



kvadrat febrik

Press Release

Arda by Front and Forest Wandering at Teatro dei Filodrammatici

Kvadrat Febrik, Front and Moroso bring the great outdoors indoors with new upholstery textile Arda at Teatro dei Filodrammatici.

Arda, a double knitted upholstery textile, recreates complex natural forms, structures, surfaces, and colours found deep in the wild – transforming pieces of furniture into fragments of wilderness. It forms part based on a longstanding research project led by Sofia Lagerkvist and Anna Lindgren from the Swedish design studio Front in collaboration with Moroso and Kvadrat Febrik.

To celebrate the launch of *Arda*, Kvadrat Febrik and Moroso have co-created a scenic installation entitled *Forest Wandering*, which will be hosted at Teatro Dei Filodrammatici during Salone del Mobile. Visitors will be able to interact with Front's *Pebble Rubble*, a new modular system designed for Moroso, consisting of a variety of stools, seating, and backrests upholstered in *Arda* in different colourways. The upholstered volumes will recall rocks polished by the aeons of rain and wind, cloaked by an organic layer that makes their weathered surfaces comfortable and welcoming. In addition, images, scans, and sculptural forms crafted from wood will surround these seemingly earthly elements, shedding light on the design inspiration behind the tactile creations on display.

Organic by design, it changes to reflect the environment where it is situated. Like the fluid experience of nature, it reveals surprising nuances and characteristics as its surroundings or the conditions change.

To create *Arda*, Sofia Lagerkvist and Anna Lindgren meticulously explored natural surfaces, structures, and textures. Subsequently, they recreated their discoveries with digital weaving. Anna Lindgren, co-founder of Front: *"We wanted to collect both the dimensions and physical properties but also the experience and atmosphere of nature. There were lots of paintings and drawings, and we 3D-scanned entire areas in different natural settings and used those forms to create the pieces of furniture."*

The twelve colourways for *Arda* each evoke the experience of a different natural environment found in Swedish forests, snowscapes, and lakesides. Furthermore, while the textile brings the organicity of wilderness into homes, it also delivers strong functional performance.

Like all knitted textiles, it offers outstanding tactility and comfort, and is ideal for organic forms.

Arda also exemplifies Kvadrat's commitment to Conscious Design Principles by minimising the impact on the natural environments that it mimics. It is primarily constructed from natural woollen yarn – a renewable resource – and is the product of an innovative manufacturing process that reduces water consumption by between 80 to 95 per cent compared to conventional methods.

The project was inspired by studies that show spending time in nature positively affects well-being, memory, and creativity. Reflecting this, the design approach behind *Arda* builds on research about the physical and mental health effects of natural settings, and their cultural and psychological significance, especially in Front's native Sweden.

Press preview:
Monday 6 June, 10 am – 6 pm

RSVP to press@kvadrat.org

General opening hours:
Tuesday – Friday, 10am – 6pm

Teatro dei Filodrammatici
Via Filodrammatici 1
20121 Milan

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, Rhösska Museet, and the National Museum in Stockholm. They also collaborate with leading furniture brands, including Vitra, IKEA, Moroso, Moooi and Kartell.

About Moroso

Moroso was established in 1952, the brainchild of Agostino Moroso. For seventy years the company has been producing sofas, armchairs and furnishing accessories, by focusing on an extraordinary creativity in the designing stage and on an artisanal approach to product manufacturing. In the Eighties, with Roberto and Patrizia Moroso, the second generation of the family, starts an in depth programme of research in the field of distinctive design. Today Moroso is positioned among the haute couture of international design, as a leading company in upholstered-furniture manufacturing.

About Kvadrat Febrik

Kvadrat Febrik's versatile collection, innovative approach and collaborative attitude inspires designers and architects to consider textiles as a starting point for interior concepts and industrial designs. Our knitted textiles push the boundaries of technology and creativity, and embody a visionary new approach to the world of upholstery. They are created with celebrated talents such as Bertjan Pot, Anderssen & Voll and Raw Color.

Established in 2013, Febrik is today owned by Kvadrat, a leader in design innovation. By pooling ideas, yarn expertise and logistical strength, we bring a groundbreaking proposition to the field of textile innovation. In doing so, we create pioneering designs characterised by aesthetic and functional excellence.

For further information please contact
press@kvadrat.org

kvadrat.dk