

NEWS OF COLLECTION 2018

KASTHALL

A modern interior scene featuring a grey armchair, a wooden coffee table, and a patterned rug against a white grid wall. The armchair is a plush, rounded design in a light grey fabric. The coffee table is a simple, dark wood top on thin black legs. The rug is a large, textured piece with a pattern of grey, yellow, and blue. The wall behind is white with a grid of recessed squares.

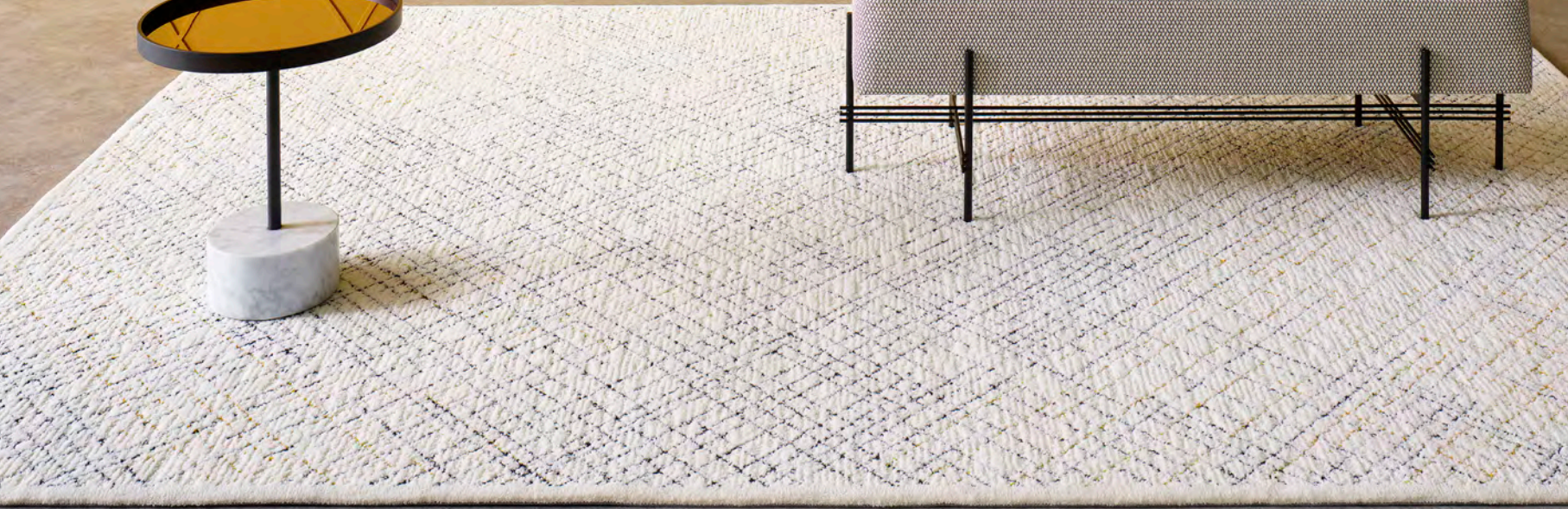
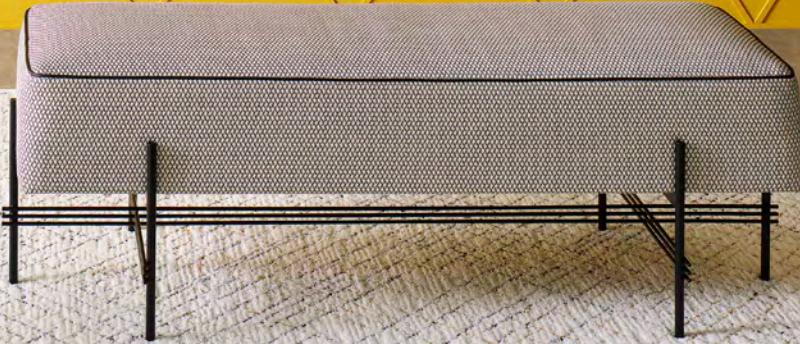
LEGACY OF
TOMORROW

LEGACY OF TOMORROW

– a conversation between past and future

In an intense and creative dialogue between our textile heritage and our vision of the future we are proud to present the 2018 Kashtall collection. This year we have challenged ourselves in the design process as well as in the development of new yarn qualities and techniques for weaving and tufting. We've also brought unique handicraft like embroidery and sketching into the process. Our love of textile history and natural materials led the way.

