

# KASTHALL





# COLORS IN BETWEEN

*Collect and cultivate*

Hidden behind closed doors are secrets that spark our inner life. In the most remote corners of the factory, in silent warehouses and unmarked boxes, seeds of thoughts are uncovered waiting to be born again. Fascinating tones of color in saw dust, metal scraps and worn machine parts. Wall colors from now and then. Color fragments, residual yarn, old color samples. A creative exploration where we see things with new eyes to inspire new ideas, woven together by nature, know-how and art. A flashback that allows us to move forward. The collected treasures become inspiring nuggets from the past, fused together with the present to illustrate the

magic of nature. A vivid variation of perspective, abundance of color, irregularity and repetition in the space between colors and textures. The diversity of colors unites the cyclical variability and permanence that we live in. A patchwork of expression where accents and bright colors from reefs and oceans are mixed with hues and lines from landscapes and beaches. A curious, sometimes naïve, quest where new perspectives are applied to colors and characteristics that are rarely noticed: The sublimity of spaces. Things that escape our attention but are always there. Holistic poetry. We call it “Colors in Between”.

# THIS IS KASTHALL

*Made in Sweden. Designed for the world since 1889.*

Over the years Kasthall has won many awards. Below are a few of them.



Wallpaper Design Award for the handtufted rug Feather within the Soul of Nature Collection.



Wallpaper Design Award for the woven rug Äng within the Grönska Collection, designed by Ilse Crawford.



Elle Decoration Design Award for Harvest, made of leftover spools of yarn from the production process.

In 1889, in the quaint Swedish hamlet of Kinna, passionate textile craftsmanship met nature-inspired design and gave rise to Kasthall. Today admired worldwide.

Classy offices in Tokyo and boutique hotels in New York. Persian palaces and Royal Castles. Beautiful residences great and small. Exotic hideaways and luxury yachts. They have all discovered the mesmerizing quality and versatility of the rugs we make. But it comes at a price. Namely, the finest natural materials in the world, innovation, creative design and respect for nature. A process where every thread is touched by a human hand. Every color carefully selected. Every rug made to honor the timelessness that holds the key to sustainability. Our rugs will likely outlive you. The secret? Meti-

culous sourcing and proud craftsmanship. A will to constantly learn. A design philosophy conscious of our place in the world, minimizing our footprint and maximizing our presence – in harmony with Mother Earth. A legacy of tradition, vision and perfection. Paying respect to our heritage but always looking ahead. Always together.

Woven from the finest yarn around, every rug is a creation of flawlessness, form and function. Our open-door culture brings ideas and living samples to life in a day or two. Then we can see it, feel it, judge it. Does it check all our boxes? Then it is a Kasthall – a rug not chosen by accident. A rug chosen out of desire for something better. Out of instinct to improve and evolve. All this has taken us to where we are today. Still in Sweden. But with global presence.









# SUSTAINABILITY

Sustainability is, and always has been, an obvious and natural part of Kasthalls' identity and growth. Our environmental responsibility permeates the entire production chain. From raw material selection to production, transportation and waste. It comprises emissions to air, water as well as recycling. Our environmental policy sets a clear target to reduce combustible waste. The yarn we use is prepared, dyed and mounted on spools uniquely for each rug. Everything is made to order and manufactured according to every clients' requests and needs. In a quality that lasts a lifetime. Thus, excess production is avoided. The superior quality makes it a non-repetitive purchase, contributing to lower lifetime consumption of nature's limited resources.

Sustainability is a question of choosing the right resources. The short-term costly choice can be the long-term wise. Financially as well as environmentally. It is a question of awareness, responsibility, competitiveness and commercial common sense. For us. For all. For the environment and for the climate. By questioning our design- and production process we discover and invent new things and ways. New ideas that are integrated in our ongoing history.

HARVEST  
ELLE DECORATION DESIGN AWARD 2018.







MADE OF LEFTOVER SPOOLS YARN FROM THE PRODUCTION PROCESS.

### IF YOU DO IT, DO IT PROPERLY.

A well measured sustainability policy rests on long-term collaboration between manufacturer and suppliers. A small but good example are the leather tags attached to our rugs Harvest and Flourish, so called “circular leather tags”. It all started with a project termed “Developing future markets for climate- and resource efficient products”, aimed at companies wishing to influence the future market for secondary textile. Kasthall is a driving force behind changing the way our industry works, incorporating the changes as a natural part of our production and our co-worker mindset.

