

Varier®



Introducing the Varier Textile Collection

1.0 Introduction

2.0 Creativity is play

Snøhetta

Kvadrat

The process

3.0 Color concept

Varier Active

Varier Calm

Varier Color Wheel

4.0 Fabric selection

Selection criteria

Revive

Reflect

Re-wool

Fiord 2

Melange Nap

Vidar 3

Divina Melange 3

Divina 3

Hallingdal 65

5.0 Utilizing the concept

The color books

Introducing the Varier textile collection. In close collaboration with internationally renowned practice of architecture and design, Snøhetta, we are proud to present a curated selection of fabrics from Kvadrat Textiles. Grounded in a color concept that reflects our commitment to everyday movement, the Varier textile collection consists of altogether 45 qualified options, in a harmonious range of hues in mixed qualities.

On the following pages we will elaborate on the nature of our collaboration, before presenting the reasoning behind the novel color concept. Next, we describe the criteria we set out when selecting fabrics, before presenting each fabric in detail. Finally, we provide a few friendly pointers and guidelines on how to utilize the concept. Our aim is to make it as easy as possible to make qualified choices in the process of purchasing a Varier chair, the end result being a chair to cherish for years to come.

Creativity is play

We're proud of our history of using creativity to push the field of furniture design. Therefore, we always try to be open and spontaneous in our process, and regularly invite partners and creative talents to collaborate with us. The textile collection being no exception, where we invited internationally renowned practice Snøhetta to curate the collection and Kvadrat Textiles to supply fabrics. Both leading within their respective fields, the Varier textile collection is comprised of fabrics of unparalleled quality, thoughtfully curated by exceptional creative talent.



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Snøhetta is an internationally renowned practice of architecture, product- and graphic design, with more than 240 employees from 32 different nations, headquartered in Oslo, Norway.



A leader in design innovation, Kvadrat produces quality contemporary textiles for architects, designers and private consumers worldwide. Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia’s world-famous design tradition.

Kvadrat has been a trusted Varier partner since the early beginning in 2006. New of this year is that we have entered into an exclusive partnership with Kvadrat, offering solely textiles from their rich collection. In our search for bold aesthetic expressions and ergonomic quality, we work only with the finest materials and manufacturing techniques, making Kvadrat the ideal partner.



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August this year set the start for the collaborative process. A transdisciplinary team of designers and interior architects from Snøhetta, have over the course of the last months delved into the Varier universe, identifying a color concept that displays our commitment to movement, and translated this into a new textile collection for 2021 and onwards.





Through feedback and dialogue, workshops and hands on adjustment, we landed on a final color palette and quality selection. The processes included several rounds of interior architect assessments, to secure that the selection is in line with current askings of the best professionals within our field.