But curiosity of the craft and a narrative of touch, scent and sound played an important part in the development of this collection. At Kashtall our aim is always to create beautiful rugs and textile flooring in high quality materials and a rich variety of sophisticated colors. With the Kashtall 2018 collection we invite you to experience the legacy of tomorrow by means of an artful simplicity.





DIAMOND

DESIGN | MAJA JOHANSSON STARANDER

Diamond is hand tufted in wool and linen with a linear pattern embedded in a sophisticated structure of cut pile and bouclé pile. This amazing rug draws directly from exclusive embroidery and haute couture. In an aim to create changing visual expressions of fragility and clarity, like in a pool of water, the designer Maja Johansson Starander used a new technique to cover, and sometimes break up, the underlying pattern. With Diamond, Kasthall presents a rug with a strong poetic feel in an homage to fashion.

White Diamond 500



GABRIELLE

DESIGN | MAJA JOHANSSON STARANDER

Gabrielle is hand woven in a new bouclé quality made from 100 percent linen which lends the rug a light and dry look. By applying linear effects along both warp and weft, designer Maja Johansson Starander has transformed artistic passion and skilled handicraft into an exquisite rug. Inspiration for the look was drawn from vintage textiles, carefully mended details on clothes and everyday objects. And from the craft of the hand as seen in traditional embroidery, Gabrielle comes with new proportions, presented as a slightly asymmetric square rug in three unique color schemes.



