

Varier®



Textile Collection



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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 47 carefully considered 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.



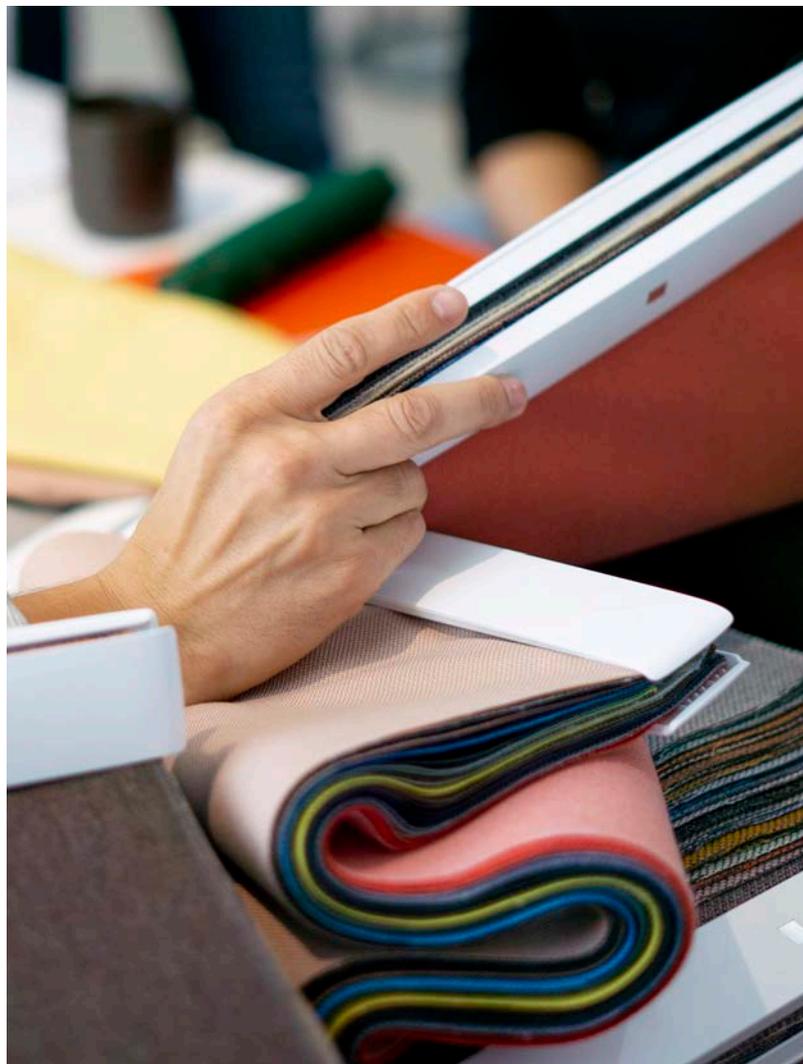
A leader in design innovation, Kvadrat produces quality contemporary textiles for architects, designers and private consumers worldwide. Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous design tradition.

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.



© 2020 Kvadrat

August 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 professionals within our field.