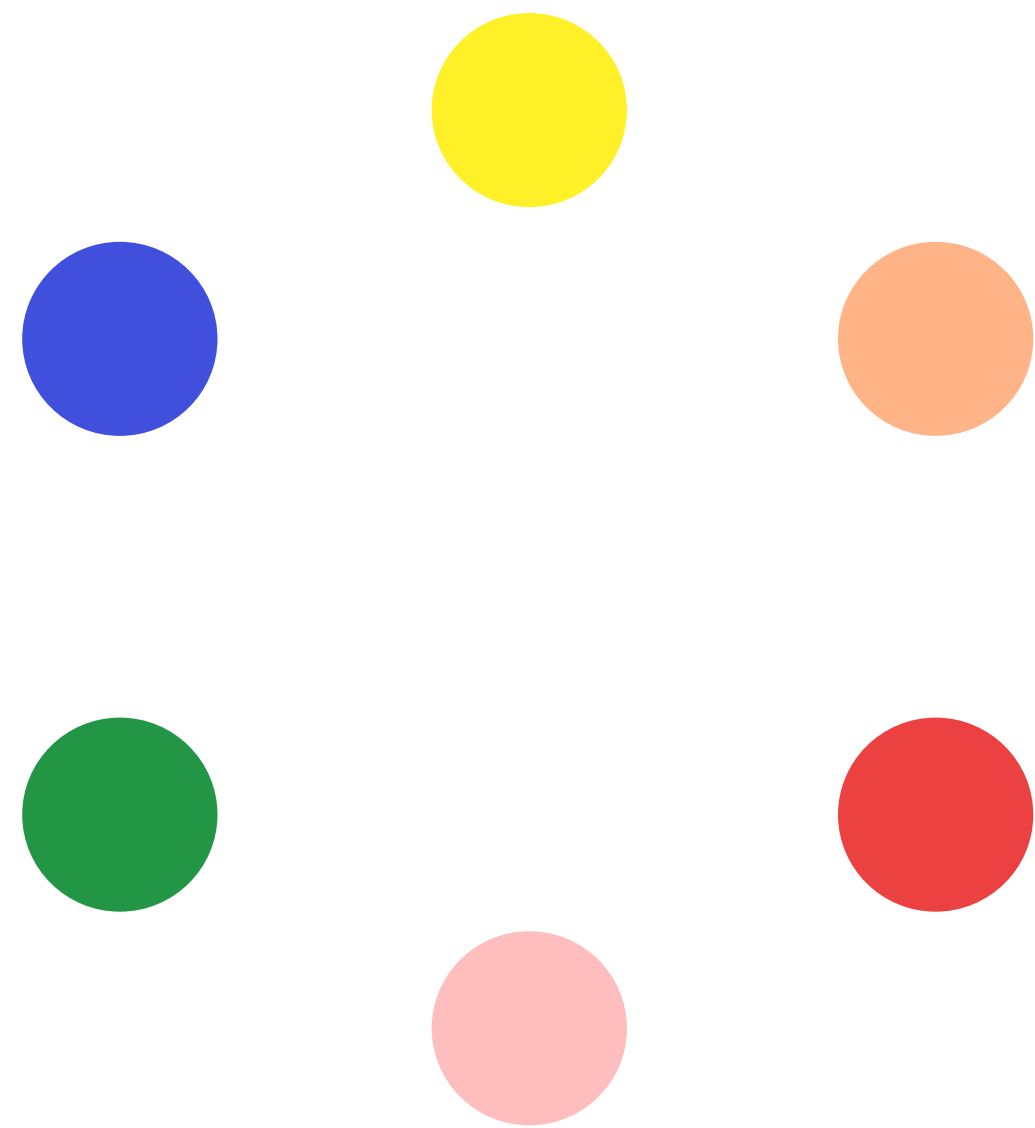


Color concept

To us a chair is an invitation to move. We aim to design chairs that inspire people to move, switch positions and stand up when they sit. The new textile collection is an ode to movement, and the duality that movement represents. Movement can be slow or fast, passive or dynamic, natural or artificial, relaxed or energetic. This duality has been translated into an active and a calm color palette. The active palette consists of six primary colors with a twist, representing the active motion. The calm palette consists of six desaturated colors, representing the calmness in movement. Combined, the active and calm palette make up the Varier color wheel.

