

Bravoure and Silhouette
Hella Jongerius



kvadrat



Bravoure

Hand tufted
100% pure New Zealand wool
Custom sizes available



Silhouette

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100% pure New Zealand wool
Custom sizes available

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The original rug in the collection, *Bravoure* is a true contemporary classic. Available now in three pile heights – 17, 35 and 60 mm – the design has been re-coloured by Hella Jongerius. As strong and durable as it is striking, *Bravoure*'s signature is in its seemingly random yet perfectly balanced interplay of thick and thin yarns, tufted structure and expressive colours.

Dyed in strands, the yarns used to construct *Bravoure* create an organic and intricate fusion of shades; subtle details and delicate contrasts emerge from the surface of the rug as the light, or the perspective of the viewer, changes.

Bravoure 60 is a luxurious, high-pile rug which has changed little since it was first created in 1986. Like *Bravoure 35*, which creates a softer and more relaxed look, it will yield an irregular surface when walked on. Suitable for medium traffic, both designs are well suited for modern homes and commercial spaces alike.

Bravoure 17 is a new addition to the *Bravoure* collection and comes in 8 colours. The short pile and density makes the quality more stable and more suitable for long-lasting performance in busy environments.

Also new to the *Bravoure* range, Hella Jongerius has designed *Silhouette*, a rug made with the classic *Bravoure* yarn and featuring a generous border.

The 6cm long fringes have four melanges that run from one colour to another, overlapping and providing an inviting visible edge.

Typically for the *Bravoure* collection, *Silhouette* is long-lasting, natural and luxurious.

Hella Jongerius

Hella Jongerius is one of the world's foremost product designers. She is a prominent force in the Netherlands, her native country, as well as on the international stage where she wins regular accolades for her thoughtful and research-driven work. Since her early work for Dutch design collective Droog, and now at her Berlin-based studio Jongeriuslab, material and process research largely determines her design direction. Her work has been characterised by a unique ability to approach industry with a craft perspective. In 2013 Hella Jongerius was appointed Design Director for Kvadrat and Maharam's Amsterdam based rug atelier, she has brought that same craft sensibility, research and experimentation to the textile industry.

For further information, please contact press@kvadrat.org

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