The objective of the project was a competitive Swedish textile industry where textile residue maintains or increases value and contributes to increased sustainability through lower volumes of new raw material and utilization of inherent value in residual product. Kasthall raised the idea of using leftover leather from car manufacturing as alternative leather tags for our rugs. It may seem marginal, but it is an important step on a longer journey. We learn about total material use, which reduces the origin of residual material and diminishes the need for new raw material.





AWARD WINNING HARVEST.  
EVERY RUG IS UNIQUE.



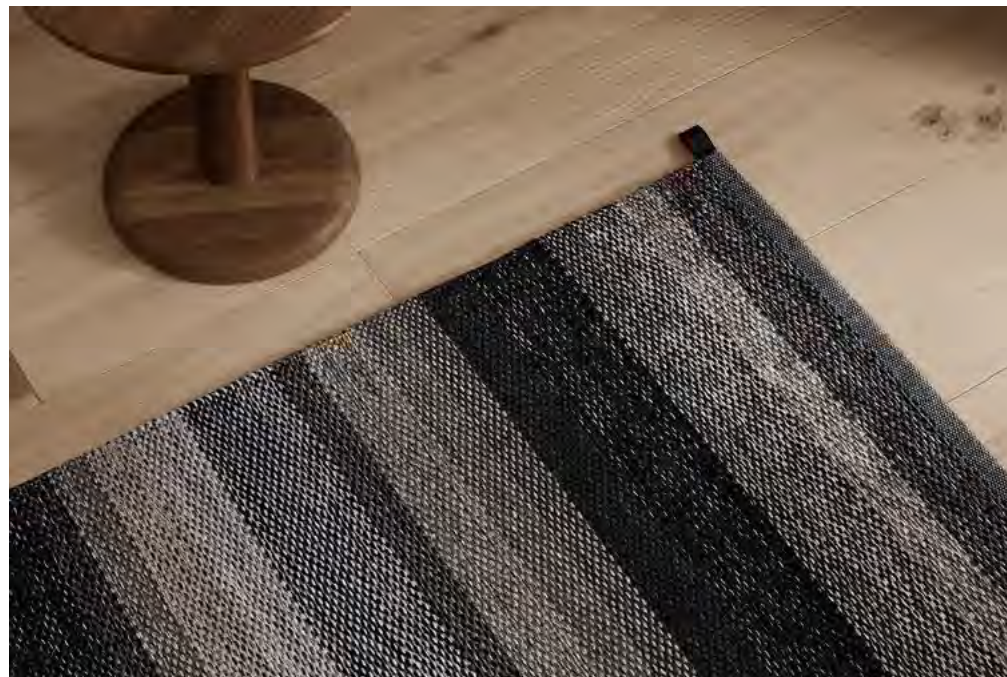
# HARVEST

WOVEN RUG IN RESIDUAL YARN IN PURE WOOL  
DESIGN | KASTHALL DESIGN STUDIO/  
ELLINOR ELIASSON

An idea sometimes appears out of nowhere. Watching yarn spools from the weaving mill being thrown into the combustion container lit the spark that grew from idea to a new rug. And a next step in our continuous environmental work. Harvest is made from residual yarn, making every rug unique – a modern rug in varying shades. Harvest is available in six different color concepts, instead of exact colors, as the availability of residual yarn largely determines the design. The availability of yarn may vary, affecting the lead time.

Sometimes we must wait for a specific yarn color from our production, but it's worth waiting – a totally unique rug is hard to beat. A triple shuttle-weave whose color changes in step with the spool runs running out in one shuttle, being succeeded by another spool, another color. A distinctive character that separates Harvest from other woven Kasthall rugs' is the unique ending with a lined edge repeating the rugs color variations.

**Harvest is available in six different color concepts:** Green, Yellow & Red, Purple & Pink, Blue, Beige & Brown, Black & Grey.



Elle Decoration Design Award for  
Harvest, made of leftover spools  
yarn from the production process.