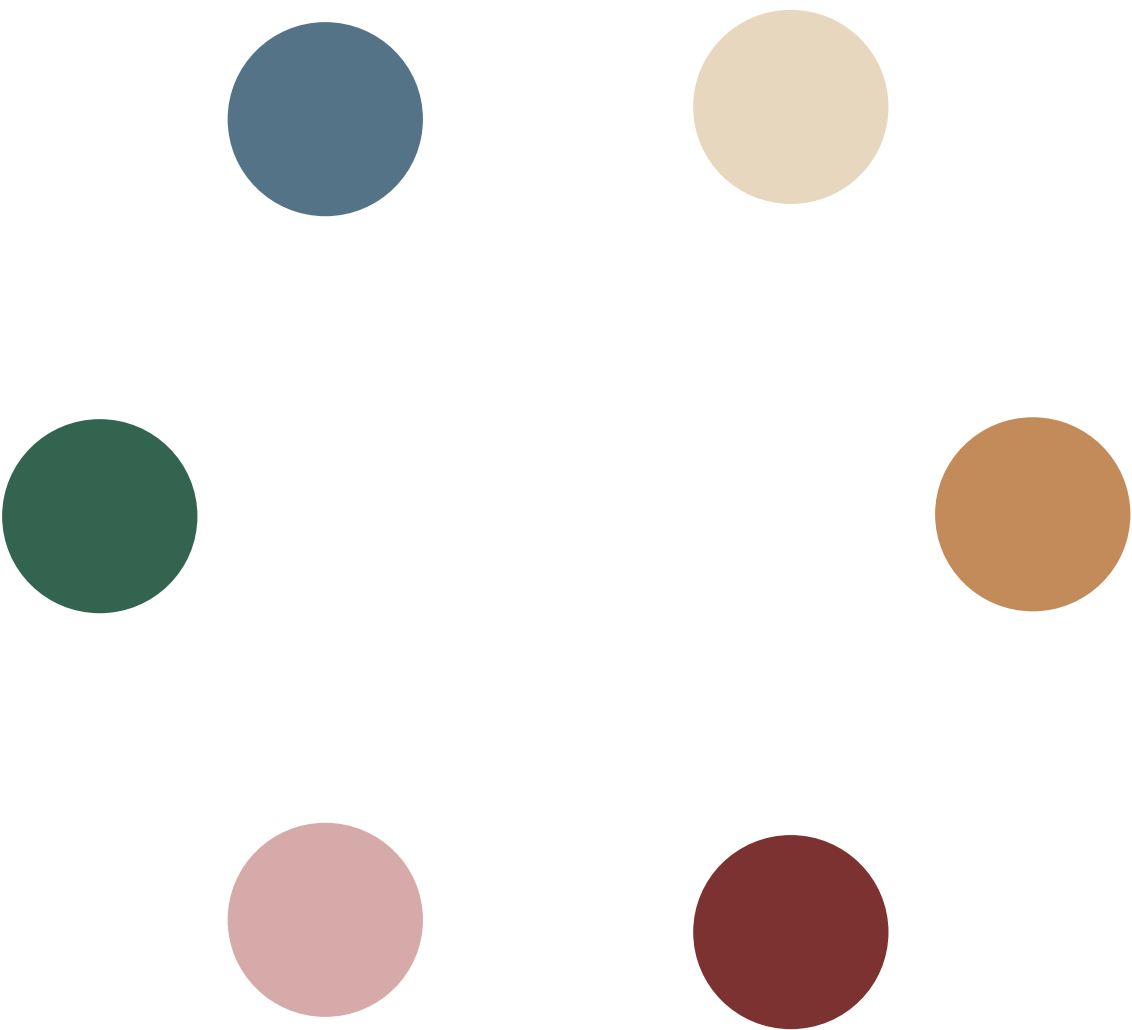
Varier Active

Six primary colors with a little twist, representing the active motion.



Varier Calm

Six desaturated colors, representing the calmness in movement.



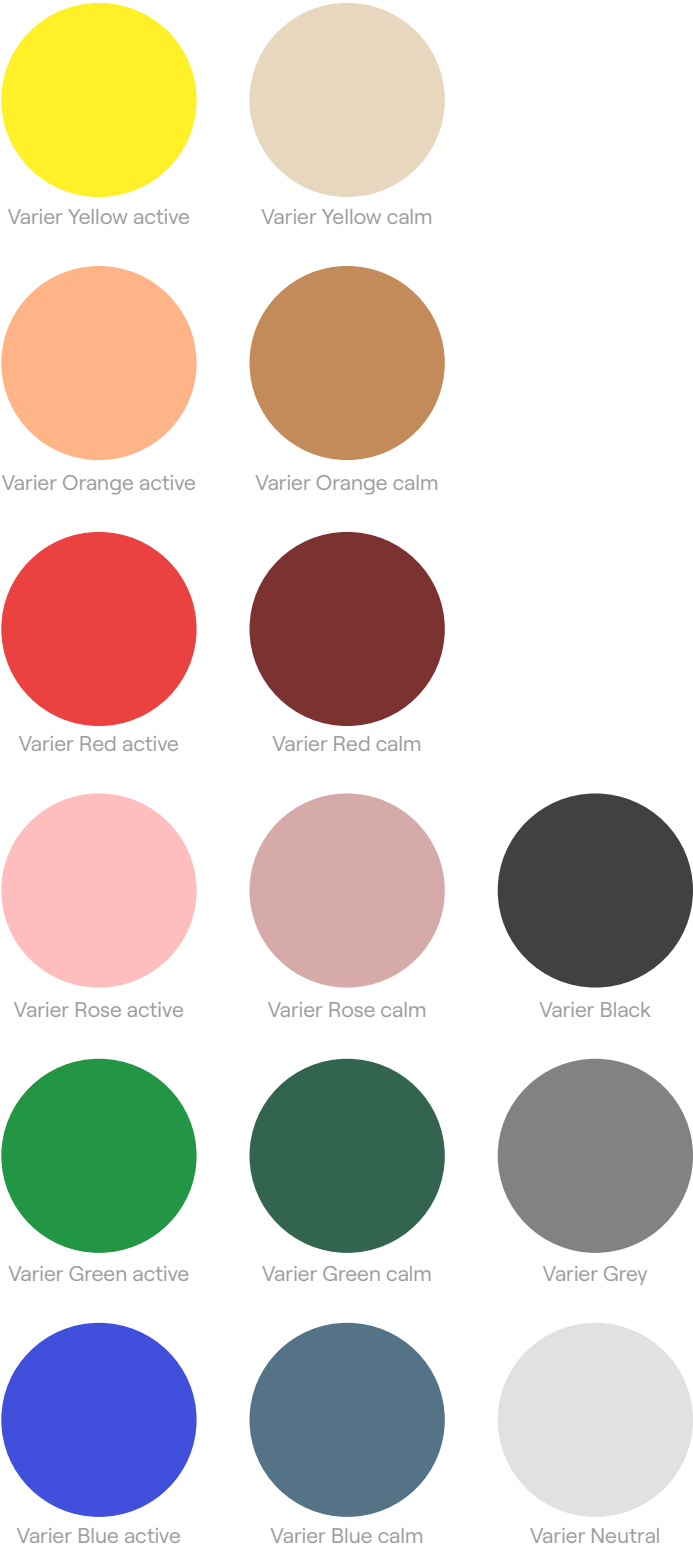
Varier Color Wheel

The color wheel is complete by unifying the active and calm colors.