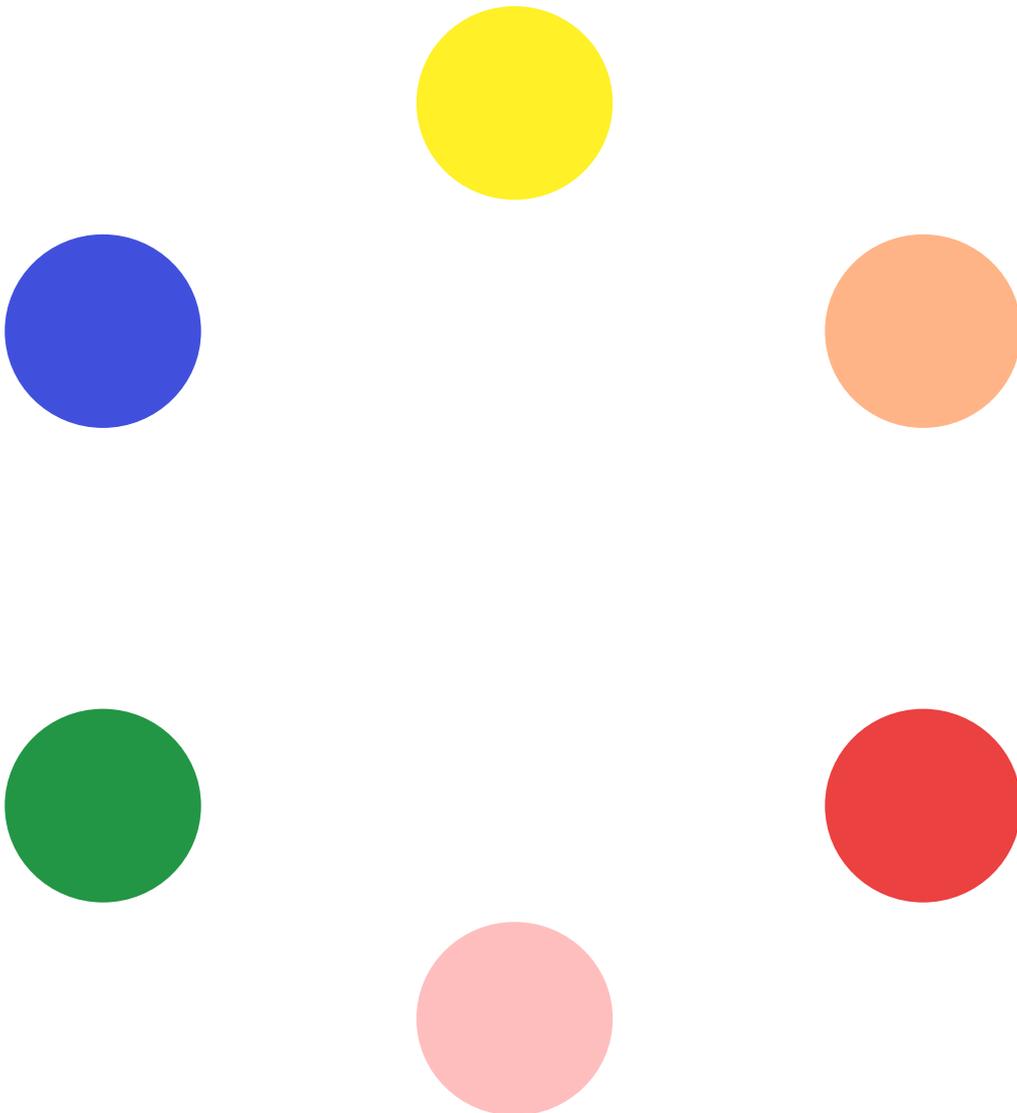


# Color concept

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.