*The circular leather is a residual product from Swedish automobile industry. The leather originates from Scotland before being processed in Gothenburg in order to become upholstery. Waste material becomes raw material for Kasthall. Black tags selected by Kasthall Design Studio are punched and delivered to impressing in adjacent Gnosjö before they end up as tags on Flourish and Harvest, two products with outspoken sustainability profile, the production of which entirely relies on residual yarn.*



# FLOURISH

HAND TUFTED RUG OF RESIDUAL YARN IN PURE WOOL  
DESIGN | KASTHALL DESIGN STUDIO/  
ELLINOR ELIASSON

A good idea seldom arrives alone. First Harvest, then Flourish. Another manifestation of the circular thinking at Kasthall. To make a tufted sibling to the woven Harvest, from residual yarn, is not as clear a process as one might think. Tufted products do not generate residual yarn in the same as woven ones.

The idea was developed by mixing colors with a randomly determined color flow in the making of the rug. The result was a unique rug, much like a work of art. The process emanates from fundamental principles on how to mix colors, deviating from the more predetermined color concept of Harvest. All nuances and shades; from bright colors to neutral, dark to light, may be mixed. The rug is then tufted diagonally in patches, with a three-dimensional structure in cut and bouclé in Kasthall Classic yarn.

## What is residual yarn?

Usually, there are one to three spools of yarn left over after a rug is produced. This is done deliberately to ensure accessibility to material, should anything go wrong during production. In our quest to avoid color discrepancies or deviations (a crucial principle of our quality standard) we never reuse residual spools for new rugs. A rather brilliant idea in line with our pursuit for sustainable production processes, setting an example for the rest of the industry to follow.













# POETRY

WOVEN CHENILLE RUG IN PURE WOOL AND LINEN  
DESIGN | KASTHALL DESIGN STUDIO/  
MAJA JOHANSSON STARANDER

Poetry perfected. An expression of passionate weaving. Poetry is a rug in Arkad-pattern with dark earthy tones shifting to light ethereal colors. The edgings on both sides are unique; seven cm wide in three wide colored streaks. From lightness to darkness, dawn to dusk, stone by stone, element by element – the pattern is reminiscent of building blocks, but also holds a history of knowledge and genuine craftsmanship. A patchwork, a mosaic, a tapestry turned into an eclectic figuration of perfection as a result of uncompromising craft at the top of its game. An ever-relevant poem bridging the gap between yesterday, today and tomorrow – where the rug tells a compelling story through color and shape. A story that is yours. And Kasthalls.

Poetry is available in two different colors: Earth 200, Sun 400.



Earth 200



Sun 400





# HARPER

WOVEN RUG IN PURE WOOL

DESIGN | KASTHALL DESIGN STUDIO/ELLINOR ELIASSON



Golden Ash 450



Ocean Mist 221



Redwood 881



Dark Lavender 220



Sand Dune 882



Pine Tree 880



Silver Willow 551



Charcoal 550



Cosmopolitics, please. Big city, hotel suite, modern architecture and less is more. Harper projects low profile presence, yet axiomatic, with its subtle thin linear structure flirting with the thought of tailored suits. But do not make the assumption that the suit belongs to a man.

Harpers' androgynic and shaded aura obscures the distinction between the obvious and the blurred. Inspired by a state of timeless existence, tweed and harp strings, the rug becomes an urbane and confident backdrop in the environment in which it is placed. Thanks to its light weighted volume and quiet personality it sets the scene for others without removing itself. A hallmark of modern finesse and classic courtesy that is typical of conscious homes and sophisticated public spaces. Or a staircase.

**Harper is available in eight different colors:**

Dark Lavender 220, Ocean Mist 221, Golden Ash 450, Charcoal 550, Silver Willow 551, Pine Tree 880, Redwood 881, Sand Dune 882.







# NARROW STRIPE ICON

WOVEN RUG IN PURE WOOL  
DESIGN | KASTHALL DESIGN STUDIO

A legend raises its voice. A confident and classic wool rug originating from a proud Swedish weaving tradition renowned for its richness in pattern and color. Originating in the Narrow Stripe-pattern of the Arkad family we have generated five unique color combinations where we challenge the balance between color blocks; graphically and in collaborative tonality. With bold playfulness with regard to patterns and colors we strive to challenge the eye, and surprise through graphic manifestation and color choice, in merging with traditional design. In short, we want to speak louder and become more commercially viable. Narrow Strip Icon enjoys the company of brave architecture and conceptual interiors.