Varier Color Palette

The color palette consists of 15 different colors, including 3 monochrome shades.



Fabric selection

Kvadrat offers a vast range of fabrics in different qualities and colors. When embarking on the task of choosing just a select few, we navigated from a trio of criteria, allowing us to narrow down to a selection of only 45. The three criteria for selection were; sustainability, texture and color palette. Fabrics which did not meet the criteria were simply removed, making the selection process intuitive and the collection cohesive.

Sustainability

Criterion 01

We take our responsibility as a supplier seriously. We strive to contribute to conscious use of material and want to make sure it's easy to make sustainable choices when purchasing a Varier chair. Thus, including sustainability as one of our main criteria was a given. All fabrics included in the Varier textile collection contain a majority of either recycled content or renewable, natural resources. Ensuring that our chairs are not only gentle to our bodies, but our planet to boot.



A gentle choice. Re-wool is crafted using 45% recycled wool, reusing left overs from Kvadrat’s yarn spinners in the UK. Shown here is Variable™ Plus in Re-wool 758.

Texture

Criterion 02

We are champions of investing in things that make you appreciate being at home. The look and feel of these items will vary, as we’re all different. Another main selection criterion was therefore texture, making sure that we provide alternatives to fit a range of tastes and needs. Ranging from the bold and graphic expression of a mono colored fabric that is smooth to touch, to the allure of a surface that changes depending on light and proximity – the Varier textile collection has something for every taste. The collection consists of 10 qualities with variation in weave and materials.



Something for every taste. Kvadrat's first textile Hallingdal was designed in 1965 and has become an archetype of woollen textiles. Made of wool and viscose, both materials are dyed before they are spun, which highlights the rich texture of the fabric. Shown here is Variable™ in Hallingdal 680.

Color palette

Criterion 03

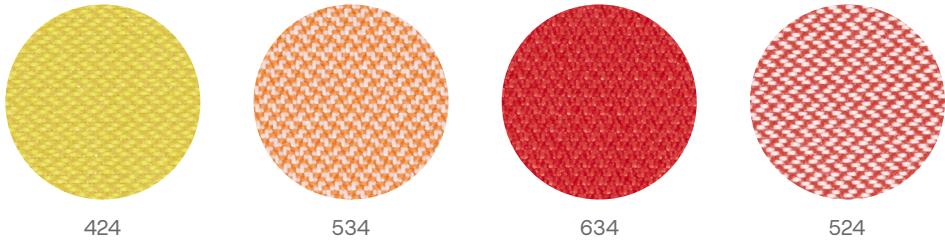
Alongside sustainability and texture, fit to the Varier color wheel was a main criterion. This was met by examining fabric samples and their color expression, setting them side by side the Varier colors ensuring they harmonized. Through this process the color concept was transformed to something tangible, namely two color books. With this approach, we secure that our commitment to everyday movement is not only represented in the curvature of the wood, the spacing between components, or the organic shape of our chairs – but translates all the way to the finishing touch of choice of fabric.



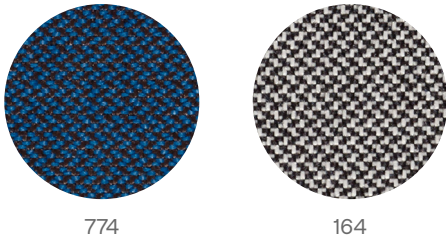
True color. Woven from bouclé yarns with a regular loop size, Vidar has a deep, tight, large-grained texture that lends itself particularly well to the graphic use of color in upholstery. Shown here is Gravity™ in Vidar 932.

Price group 1	Revive
Price group 2	Reflect Re-wool
Price group 3	Fiord 2 Melange Nap
Price group 4	Vidar 3 Divina Melange 3 Divina 3 Hallingdal 65

Active



Calm



Revive is a vibrant upholstery textile designed by Georgina Wright. Made from post-consumer recycled polyester (PET) it is created with a focus to reduce the environmental impact both in production and on natural resources. The design is inspired by the textures, colors and materials of harbors and fishing boats. Revive is comprised by two uni colors, one in the warp and one in the weft, either tone-in-tone or slightly contrasting.