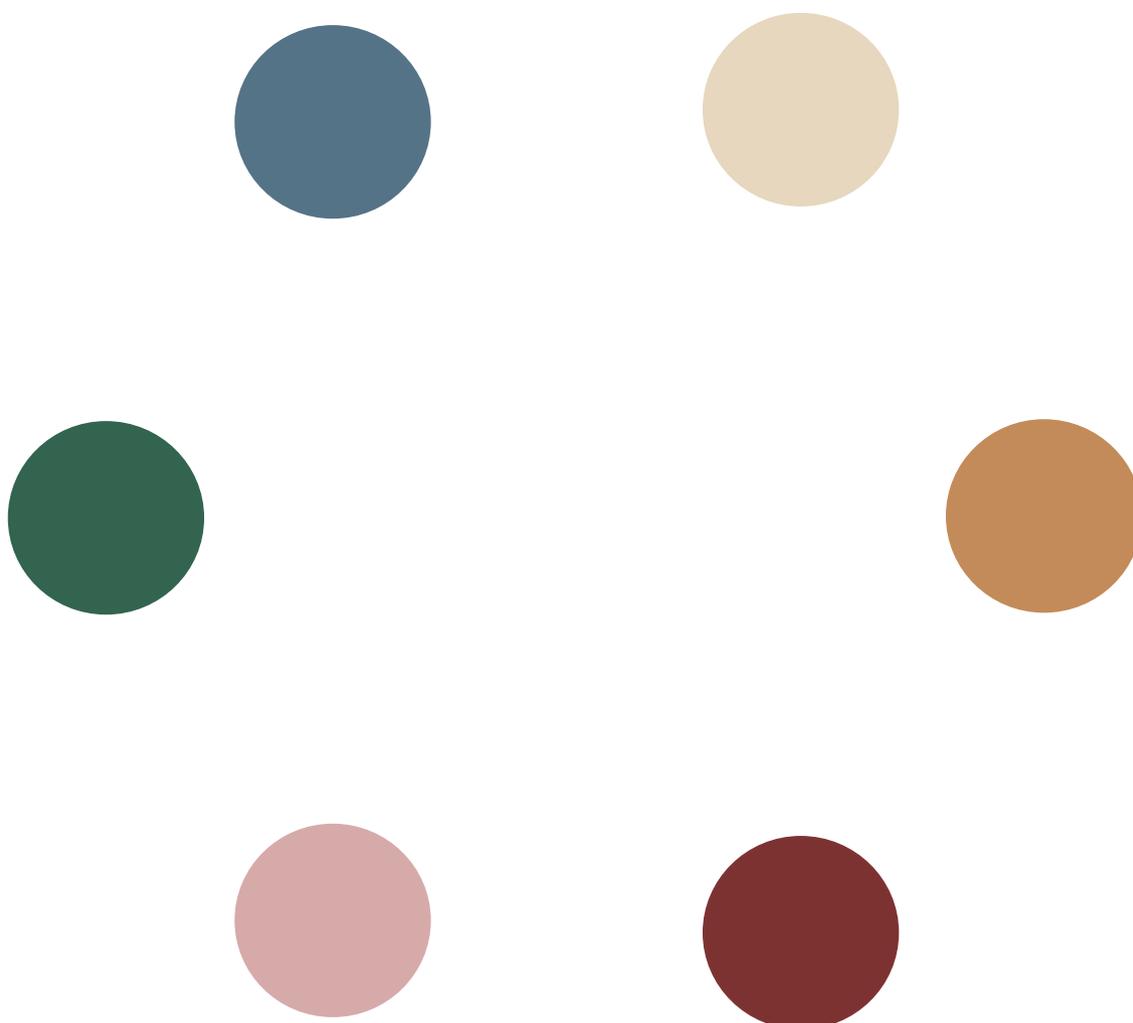
Varier Active

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



## Varier Calm

Six desaturated colors, representing the calmness in movement.



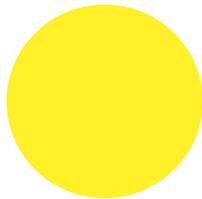
### Varier Color Wheel

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

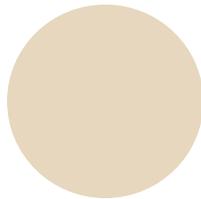


## Varier Color Palette

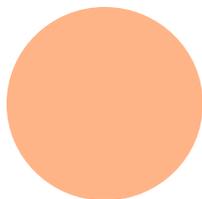
The color palette consists of 15 different colors, including 3 monochrome shades.



