

KASTHALL



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KASTHALL LAUNCHES COLLECTIVE IMPRESSIONS – DESIGN THROUGH THE AGES

Kasthall presents this year's new collection, as well as new interpretations of designers who have made an impression throughout the ages via the vast archive of original sketches from the 50s and on. The exhibition Collective Impressions was curated by the creative design studio Kråkvik & D'Orazio and premiered during Stockholm Design Week in February at the Kasthall Flagship Store & Showroom in Stockholm.

Kasthall has been defining rooms and settings with rugs for over 130 years.

They have evolved along the way and created iconic rugs that are passed down from one generation to the next. They have also created meaningful environments. For the collection Collective Impressions, Kasthall Design Studio took a deep dive into the archive and produced rugs that feel equally relevant and strong today, along with several new designs and colorways that complete and unify the collection.

“We never stop looking forward, but knowing where to go requires an understanding of our origins. That’s why we’re considering our history and reflecting on the future this year. We’ve been inspired to seek out and explore who we are and who we’ve been throughout the ages. We have a responsibility for the future and we’re taking a sustainable and balanced approach to developing new products and creating tomorrow’s classics”, says Lena Jiseborn, Design Director.

PÅFÅGEL Kasthall Design Studio has reinterpreted the woven original from the early 70s as a hand-tufted rug. The black and white graphic rya rug in wool and linen has an organic, geometric form that is impervious to trends, with a timeless personality. Despite the floral design, the rug is named after a bird – the peacock, with its magnificently patterned feathers. The original was a woven rug in Kasthall’s ‘Malaga’ fabric, a chenille yarn in wool and linen, designed by Berit Woelfer.



DESIGN: Kasthall Design Studio/Berit Woelfer. PRODUCT TYPE: Hand tufted rug in pure wool and linen. MATERIAL: 50% wool and 50% linen.

KATE Inspired by the harlequin pattern's diamonds, Kate is a little rebellious, yet self-possessed. The asymmetrical surface at the middle is surrounded by dashes, with an irregularity reminiscent of pick-up sticks, which creates a soothing sense of harmony despite its sprawling quality. Kate is suitable for an elegant home environment, in the living room or bedroom, but also functions beautifully in lounges and with sofa arrangements in public and low-traffic settings.



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NAOMI The harlequin diamond is present, but in reverse, emanating from the center with radiating, divergent lines that seem to be alive, creating a sense of tension and mysticism. With a self-assured personality in vibrant wool and linen, Naomi fits into a variety of environments, just like Kate. Kate and Naomi are available in any size and shape.



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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.