Composition
100% recycled polyester

Durability
60,000 Martindale

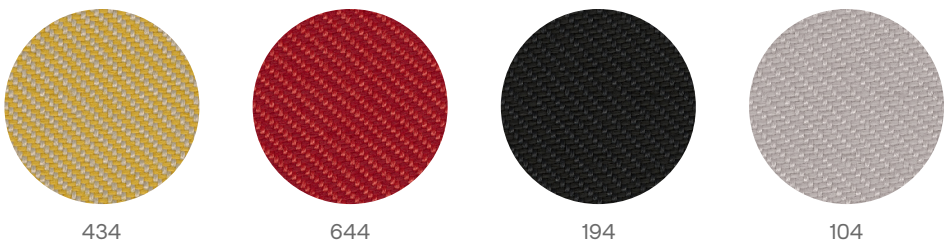
Sustainability
Greenguard Gold
HPD, EPD

Pilling
4-5

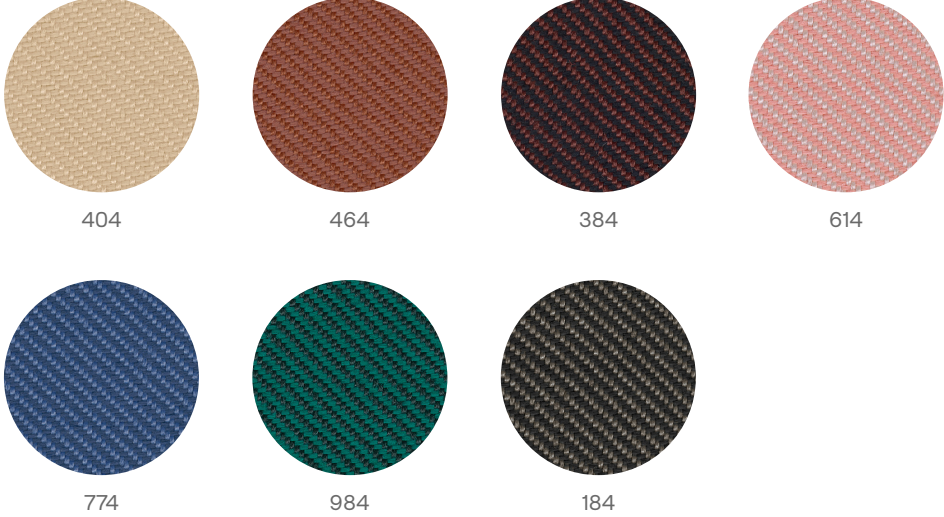
Lightfastness
5-7

Produced in
China

Active



Calm



Reflect is a sophisticated twill weave upholstery textile designed by Patricia Urquiola made from recycled polyester, with a natural expression and a particularly tactile touch. Unusual for a textile crafted from recycled fibres, Reflect has a particularly delicate and soft hand. Made from recycled polyester, it offers excellent functional performance, as well as a full scale of vibrant colours. The versatile palette for Reflect comprises 35 colorways and expresses confident color combinations by matching warm notes with closely related nuances.

Composition
100% post-consumer recycled polyester

Durability
100,000 martindale

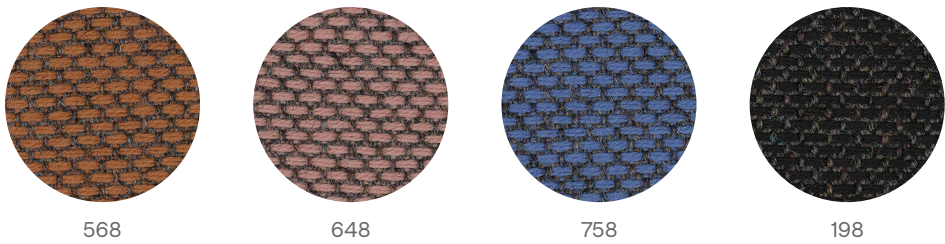
Sustainability
Greenguard Gold

Pilling
4

Lightfastness
6-7

Produced in
Holland

Calm



Crafted using 45% recycled wool, Re-wool is a rich upholstery textile with a sustainable profile. The textile is partly made by reusing scraps from Kvadrat’s yarn spinners in the UK. It is designed by Margrethe Odgaard. ‘The idea was to create a both honest and environmentally friendly – textile with a poetic feel by recycling leftover material from Kvadrat’s own production, explains Margrethe Odgaard. Reminiscent of colorful stitchings on a darker background, Re-wool features exceptional depth of color, creating a dynamic play on the textile’s surface when applied to furniture.