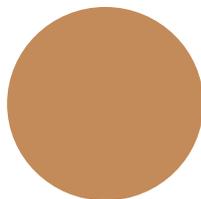
Varier Yellow active



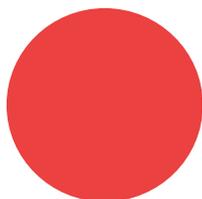
Varier Yellow calm



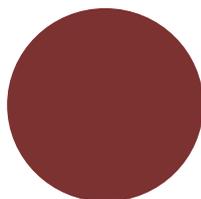
Varier Orange active



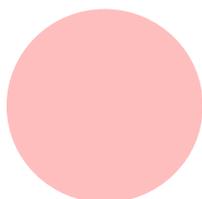
Varier Orange calm



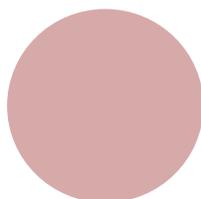
Varier Red active



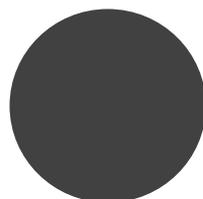
Varier Red calm



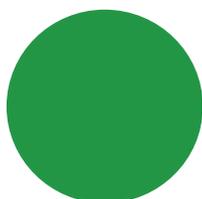
Varier Rose active



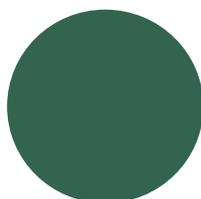
Varier Rose calm



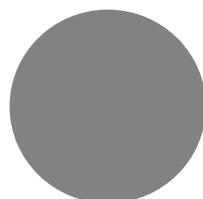
Varier Black



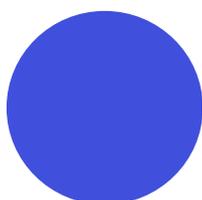
Varier Green active



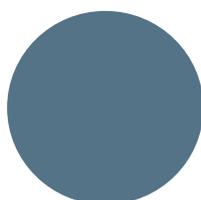
Varier Green calm



Varier Grey



Varier Blue active



Varier Blue calm



Varier Neutral