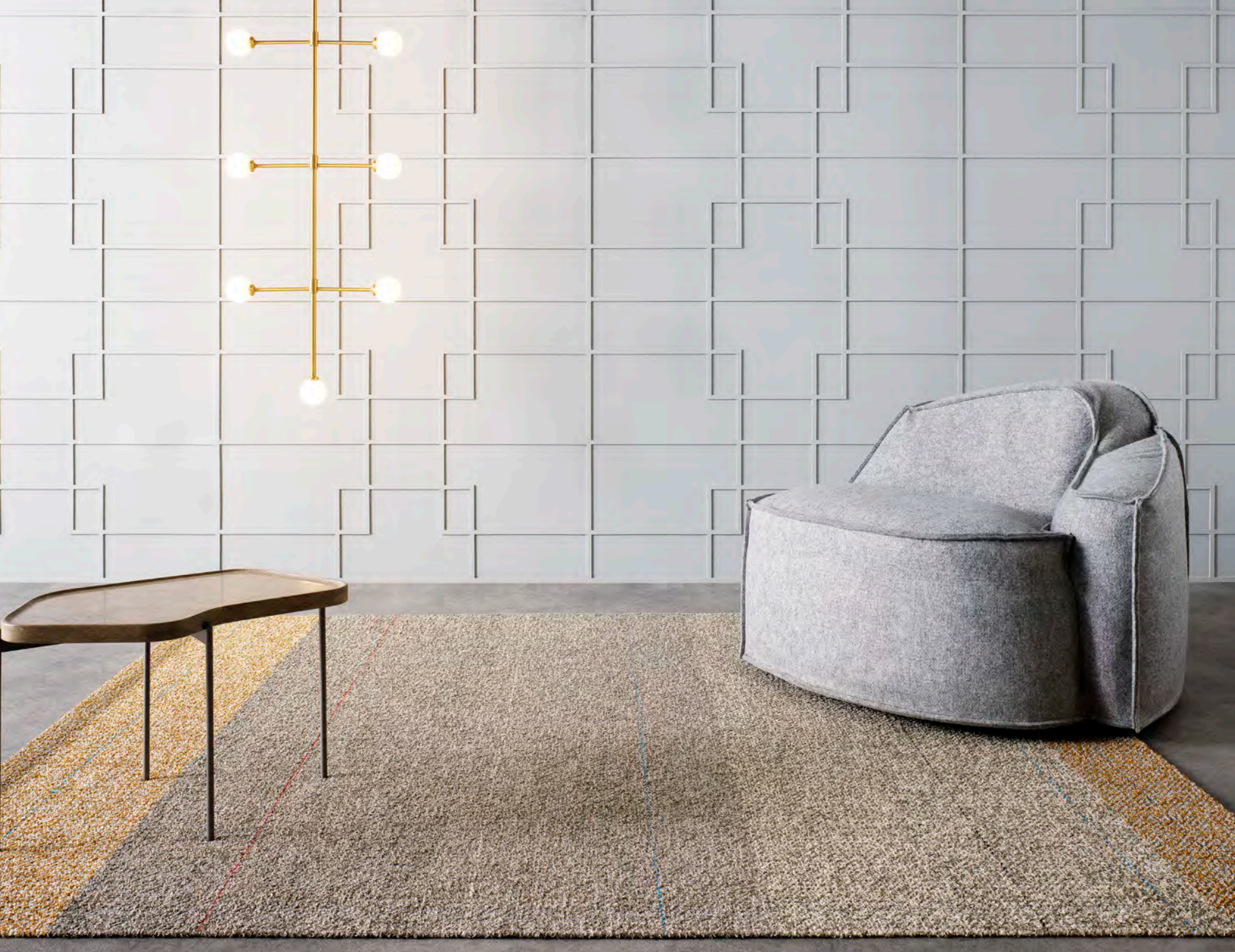
Mint 250



Gold 750



Cinnamon 770







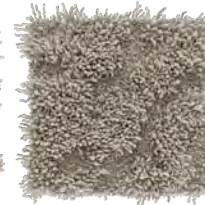
KATJA

DESIGN | MAJA JOHANSSON STARANDER

Katja is a rustic hand tufted wool rug with a pile cut in two different heights in an abstract organic pattern. Inspired by the Swedish fashion designer Katja of Sweden and her clothes in jersey, the designer Maja Johansson Starander has worked with an interpretation of textile as corpus. A specially developed wool yarn with lots of volume has been used in a new unique 3D tuft technique to form the curly, frizzy even waffled surface. The yarn has a deeper color on the inside which creates an interesting visual depth in the rug. Katja also has a simplistic but well made border. This rug with its raw urban texture is presented in a both sensual and soft gesture. Like an exclusive piece of clothing fallen to the floor.



Wheat 800



Cloudy Grey 500



Pale Violet Grey 610



FREYJA

DESIGN | MAJA JOHANSSON STARANDER

Freya is hand tufted in a new bouclé made from a chunky wool yarn which has been felted and twisted until it becomes curly. The tufted loops in different heights are left uncut to create an uneven robust surface with an intricate pattern. Freya is a textile interpretation of moss and lichen, of stone, soil and mineral. In contrast to the softness of the felted yarn Freya comes with an accent border in shiny hair yarn/linen. With its simplistic beauty Freya brings to mind impressions of the serene landscape of Iceland, thus letting nature into our room.