Composition	Pilling
45% recycled wool	4
45% new wool worsted, 10% nylon	
Durability	Lightfastness
100,000 Martindale	None
Sustainability	Produced in
EU Ecolabel	United Kingdom
Greenguard Gold	
HPD, EPD	

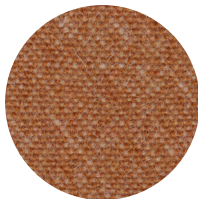
Calm



Fiord is a versatile woollen upholstery textile with a subtle three-dimensional look. Originally designed by Norwegian designer Tone Barnung, it comes in refreshed colors created in collaboration with Louise Sigvardt. The construction of Fiord combines a mélangé yarn with a unicolored yarn that creates pearl-like dots that play across the textile’s surface. This sophisticated expression reflects a key source of inspiration behind the design: moonlight glittering like pearls on the rippling waters of a Norwegian fjord.

Composition	Pilling
92% new wool worsted, 8% nylon	4-5
Durability	Lightfastness
60.000 Martindale	5-7
Sustainability	Produced in
EU ecolabel	Norway
Greenguard Gold	
HPD, EPD	

Calm



591

Melange Nap is a woollen upholstery textile characterised by exceptional depth of colour and surprising details. Designed by Akira Minagawa, it offers a distinctively unique melange expression. Extremely soft yet durable, Melange Nap appears to be brushed. It is constructed with a unicolored and a melange yarn, which creates a graphic pattern of tiny dots that play across its surface. The volume of details that emerges from the surface of Melange Nap depends on the contrast between the yarns. Some of the darker colorways almost appear unicolored whereas others have an intriguing multi-colored look.

Composition
97% new wool worsted, 3% nylon

Pilling
3-4

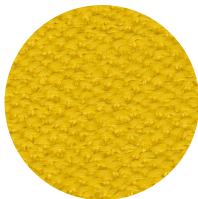
Durability
60,000 Martindale

Lightfastness
6

Sustainability
EU Ecolabel
Greenguard Gold
HPD, EPD

Produced in
United Kingdom

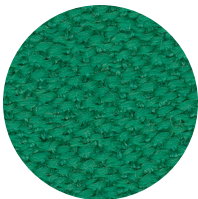
Active



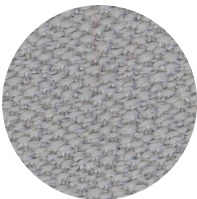
443



622



932

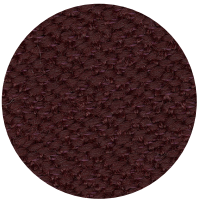


913

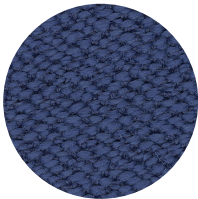
Calm



323



693



743

Woven from bouclé yarns with a regular loop size, Vidar has a deep, tight, large-grained texture that lends itself particularly well to the graphic use of color in upholstery. Originally designed by Fanny Aronsen, Vidar has been re-colored by Raf Simons. The gentle satin surface finish of the weave contrasts with the deep shadowy tones in the depths, giving a multifaceted richness to the intense colours in the range. Tightly woven, without the irregularities of other bouclé fabric, Vidar has an inviting texture.

Composition
94% new wool, 6% nylon

Pilling
4

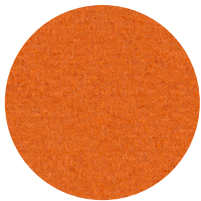
Durability
100,000 Martindale

Lightfastness
5-7

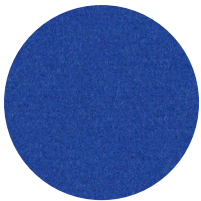
Sustainability
EU Ecolabel
Greenguard Gold
HPD, EPD

Produced in
Norway

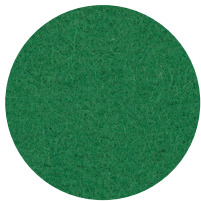
Active



526



756



922

Divina is a full-cloth product, which means that it is manufactured by weaving the yarn in a coarse linen hose casing, after which, it is subjected to mechanical processing using very high temperatures, at the same time as it is being colored. This creates a situation where the surface becomes smooth, directionless and uniform in a manner very similar to the properties of felt.

