

ILSE CRAWFORD FOR
KASTHALL

GRÖNSKA
COLLECTION

GRÖNSKA COLLECTION

by Ilse Crawford

The collection named 'Grönska' meaning 'greenery,' is inspired by the meadows, fields and farmland that surround the Kasthall factory in Kinna, Sweden, where it has been located since 1889. Like Kasthall rugs, it is a landscape made by humans and their machines. Each of the five designs embodies archetypal Swedish landscapes throughout the seasons. The collection also considers the cultural shift towards greener architecture and interiors. We live most of

our lives indoors, so bringing a physical connection to nature inside was an important thread throughout the design process. The color green brings a sense of life, has a positive impact on our health and in the right shades is perceived as neutral. The Grönska collection reflects the colors, rhythms and textures of the diverse Swedish landscapes, bringing these into our homes and public spaces in a beautiful, abstract and more accessible way.

“With Kasthall we explored weaving and tufting techniques to reflect the rhythm, irregularity and tactility of Swedish landscapes. In turn the rugs bring these qualities into the homes and public spaces where we live.”



Ilse Crawford and Lena Jiseborn, Design Director at Kasthall, experimented with tufting techniques that evolved into the Åker and Tappa designs.



Throughout the design process, Studioilse have been inspired by the landscapes around the Kasthall factory in Kinna and have brought the colors and textures into each of the designs.





A DESIGN COLLABORATION

The design collaboration began in spring 2017, bringing together the skills and experience of Kasthall with Ilse's human-centred approach to design to produce three woven rugs, Fåra, Glänta and Ängsmark, as well as the two hand tufted rugs Täfteppa and Åker. Observing how connected the Kasthall factory felt to the surrounding fields of Kinna, it felt natural to design a collection of rugs that celebrates such an important part of Kasthall's identity. Alongside the natural beauty during their design research, Studioilse dug into the vast archive at Kasthall and were impressed by Gunilla Lagerhem Ullberg's exploration and experiments around the theme of nature throughout her 28 years as Kasthall Chief Designer. Studioilse were interested by how much the human eye and human touch play a vital part in every stage of the Kasthall manufacturing

process, alongside its perfect combination of industry and human judgement. Together with Kasthall Design Studio they have developed new ways of using the materials and techniques to bring a sense of the human hand, and materialize the irregularity and tactility of the landscapes the designs represent. Challenged to find a range of greens that could echo the nuanced shades found within the landscapes, Studioilse worked with Kasthall to expand the range of colors. For example, they started a new development of the hair yarn, where they experimented with an over dyeing method for mélangé hair yarn that could allow the natural color shifts in the wool to shine through. The result is a yarn with rich depths and irregularity that is an important component of the woven rug Ängsmark and the tufted rug Åker.



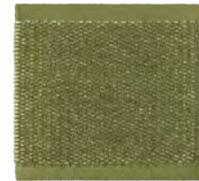


GLÄNTA

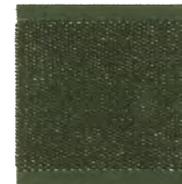
The hand woven quality of Glänta is achieved using a thick chenille yarn, where its natural lusture provides warmth and softness underfoot. It is woven in such a way that it reveals the structure of the weft yarn beneath, to give the rug a beautiful irregularity and the impression of light flecks of earth peeking out from within a glade. Glänta is available in four colors reflecting the changing seasons.



Februari 502



Juni 306



Oktober 310



December 512



ÄNGSMARK

Ängsmark is a thin and light hand woven rug interspersed with lines of chenille that create a rhythm and pattern. The design uses over dyed mélangé yarns, specially developed for the Grönska collection, to bring subtle depth and variations in color like those found within the fields and meadows of Sweden. The mélangé yarn is twisted with fine white hair yarn which appears randomly over the surface and adds to the effect.

Ängsmark is available in four colors reflecting the changing seasons



Januari 501



Juni 306



Augusti 808



September 409



Oktober 810



November 311





FÅRA

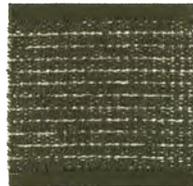
Fåra is a hand woven rug that uses a newly developed bouclé yarn in pure wool with a beautiful irregular quality, woven in stripes to expose the wool base. This gives the appearance of earth and fields that have just been ploughed. The stripes are intensified by carefully considered contrasts of color.
Fåra is available in four colors reflecting the changing seasons



