearing stories and knowledge from the past, through which genuine craftsmanship flows as the rug is woven longer and longer.

The colors in Poetry are an eclectic portrayal of perfection. Created with uncompromising craftsmanship down to the very last detail, the rug is made up of rectangles of different sizes, filled with color, that run from dark to light as the rug is woven.

The color composition consists of somber and earth tones that carefully shift to lighter nuances at the ends, which are unique on both sides of the rug. Poetry is woven using a durable hair yarn and a soft chenille yarn, resulting in a beautiful balance between the wool and linen. Just like the rugs, the chenille yarn is also produced at Kasthall's factory in Kinna.

“While the pattern in Poetry is very graphic, thanks to the soft color scheme it feels like a beautiful flow, almost like a fairytale. We drew inspiration for the two colorways from how we see nature and Mother Earth, from glowing sun rises to dark oceans and freshly ploughed soil,” says Lena Jiseborn, Design Director at Kasthall.

Poetry is available in the color schemes Earth and Sun, and like all Kasthall rugs can be custom made to any size.





Earth 200



Sun 400

PRODUCT INFORMATION POETRY

Design: Kasthall Design Studio/
Maja Johansson Starander

Product: Woven chenille rug in
pure wool and linen

Woven material: 85% wool and 15% linen

Warp material: 100% linen

Thickness: around 8 mm

Total weight: around 2400 g/m²

Colors: Earth 200, Sun 400



Rug 165x240 cm, Earth 200



Rug 165x240 cm, Sun 400



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ABOUT KASTHALL

The venerable design brand Kasthall was established in 1889 in Kinna, western Sweden. Over the years, Kasthall has become one of the leading rug & textile flooring companies in the world, with the bulk of its sales now outside of Sweden. Despite Kasthall's global market presence, all production is carried out at the factory in Kinna. Kasthall continues to develop its product offering for private and public spaces with solid design, a focus on durability, invaluable craftsmanship and by always delivering unique carpets of excellent quality to the global interior design community. For more information, please visit www.kasthall.com



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