Mineral Grey 200

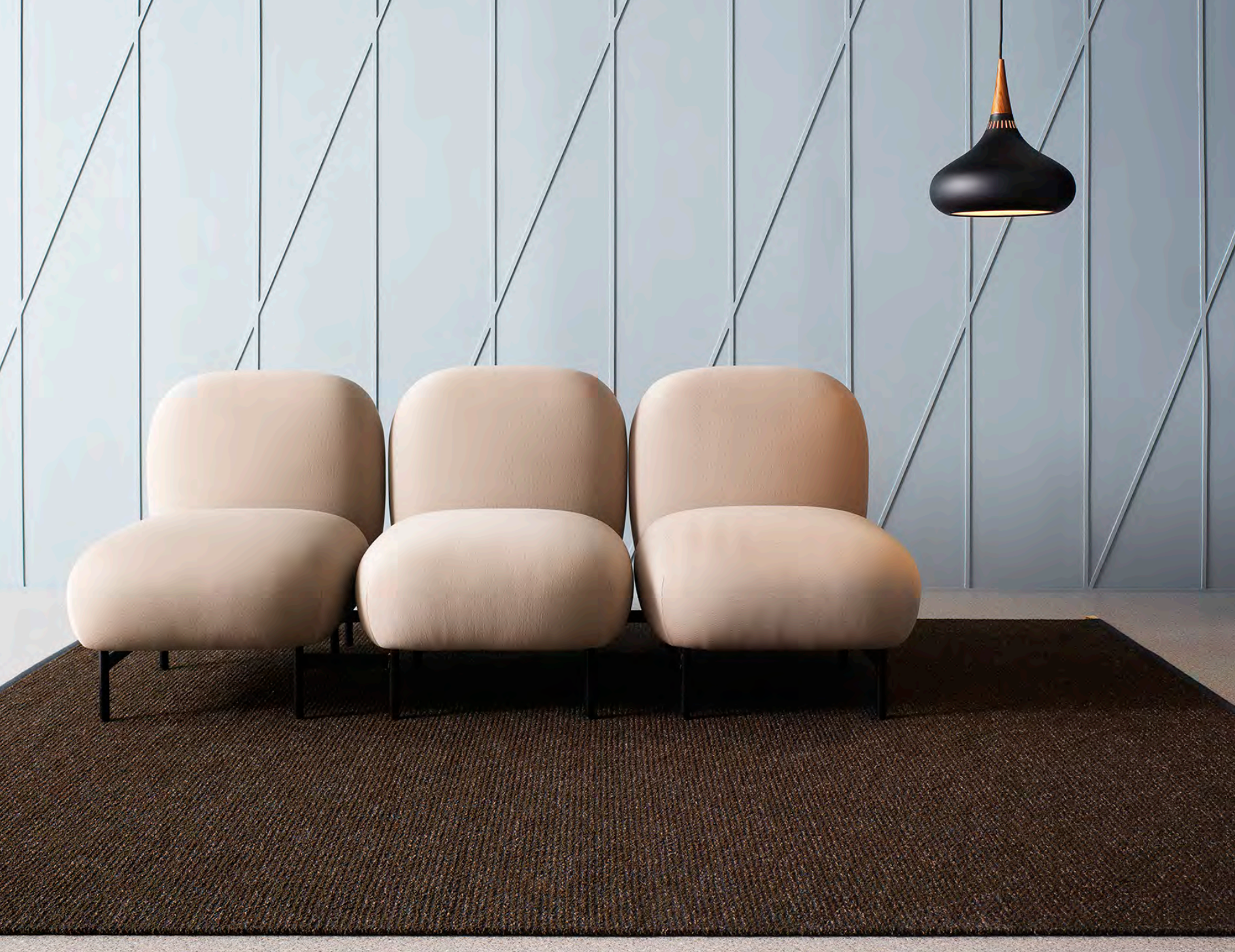


Green Gold 300



Dark Grape 700





BOUCLÉ CORDUROY

DESIGN | KASTHALL DESIGN STUDIO

Corduroy is a classic pattern in our Arkad family designed by Gunilla Lagerhem Ullberg during her years at Kasthall. In 2018 we have focused on the visuality of this elegant stripe, creating a rug with a decorative, lively surface and immense textile feel. To achive this, the Kasthall Design Studio developed a special bouclé yarn in wool and linen which lends the rug a dry yet luxurious and very contemporary look. Bouclé Corduroy is a hard wearing rug for the private home as well as for public spaces. For the colors we are inspired by the richness of continental food culture.