Januari 501



Februari 502



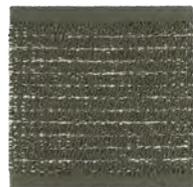
Mars 303



Juli 307

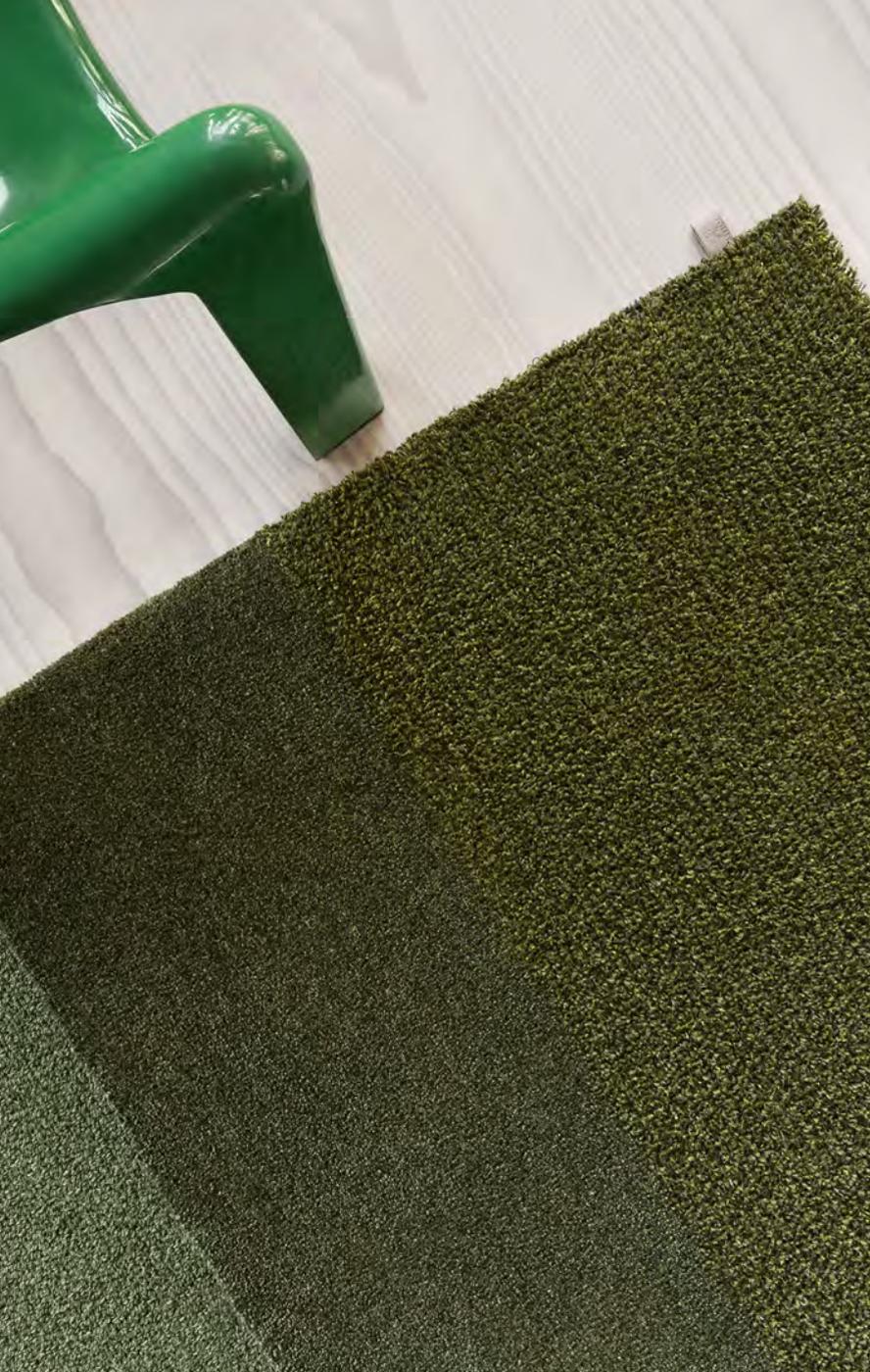


Augusti 808



November 511





ÅKER

LIMITED EDITION

Åker is a limited edition tufted rug with horizontal block stripes of different textures, colors and techniques. It demonstrates a range of tuft types in each of its stripes – cut and loop pile, cut pile and bouclé pile, and uses a mixture of linen, wool and mélange yarns. The blocks work together to conceptualize the textures and colors found in farmland that surround the Kasthall factory in a beautiful and abstract way.

Åker is produced in a limited edition of 50 rugs, in one color way and only in the size 200x300 cm.







TÄPPA

Täppa is a soft and tactile hand tufted rug of wool and linen that uses a special technique combining cut and loop pile. This renders Täppa a soft, shimmering but sturdy surface. As the wool yarns create a block of rich color, and the linen yarn creates the pattern, they appear in natural shades like seedlings that have just sprouted. Täppa is available in four colors reflecting the changing seasons.



Januari 501



Maj 305



Oktober 310



November 311



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GLÄNTA



Februari 502



Juni 306



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December 512

ÄNGSMARK



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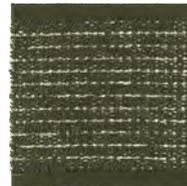
FÅRA



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TÄPPA



Januari 501



Maj 305



Oktober 310



November 311

Furniture from:

De La Espada
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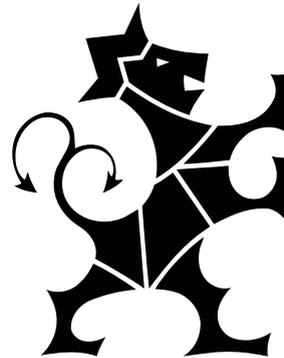
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