# 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 47. 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.

## 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. Nitto is a knitted woollen upholstery textile designed by Alfredo Häberli. As opposed to other knitted mesh textiles, Nitto has a plain, smooth surface and the light volume traditionally associated with woven textiles.

## Color palette

### Criterion 03

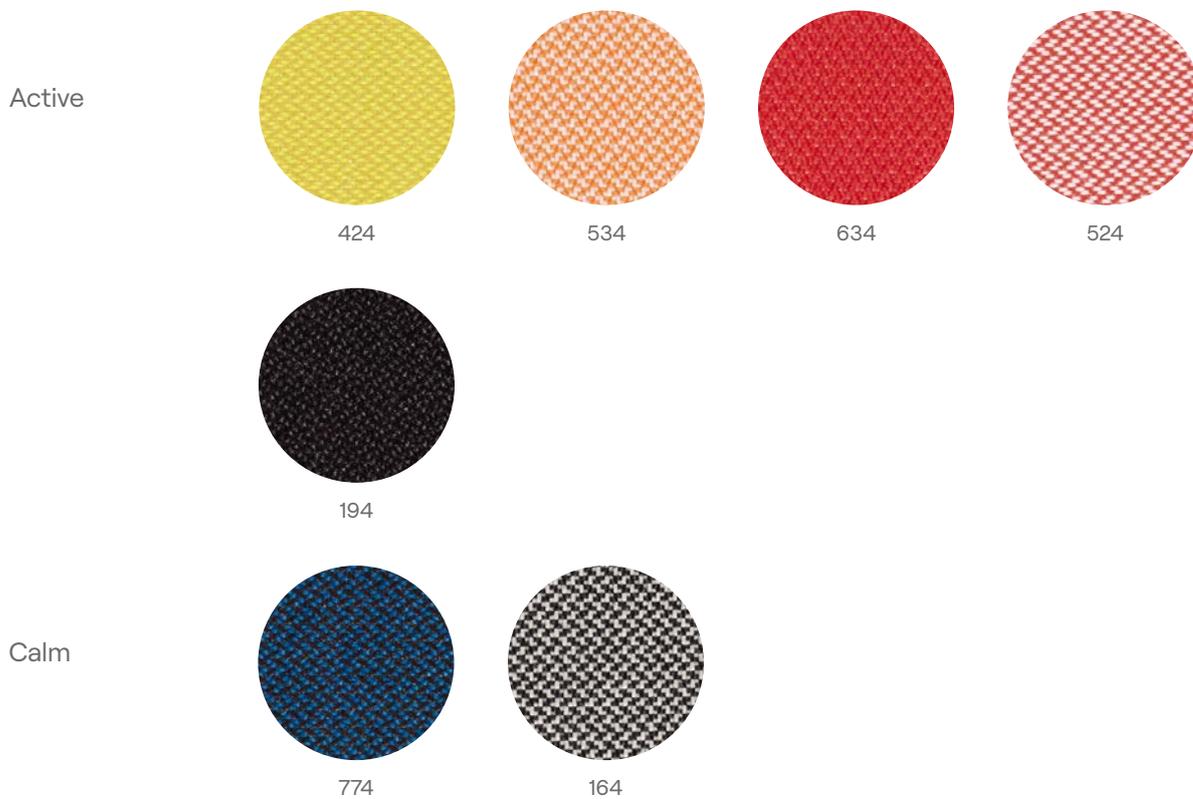
Alongside sustainability and texture, fit to the Varier color wheel was a main criterion. This was met by examining fabric samples and their color expression, setting them side by side the Varier colors ensuring they harmonized. Through this process the color concept was transformed to something tangible, 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.