Meringue 800



Earl Grey 501



Pink Macaroon 610



Chocolate Brown 700



Black Tea 500



CLASSIC

DESIGN | KASTHALL DESIGN STUDIO

Classic is hand tufted, using a long-fibre wool yarn with a lovely lustre and strong visual expression. This is our most flexible rug, available in different patterns or border in bouclé. It can be tufted into any size and shape. Classic also opens for room specific flooring and may be ordered in special colors. The very high quality of the yarn and the tight stitches of the tuft make Classic suitable to both private homes and public spaces. Classic comes in nine new powdery colors and three new patterns.

CLASSIC PATTERNS



Plain



Matrice Small



Matrice Large



Bouclé Border (7 cm wide)



Bouclé Border (5 cm wide)

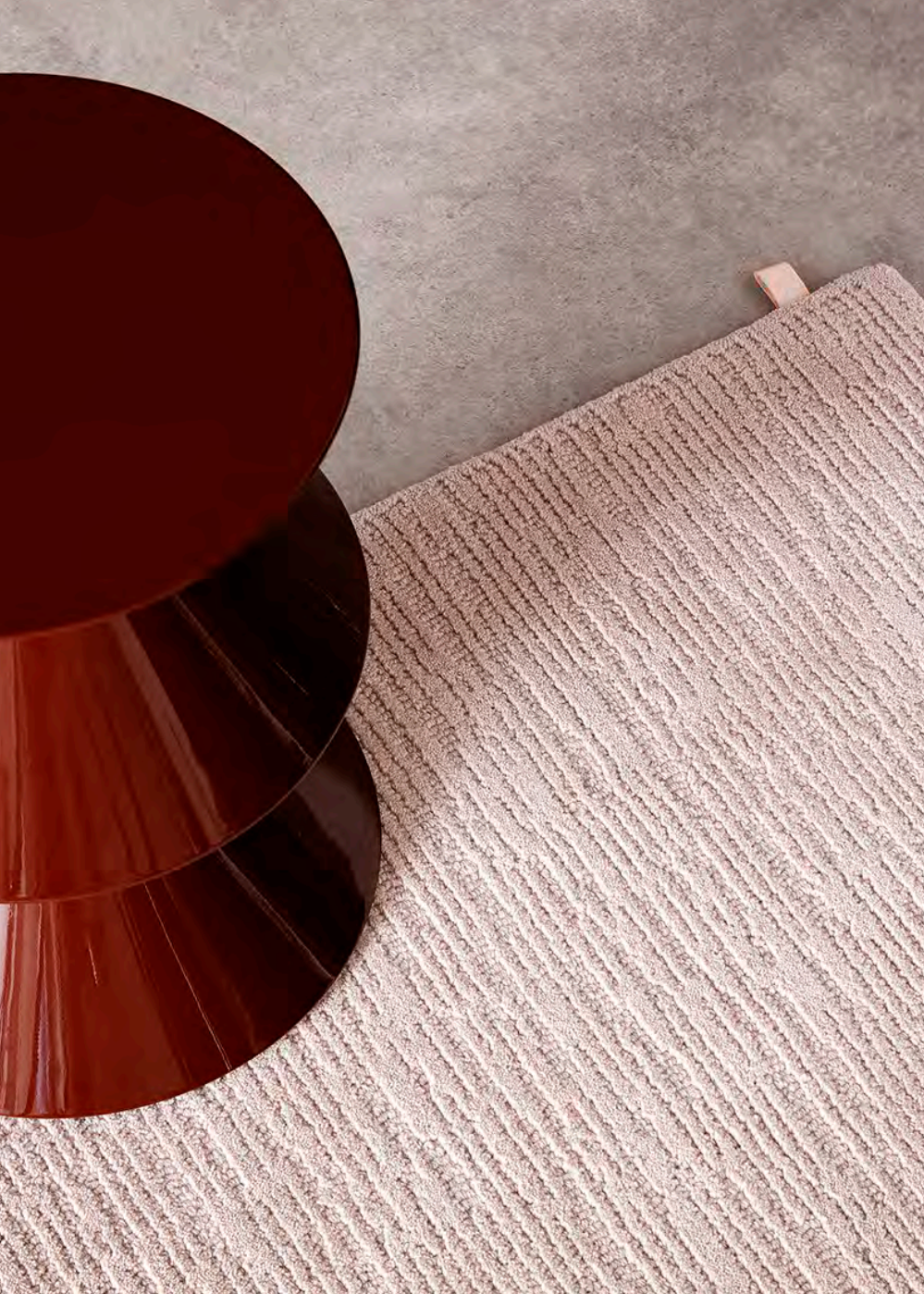