Composition
100% new wool

Pilling
3

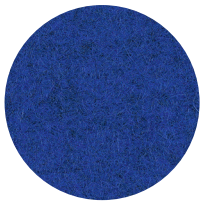
Durability
45,000 Martindale

Lightfastness
5-7

Sustainability
EU Ecolabel
Greenguard Gold
HPD, EPD

Produced in
United Kingdom

Active



757



120

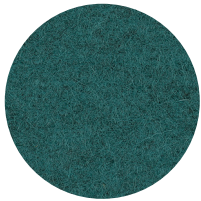


180

Calm



677



821

Divina Melange 3 is a vibrant piece-dyed woollen upholstery textile reminiscent of felt. Cheerfully simple, it comes in a fresh, versatile palette by artist and designer Finn Sködt. Compact, comfortable and extremely smooth, Divina Melange 3 expresses colors and the shape of furniture particularly well. It is constructed by weaving the yarn in a simple binding after which it is subjected to pressure and high temperatures. This milling process, which is often associated with fine tailoring, transforms the material from coarse to a soft and uniform, felt-like surface.

Composition
100% new wool

Pilling
3

Durability
45,000 Martindale

Lightfastness
6-7

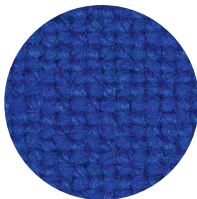
Sustainability
EU Ecolabel
Greenguard Gold
HPD, EPD

Produced in
United Kingdom

Active



680



750



180

Calm



220

Kvadrat’s first textile Hallingdal has become the archetype of woolen textiles. The very durable upholstery fabric was originally designed in 1965 by Nanna Ditzel, and is now available in a version with an updated color scale. Hallingdal 65 is made of wool and viscose, which complement each other: the wool provides excellent durability and flexibility, whilst the viscose adds brilliance and depth to the color. Both materials are dyed before they are spun, which highlights the rich texture of the fabric.

Composition
70% new wool, 30% viscose

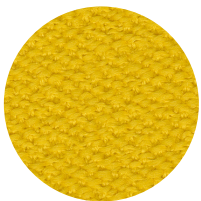
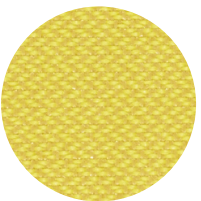
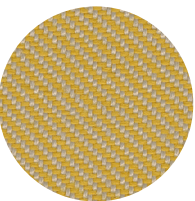
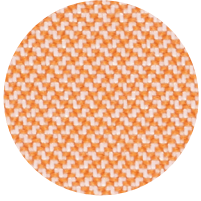
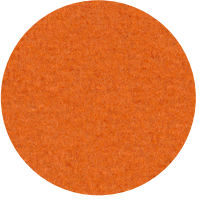
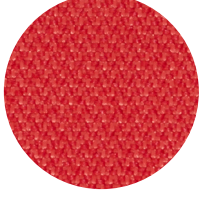
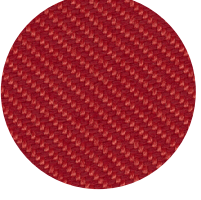
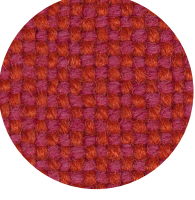
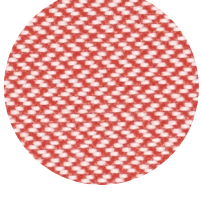






Pilling
3–4

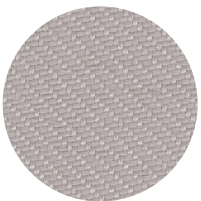


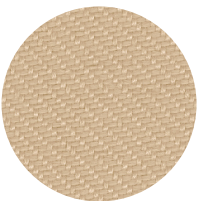

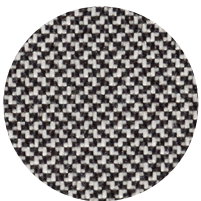



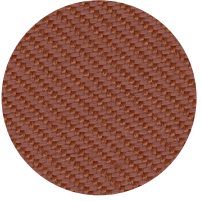
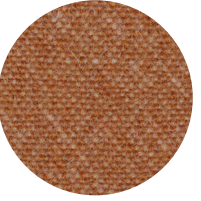

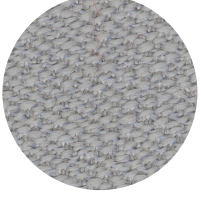









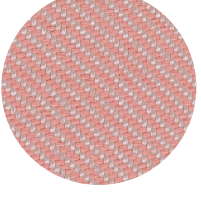

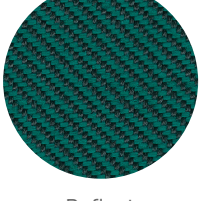
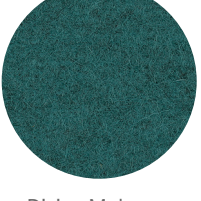