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



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

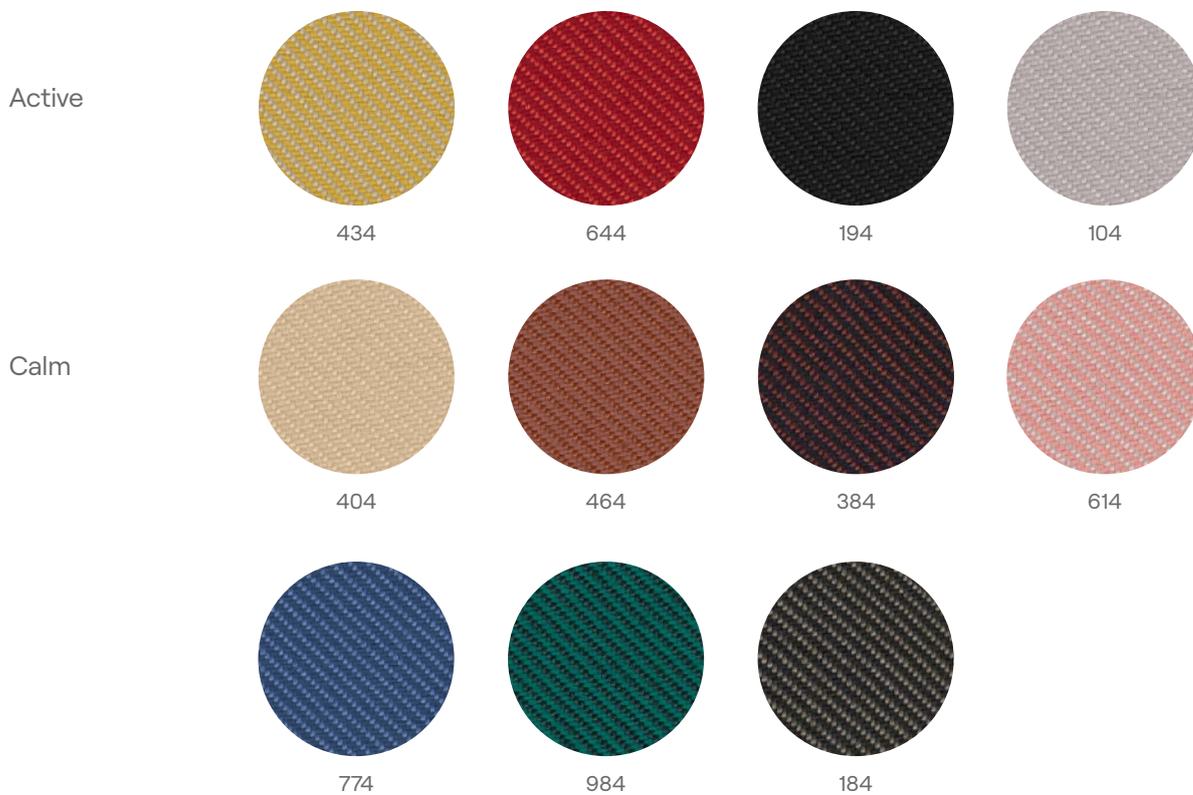
Durability  
60.000 Martindale

Sustainability  
Greenguard Gold  
HPD, EPD

Pilling  
4-5

Lightfastness  
5-7

Produced in  
China



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 colors. The versatile palette for Reflect expresses confident color combinations by matching warm notes with closely related nuances.

**Composition**  
100% post-consumer recycled polyester

**Durability**  
100.000 Martindale

**Sustainability**  
EU Ecolabel  
Greenguard Gold  
HPD, EPD

**Pilling**  
4

**Lightfastness**  
6-7

**Produced in**  
Holland

Calm



527



857



167

Nitto is a knitted woollen upholstery textile designed by Alfredo Häberli. It especially stands out for its direct approach to color, vibrant mélange expression and three-dimensional construction. A micromesh knit, Nitto unites two layers crafted with contrasting yarn-dyed unicolored yarns. The textile's base layer subtly echoes its primarily woollen surface. As opposed to other knitted mesh textiles, Nitto has a plain, smooth surface and the light volume traditionally associated with woven textiles. Due to its knitted construction, Nitto is particularly stretchable and is therefore ideal for organically shaped furniture.

**Composition**

46% new wool, 43% polyester,  
11% nylon

**Pilling**

3-4

**Durability**

100.000 Martindale

**Lightfastness**

5-6

**Sustainability**

Greenguard Gold  
HPD, EPD

**Produced in**

Lithuania

Calm



568



648



758

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**

45% recycled wool  
45% new wool worsted, 10% nylon

**Pilling**

4

**Durability**

100.000 Martindale

**Lightfastness**

None

**Sustainability**

EU Ecolabel  
Greenguard Gold  
HPD, EPD

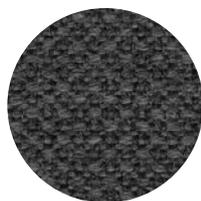
**Produced in**

United Kingdom

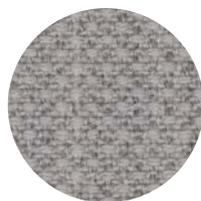
Calm



591



171



121

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**  
92% new wool worsted, 8% nylon

**Pilling**  
4-5

**Durability**  
60.000 Martindale

**Lightfastness**  
5-7

**Sustainability**  
EU ecolabel  
Greenguard Gold  
HPD, EPD

**Produced in**  
Norway

Calm



321

Melange Nap is a woollen upholstery textile characterised by exceptional depth of color 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



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 colors 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