Damask



Links





CLASSIC

9 COLOR UPDATES, 16 COLORS IN TOTAL



Soft Ceramic 807



Misty Taupe 515



Satin Clay 806



Hortensia Blush 620



Rose Marble 611



Muted Teal 203



Botanic Shade 303

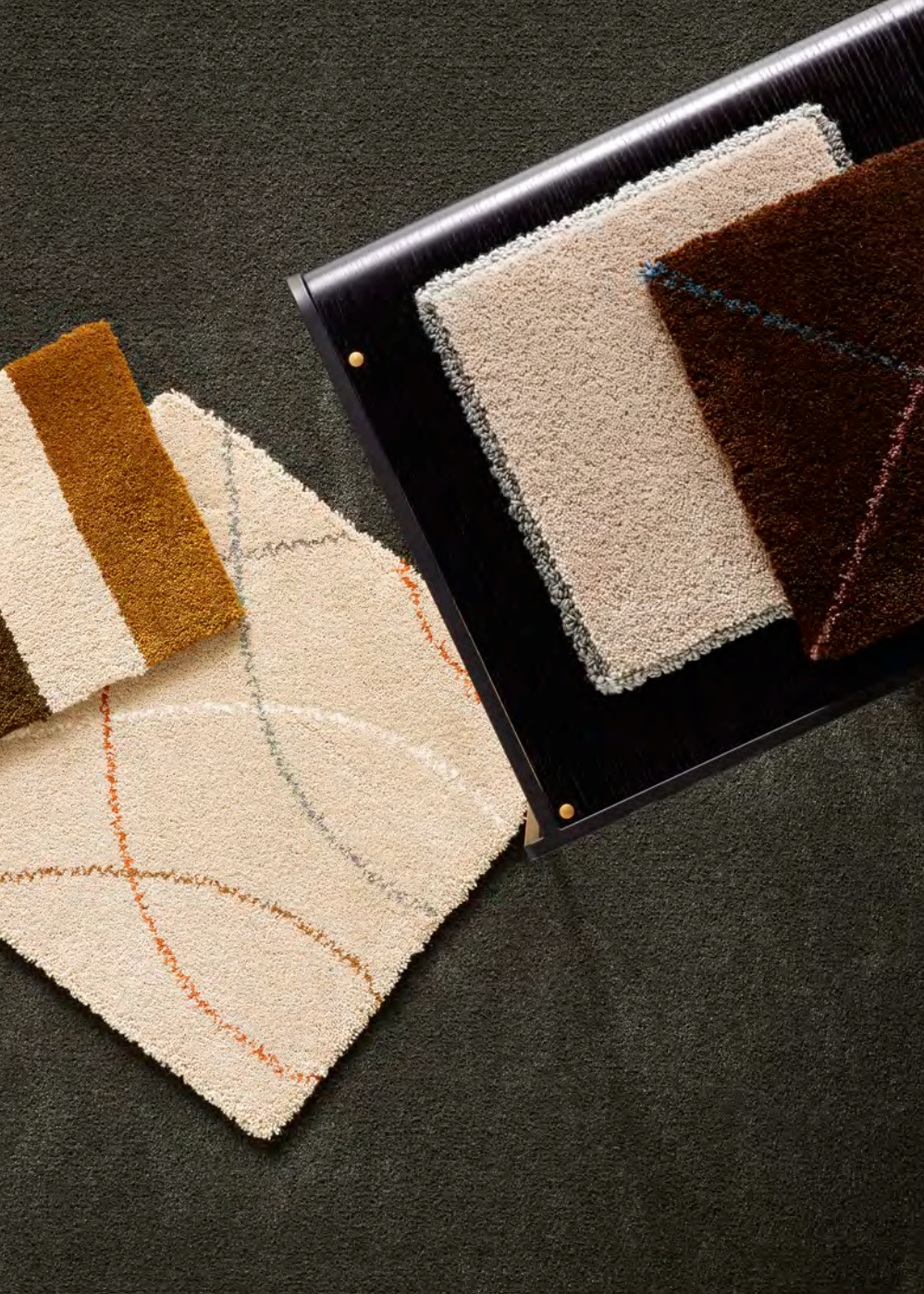


Mink Brown 707



Antique Brass 706





MARK

DESIGN | KASTHALL DESIGN STUDIO

The color scheme has been developed over the years and chosen from an artistic point of view. By using the same yarn as for our Häggå and Arkad families it is possible to produce this tufted rug in the same colors. Mark can be ordered in any size and for larger projects the Kasthall Design Studio offers custom made solutions. .

In Spring 2018 Kasthall is adding the hand tufted rug Mark into the Rug Designer tool. Mark is a new hand tufted Rug available in 116 colors.