With Narrow Stripe Icon we want to emphasize the potential of the Arkad-family. We have created color combinations aligned with this year's color theme, and this new Icon-product emanates from the Narrow Stripe pattern.

**Narrow Stripe Icon is available in five different colors:**  
Bamboo Leaf 381, Indigo Dream 221, Red Clay 753,  
Summerset 483, Silver Plum 560.







Bamboo Leaf 381



Summerset 483



Red Clay 753



Silver Plum 560



Indigo Dream 221







# PALETTE

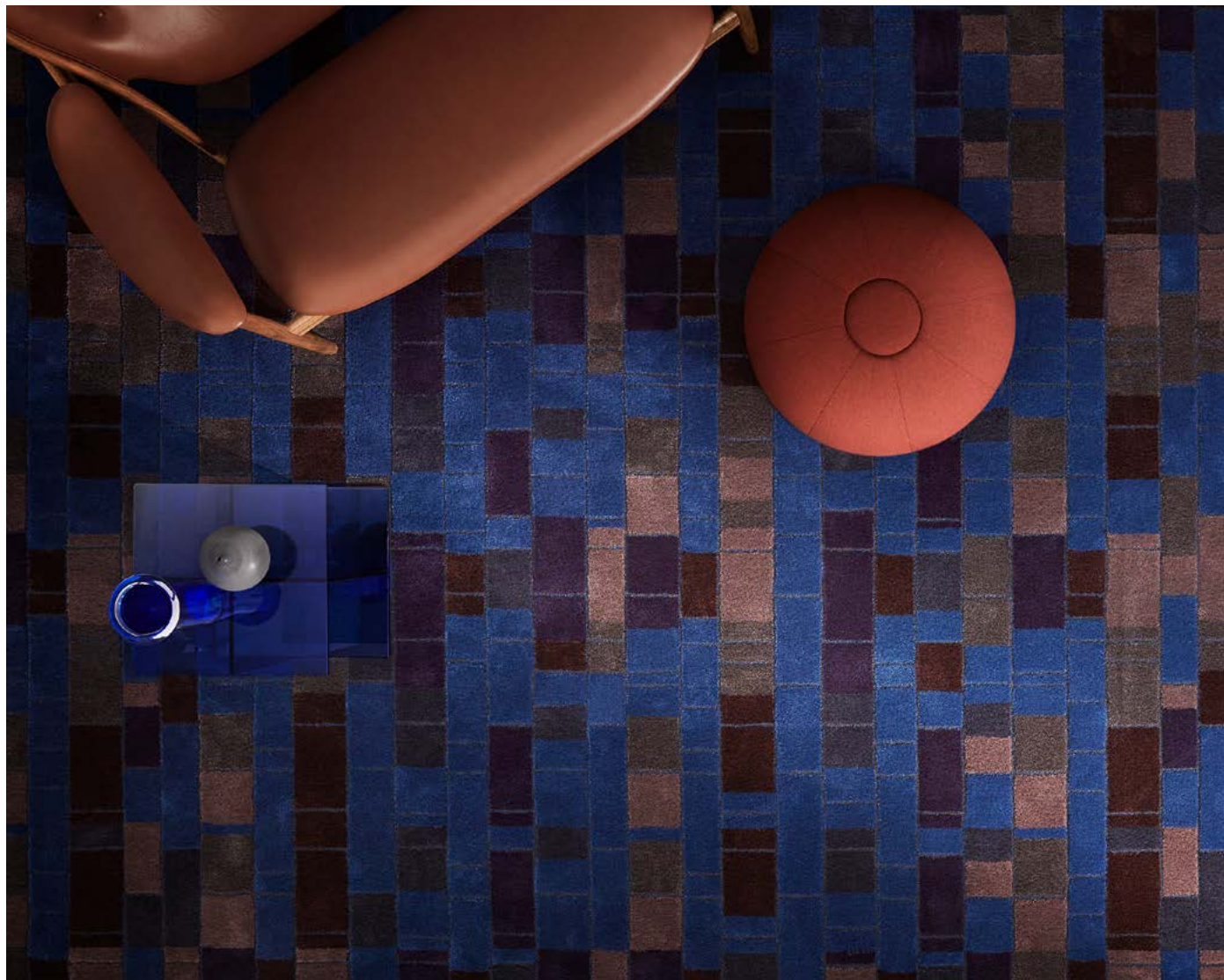
HAND TUFTED RUG IN PURE WOOL  
DESIGN | KASTHALL DESIGN STUDIO/  
MAJA JOHANSSON STARANDER