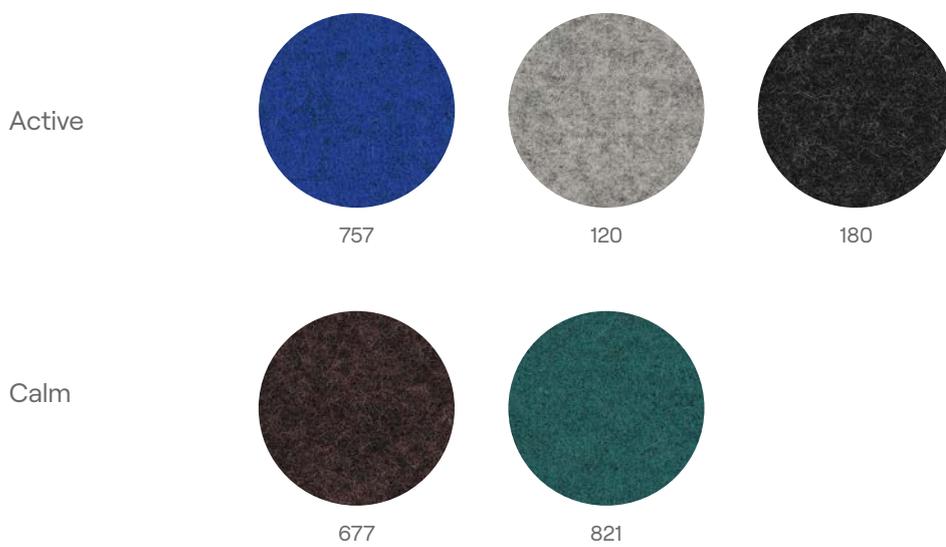
Pilling  
3

Durability  
45.000 Martindale

Lightfastness  
5-7

Sustainability  
EU Ecolabel  
Greenguard Gold  
HPD, EPD

Produced in  
United Kingdom



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

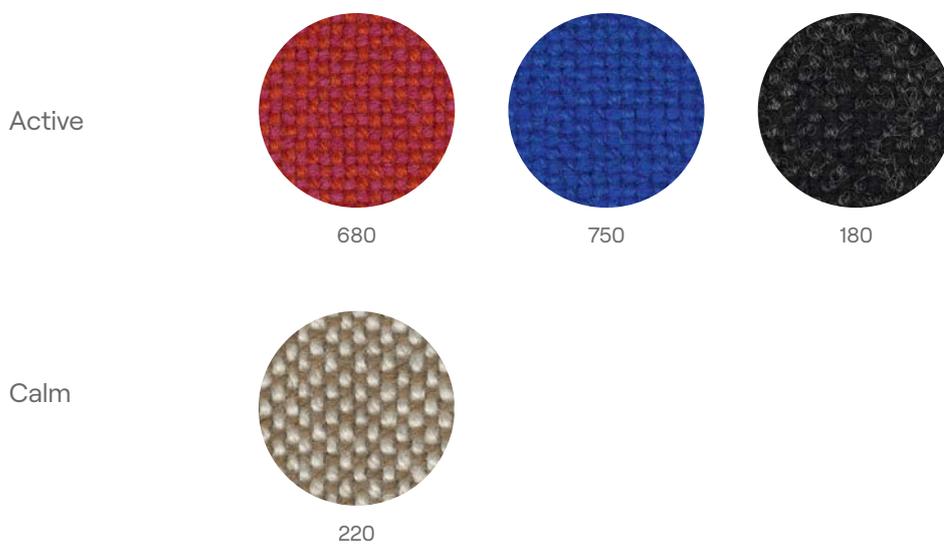
Pilling  
3

Durability  
45.000 Martindale

Lightfastness  
6-7

Sustainability  
EU Ecolabel  
Greenguard Gold  
HPD, EPD

Produced in  
United Kingdom



Kvadrat's first textile Hallingdal has become the archetype of woollen 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

