



Kasthall's new woven rug, Othello, is crafted in pure wool, with a subtle yet prominent pattern. Designer Maja Johansson was inspired by industrial materials and braided rope when making Othello.

Feb 08, 2017 14:45 UTC

## OTHELLO – DRAMATIC RUG IN THREE ACTS

*During Stockholm Design Week Kasthall launched Othello, a new woven rug from the Kasthall design studio that combines three colour blocks into a beautiful unit. It is named after Othello, a drama in three acts by William Shakespeare.*

In the twentyseventeen collection *Arrival of Origin* the Kasthall design studio drives momentum in development with the company's venerable design legacy as a starting point. The design of the new collection unfolded among the shelves of yarn, in the archive and at the loom, with the number three being central to the combination of colours, surfaces and elements – something that is clearly visible in the new Othello rug. Indeed, the trinity

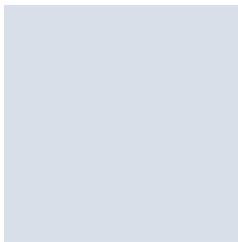
can be seen in many of Kasthall's classic pieces and Othello is given three large colour blocks which makes a strong graphic expression.

Kasthall's new woven rug, Othello, is crafted in pure wool, with a subtle yet prominent pattern. Designer Maja Johansson was inspired by industrial materials and braided rope when making Othello. This three-shuttle woven rug is made up of three different blocks of colour of equal sizes, in which one of three colours sets the tone in the different blocks. The result is eclectically playful and clean-lined at the same time. Othello is available in three colour combinations, with one combination being more subdued in tone, while the other two are more colourful.

---

*The venerable design brand Kasthall was established in 1889 in Kinna, west of Sweden. Kasthall has become one of the leading rug and textile flooring companies in the world and are represented in 30 countries with showrooms in Stockholm, Milan and New York. Despite Kasthall's global market presence, all production is carried out at the factory in Kinna where the Kasthall Design Studio also is located. That, together with design collaborations worldwide, gives us the opportunity to create unique rugs for the global interior world. Kasthall offers invaluable craftsmanship with focus on sustainability for both private and public spaces. Kasthall is a purveyor to the Royal Court of Sweden.*

## Contacts



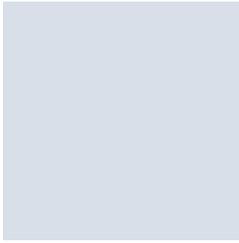
**Monika Mellén**

Press Contact

Marketing Communication Manager

monika.mellen@kasthall.se

+46 (0)705 29 48 13



**Katrin Ludvigsson**

Press Contact

Chief Marketing Officer

[katrin.ludvigsson@kasthall.se](mailto:katrin.ludvigsson@kasthall.se)

+46 (0)73 338 86 29