The spaces between spaces. In the beginning there are just different colors. Separated. Together they tell stories and create associations. Loose thoughts are linked together by threads. Yarn. Different colors are mixed on the artists' palette. New color denominations are born to create depth, light and justice to the inner vision. When the motif is complete, the palette has altered appearance; it becomes a patchwork of nuances, fields and suggestive shades. Deep tantalizing colors, an insight in an ongoing creative process. The result: Palette.

An artistic canvas of yarn that, with a graphic idiom expressing soft textures, harmonic gradients, color richness, symbiotic stringency and freedom. A superior quality rug with colored building blocks joined together and kept apart by spaces. A confident and elegant rug that knows its place.

**Palette is available in two different colors:**

Blue 200, Green 300.





# MELANGE FAMILY

HÄGGÅ MELANGE | *A classic woven rug with flat character in pure wool – 20 colors*

LOOP MELANGE | *Tufted bouclé rug with more “body”, larger loops and a fringelike accentuated edge in pure wool – 20 colors*

MACRO MELANGE | *A woven wool-blended wall-to-wall carpet. Ideal as a backdrop fond that strikes the note – 22 colors*

DESIGN | KASTHALL DESIGN STUDIO

Public spaces often provide a multitude of questions for property owners, clients, architects and interior designers. Questions regarding the nature of business, purpose and well-being – but also pertaining to quality, comfort, acoustics and aesthetics. And, of course, sustainability.

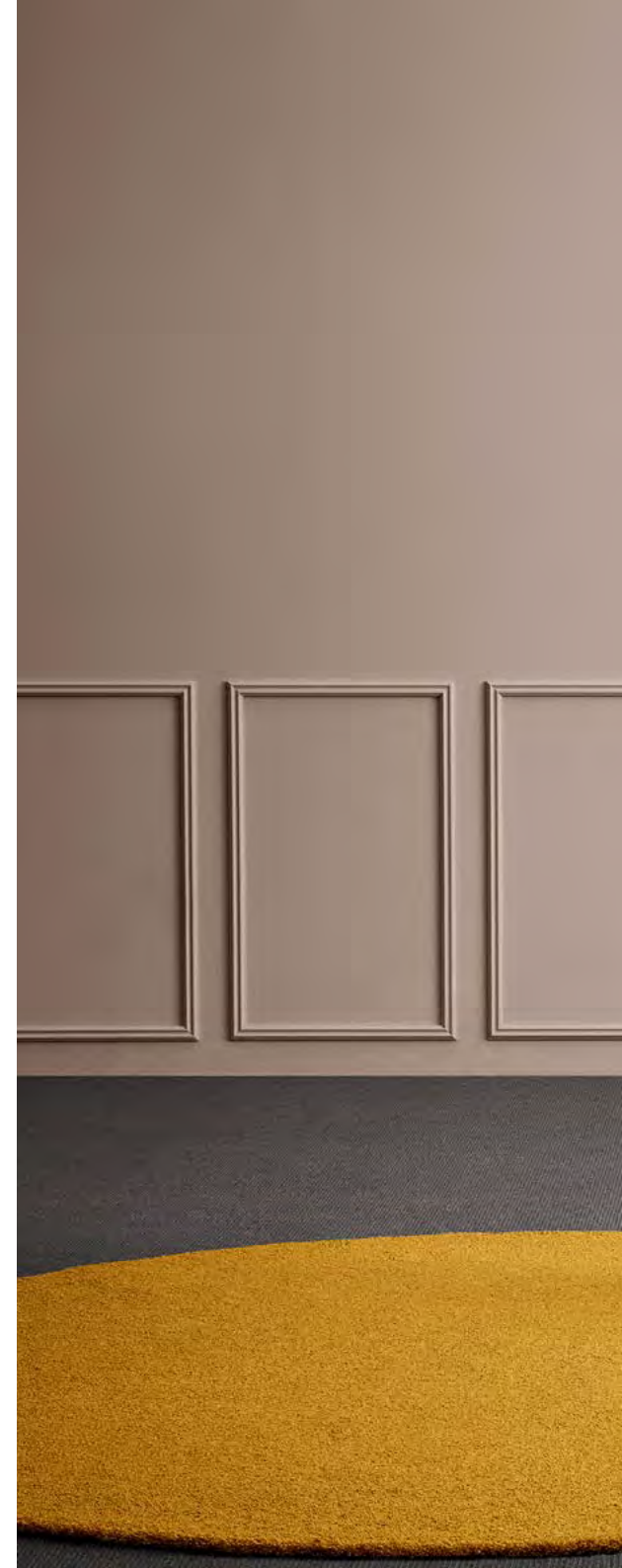
With color in focus and its vivid imagery, Melange Family is a collection that satisfies different needs and offers creative solutions for public spaces, but also for private homes. The Melange Effect creates a unifying DNA that weaves them together, even though each rug has the personality to make it on its own. The concept provides conditions to create balanced spaces without sprawling components, with Macro as a backdrop setting the tone with its comprehensive features. And the possibility to use Häggå Melange and Loop Melange to create rooms within the room, like pleasant islands in a landscape where the material forms a stunning and harmonious symphony.