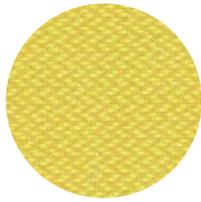
**Lightfastness**  
7

**Sustainability**  
EU Ecolabel  
Greenguard Gold  
HPD, EPD

**Produced in**  
Norway



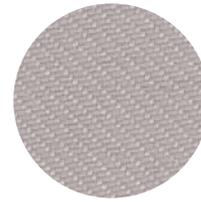
Vidar  
443



Revive  
424



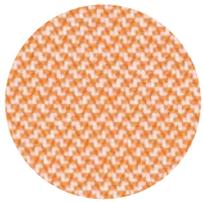
Reflect  
434



Reflect  
104



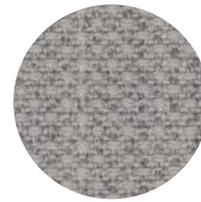
Revive  
194



Revive  
534



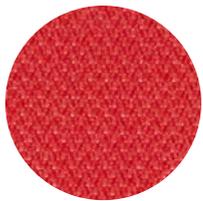
Divina  
526



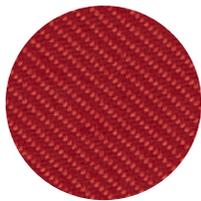
Fiord  
121



Reflect  
194



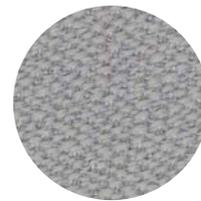
Revive  
634



Reflect  
644



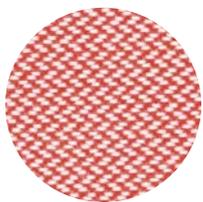
Hallingdal  
680



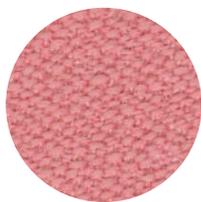
Vidar  
913



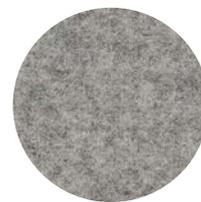
Divina Melange  
180



Revive  
524



Vidar  
622



Divina Melange  
120



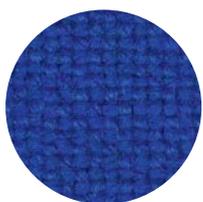
Hallingdal  
180



Divina  
922



Vidar  
932



Hallingdal  
750



Divina  
756



Divina Melange  
757



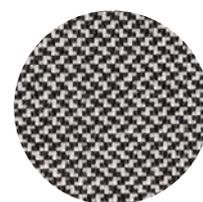
Vidar  
323



Reflect  
404



Hallingdal  
220



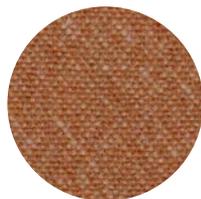
Revive  
164



Re-wool  
568



Reflect  
464



Melange Nap  
321



Reflect  
184



Reflect  
384



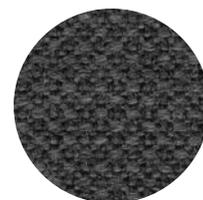
Fiord  
591



Divina Melange  
677



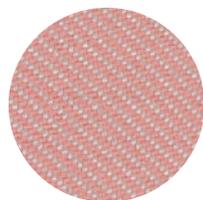
Vidar  
693



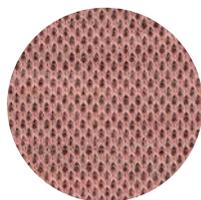
Fiord  
171



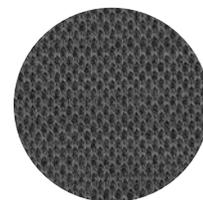
Re-wool  
648



Reflect  
614



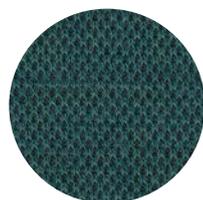
Nitto  
527



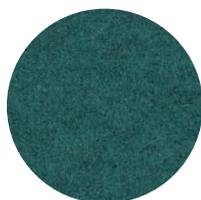
Nitto  
167



Reflect  
984



Nitto  
857



Divina Melange  
821



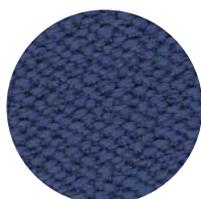
Revive  
774



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. The *L* behind the fabric name indicates the technical label.

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  
 Nitto 527  
 Reflect 984  
 Nitto 857  
 Divina Melange 821 L  
 Revive 774  
 Reflect 774  
 Re-wool 758 L  
 Vidar 743 L  
 Revive 164 L  
 Reflect 184 L  
 Fiord 171 L  
 Nitto 167 L