GRY, 4 COLORS IN TOTAL



Rose Mist 610



Pale Turquoise 203



ESTHER, 8 COLORS IN TOTAL



Powder Greige 804



Ash Grey 551



Bark Green 301



Tangerine Orange 441



INGRID ICON, 9 COLORS IN TOTAL



Brown-Grey 751



Asphalt-Grey 582



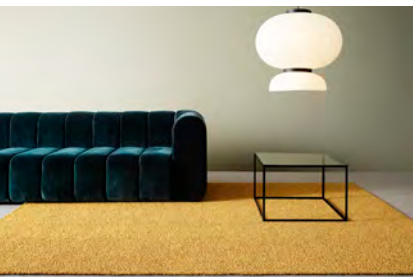
Yellow-White 481



Orange-White 482



Green-White 380



LAV, 7 COLORS IN TOTAL



Sandstone 806



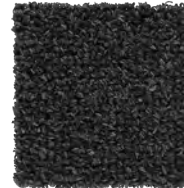
Seashell 504



Amber Gold 400



Dried Sage 701



Tarred Wood 503

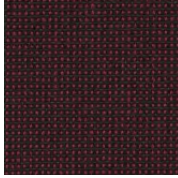


Hurricane Blue 201

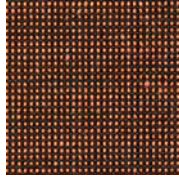
COLOR UPDATES

WALL TO WALL NEWS

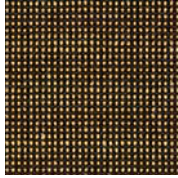
TOMMY



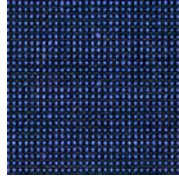
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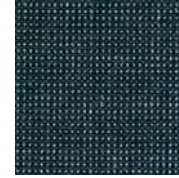
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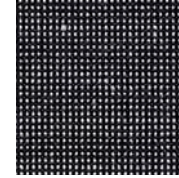
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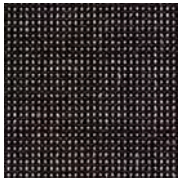
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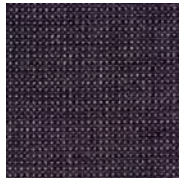
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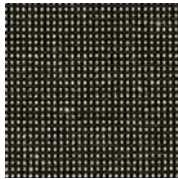
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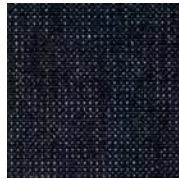
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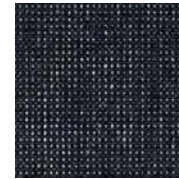
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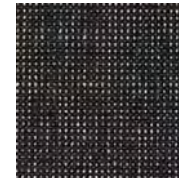
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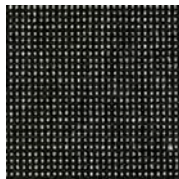
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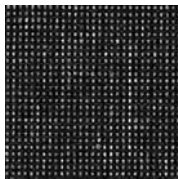
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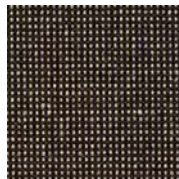
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091040-900



091040-901

WALL TO WALL NEWS

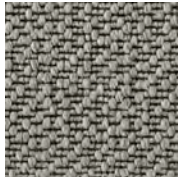
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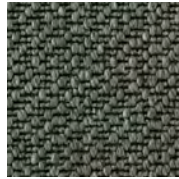
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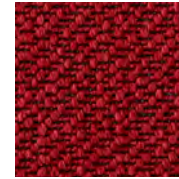
