



kvadrat

Kvadrat Shade launches new versatile roller blind solutions

The Danish manufacturer of high performance design textiles, Kvadrat and window covering specialist, Coulisse have joined forces to create the best in class window covering solution – introducing Kvadrat Shade. Aesthetically outstanding, the new roller blind solution is crafted in collaboration with world-leading specialists and designers that delivers creative freedom and functional versatility. High performance and metallised textiles give architects an option to enhance visual, acoustic and thermal comfort, whilst significantly reducing energy consumption. Offering personalised global support from initial consultation to installation, the new versatile roller blind solution will be the complete roller blind system for all windows.

Kvadrat Shade aims to bring window covering solutions and services of unparalleled design and quality to architects worldwide, offering the best possible solution in terms of functionality, comfort, longevity and climate control. The hardware is designed by the acclaimed designers Ronan and Erwan Bouroullec, while the textiles are produced by Kvadrat and crafted in collaborations with a roster of celebrated creatives. Built-to-last, every element draws on Kvadrat's heritage as a world-leader in textile and design innovation.

The versatile solutions can be specified for all windows. Suitable for walls and ceilings, the Kvadrat Shade solutions allows architects to meet a spectrum of space-specific needs and complete any design theme. The modular hardware comprises meticulously engineered components, and comes in a refined scale of colours and metallic finishes. Unlike conventional technically-led solutions, it offers a rich palette of colours, transparencies and textures, which adds to the natural quality of spaces.

Erwan Bouroullec: *"The Kvadrat Shade roller blind solution works like a complete alphabet, you can form words with it. It's always a pleasure to play with windows, light and colours."*

Contemporary, complete, solution

To optimise quality-of-space, Kvadrat Shade roller blinds minimise glare, provide access to natural views and light, and support both collaboration and privacy. This can help to increase productivity and maximise the value of space by making areas close to windows usable. When used with a metallised textile, they can also reduce heating and cooling costs. It enables architects to create a comfortable indoor climate which enhances well-being and productivity.

The Kvadrat Shade solutions puts architects in a position to overcome a pressing challenge. From large windows to open-plan zones, contemporary interiors often need to integrate elements that reduce thermal comfort and lead to noise.

Erwan Bouroullec: *“We focused on creating a complete offering that makes everything possible for architects. To achieve this, we developed a roller blind concept that has a strong visual identity across every element, and reflects Kvadrat’s expertise in colours, materials and technical performance. Unlike typical alternatives, the Kvadrat Shade solutions opens intriguing possibilities to elevate interiors by playing with tones, transparencies and textures. You can combine anything and get a great result.”*

Pioneering fusion of complementary competencies

A versatile new dimension to Kvadrat’s full-service offering, the Kvadrat Shade window covering solutions unites the strengths of thought-leading brands with extensive experience of commercial and private projects. It leverages Kvadrat’s specialisation in design textiles, Coulisse’s proficiency in window coverings and motorisation, and Verosol’s expertise in metallised performance textiles.

Christian Baum Blaakær, Managing Director of Kvadrat Shade:

“The Kvadrat Shade solution creates its own space within the commercial interiors. It meets the longstanding need for an aesthetically outstanding, efficient and versatile roller blind solution, which provides the freedom to create compelling interior themes, where all textiles, textures and colours are in perfect harmony.”

Durable, premium-quality materials, end-to-end global support

The collection will include built-to-last premium-quality PVC-free materials, complying with stringent standards on VOC’s and harmful chemicals. The collection includes a high range of high-performance textiles such as metallised textiles, also complying with the highest safety, sustainability and health standards.

The collection will be available exclusively through Kvadrat’s global sales network.

To celebrate the launch of the first collection, Kvadrat is hosting an installation created by Ronan and Erwan Bouroullec at its Copenhagen showroom

Notes to editors

About Kvadrat Shade

Kvadrat Shade offers an aesthetically outstanding, versatile roller blind solution, which leverages Kvadrat's leadership in textile and design innovation. Crafted in collaboration with metallised fabric specialist Verosol, and creative talents, this enables architects to complete any design theme and optimise visual, acoustic or thermal comfort – or a combination of all three.

Reflecting a commitment to longevity, simplicity and premium-quality materials, the Kvadrat Shade hardware is designed by the internationally-acclaimed Bouroullec Studio, while Kvadrat produces the textiles. Kvadrat Shade completes this offering with end-to-end expert support that includes the advantages of Kvadrat's global network.

About Ronan and Erwan Bouroullec

Ronan and Erwan Bouroullec are two of the most influential designers in the world today. Trained in modern art and design, they have worked together from their studio in Paris since 1999. Their diverse output spans furniture, product design, interior design and development of conceptual objects.

About Coulisse

Since 1992 Coulisse has been developing window coverings for the residential and the commercial market. For bringing its product to the world, Coulisse works together with a network of trusted partners. The extensive range of Coulisse window covering solutions stands out for its innovative design, appeal and great functionality, and includes systems, fabrics and motorization. The entire Coulisse range is developed at the Coulisse headquarters in The Netherlands.

coulisse.com

About Verosol

Verosol is specialist in the design and manufacturing of functional indoor solar shading fabrics and blinds. Founder Cornelis Verolme established the Verosol vacuum metallising company in 1965 and developed a process – still unique today, of applying a microscopic layer of aluminium to textile, to get innovative fabrics. Verosol is the inventor of metallised fabric and pleated blinds and continuously innovates to offer the highest performance in sun and daylight control to create more comfort and a sustainable building environment. Headquartered in Eibergen, The Netherlands, Verosol has facilities in The Netherlands, Australia and Spain and a worldwide licensee network for global distribution.

Verosol.com

About Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous design tradition. Leading in design innovation, Kvadrat produces high-performing, design textiles, rugs, acoustic and window covering solutions for both commercial and residential interiors.

Our products reflect our commitment to colour, quality, simplicity and innovation. We consistently push the aesthetic, technological and functional properties of textiles. In doing so, we collaborate with leading designers, architects and artists; among others Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, as well as Doshi Levien and Patricia Urquiola.

kvadrat.dk

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