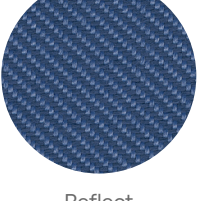


Durability
100,000 Martindale

Lightfastness
7

Sustainability
EU Ecolabel
Greenguard Gold
HPD, EPD

Produced in
Norway

 Vidar 443	 Revive 424	 Reflect 434
 Revive 534	 Divina 526	
 Revive 634	 Reflect 644	 Hallingdal 680
 Revive 524	 Vidar 622	
 Divina 922	 Vidar 932	
 Hallingdal 750	 Divina 756	 Divina Melange 757

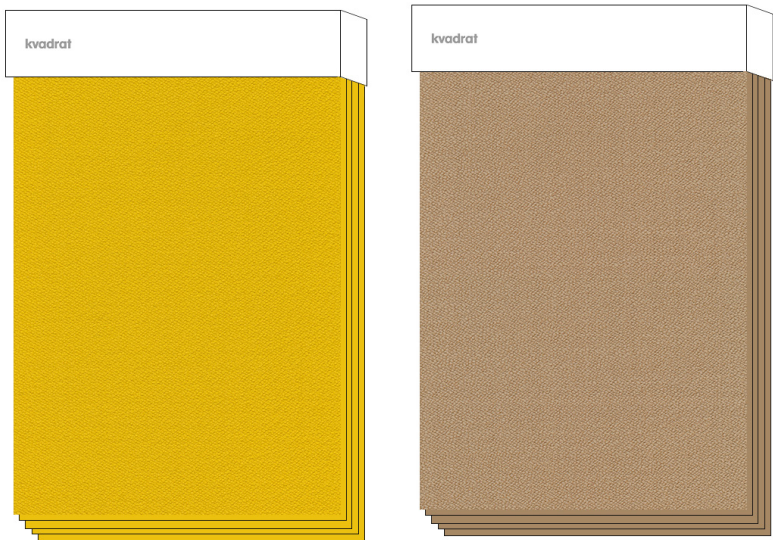
 Reflect 104	 Revive 194	 Vidar 323	 Reflect 404	 Hallingdal 220		 Revive 164
 Fiord 121	 Reflect 194	 Re-wool 568	 Reflect 464	 Melange Nap 321		 Reflect 184
 Vidar 913	 Divina Melange 180	 Reflect 384	 Fiord 591	 Divina Melange 677	 Vidar 693	 Fiord 171
 Divina Melange 120	 Hallingdal 180	 Re-wool 648	 Reflect 614			 Re-wool 198
		 Reflect 984	 Divina Melange 821			
		 Revive 774	 Reflect 774	 Re-wool 758	 Vidar 743	

Utilizing the concept

The process of buying a new chair should be fun and smooth. However, finding the perfect color and fabric can be a daunting task. When choosing from the Varier textile collection you can be certain that whichever color or material you decide on, it will complement any Varier chair. With a well-grounded concept and inspiring sample books, our aim is to make the task of guiding consumers in making qualified choices for their furniture and home, trouble-free.

The abstract color concept is translated into a tangible tool, in the form of two sample books. One representing the calm color palette and the other representing the active. The fabrics are sorted after color in mixed qualities. Both books are built upon the same structure; starting with yellow, making our way through orange, red, pink, green and blue hues, before concluding with the neutral tones.

Gathering the fabrics together by colors and hues, accentuates the special features and peculiarities of each fabric. Allowing for an emotional approach where the tactile and visual elements go hand in hand. Colors and textures are undoubtedly important features when choosing upholstery, but so are composition and durability. All fabrics have been tried and tested, securing that they complement the organic shapes that are characteristic for Varier chairs. The technical details for each fabric can be found on the last sample of the respective material in each color book.



The fabric samples are arranged in the sequence displayed on the next page.

Active color book

- Vidar 443
- Revive 424
- Reflect 434
- Revive 534
- Divina 526
- Revive 634
- Reflect 644
- Hallingdal 680
- Revive 524
- Vidar 622
- Divina 922
- Vidar 932
- Hallingdal 750
- Divina 756 L
- Divina Melange 757
- Reflect 104
- Fiord 121 L
- Vidar 913 L
- Divina Melange 120
- Revive 194 L
- Reflect 194 L
- Divina Melange 180 L
- Hallingdal 180 L

Calm color book

- Vidar 323
- Reflect 404
- Hallingdal 220
- Re-wool 568
- Reflect 464
- Melange Nap 321 L
- Reflect 384
- Fiord 591
- Divina Melange 677
- Vidar 693
- Re-wool 648
- Reflect 614
- Reflect 984
- Divina Melange 821 L
- Revive 774
- Reflect 774
- Re-wool 758 L
- Vidar 743 L
- Revive 164 L
- Reflect 184 L
- Fiord 171 L
- Re-wool 198