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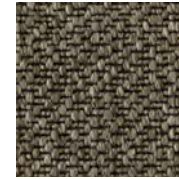
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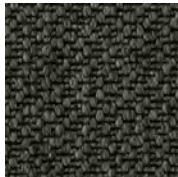
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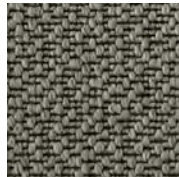
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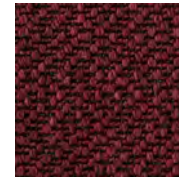
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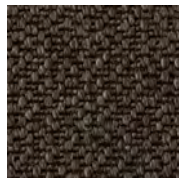
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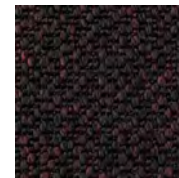
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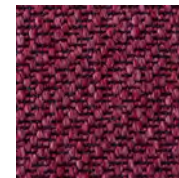
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69-7157



69-7159



69-7164



LIVIA

DESIGN | KASTHALL DESIGN STUDIO

Livia is our new wall-to-wall carpet in 100 percent wool bouclé. For Livia we have used a thick yarn of high density which lends a fantastic textile feel to the surface. At the same time it is a strong surface of comfortable height. The color scheme is inspired by the Nordic landscape and the yarn has got natural color variations of a melange character. The low and tight bouclé stands perfect to different kinds of wheels on furniture or chair legs. Livia comes in a width of four meters.



Rubble Stone 8453



Cold Lava 8452



Drift Wood 8454



Himalaya 8455



Camel 8456

Kasthall would like to thank the companies below that let us borrow their furniture for our lifestyle photoshoot. THANK YOU!

Atelier Areti
Blå Station
David Design
Dux
Ekerö Möbler
Fogia
Fritz Hansen
Gubi
Gulled Agentur
Hem Design
Input Interiör
Ire Möbel
Länna Möbler
Massproductions
Nordiska Galleriet
Offect
Poltrona Frau
Swedese
Vitra
Wästberg

Photographer: Mathias Nero
Stylist: Roberta Ellingsen
Print: Göteborgstryckeriet, Mölndal, Sweden
Paper cover: Amber Graphic, 240g
Paper insert: Amber Graphic, 150g

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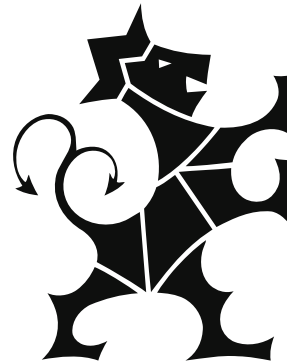
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