**Häggå Melange, Loop Melange, Macro Melange.** Three unique Kasthall rugs whose heritage is further strengthened by a unique yarn that creates

context, affinity and unity. Classical, beautiful and sustainable. Melange has a tantalizing visual complexion that, in its original and natural form, varies between lighter and darker shades. Much like the wool of the sheep, resulting in a vivid, soothing and shimmering weave or tuft.

The overall impression of Melange is like a journey where you are embraced by your own experiences, not those of others. Free and far from the artificial world, you will find your own peaceful resonance in the mild range of colors. Where everything interacts, just like in nature. Where structure and form never obstruct, but rather have their given place and function.

Macro Melange, a woven wall-to-wall carpet, Häggå Melange and Loop Melange as wall-to-wall or made-to-measure rugs. Häggå Melange is woven with flat character; Loop Melange, a tufted bouclé rug with more “body”, larger loops and a fringelike accentuated ending. Each one capable of creating a sense of cohesion and calmness. A flexible and matching collection for offices, conference establishments, lounges, hotels and restaurants. A welcome expression in the turbulent world we live in.





*One identity. Different personalities.*



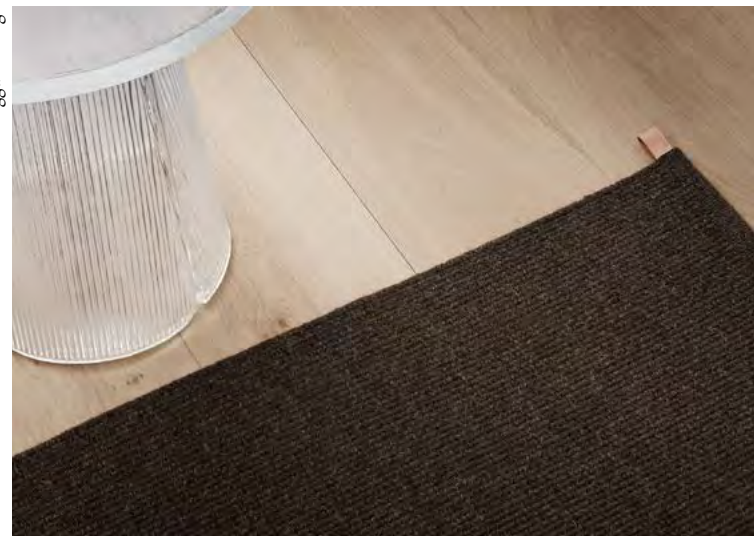
Macro Melange



Loop Melange

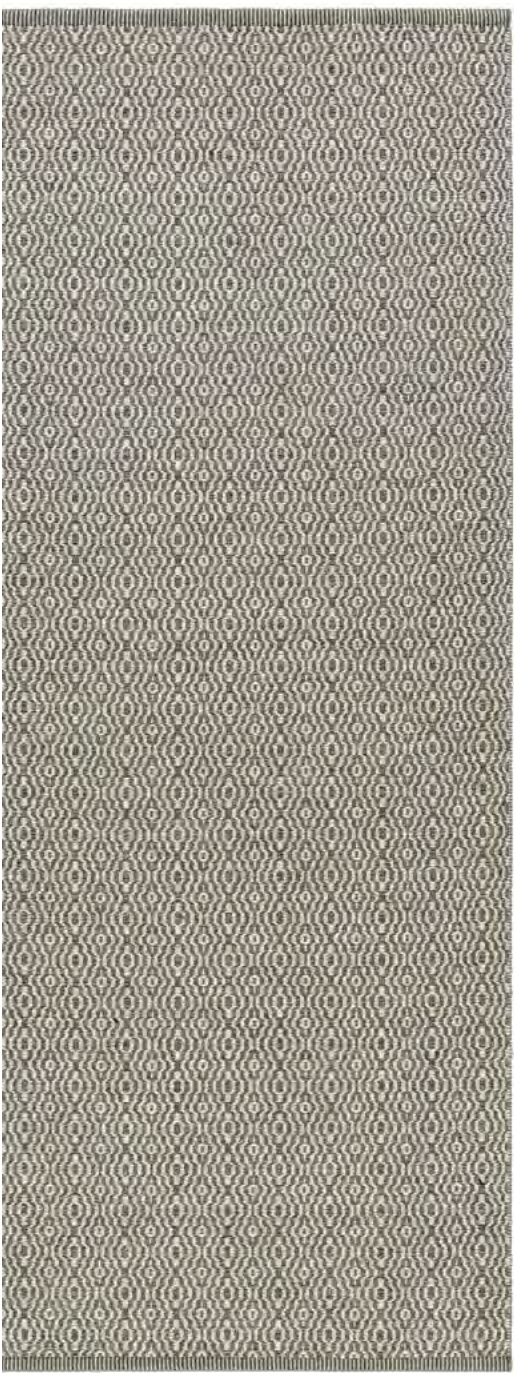


Haggä Melange





# KASTHALL BESTSELLERS







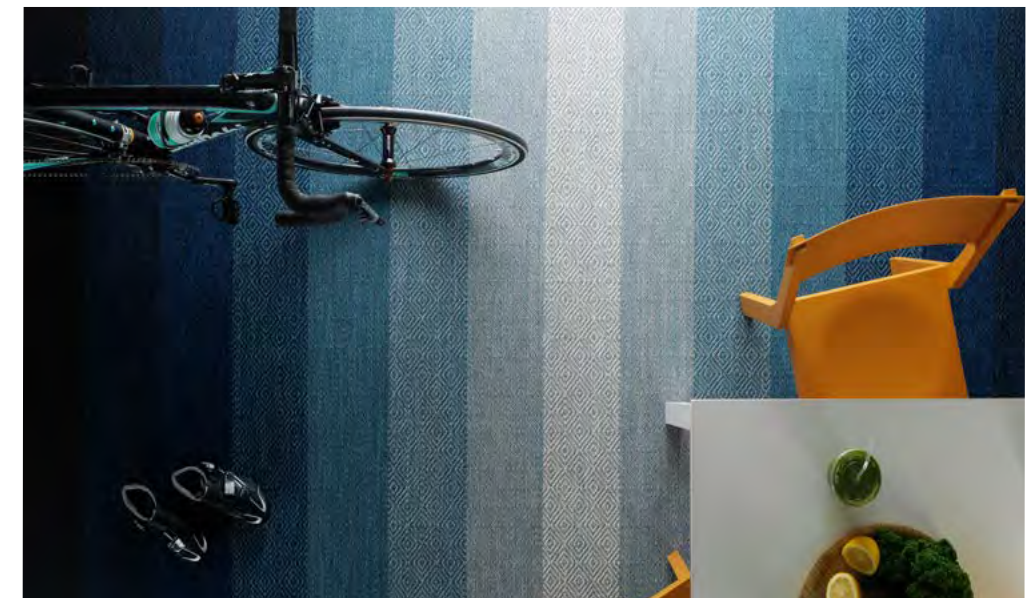
# HÄGGÅ

WOVEN RUG IN PURE WOOL  
DESIGN | GUNILLA LAGERHEM ULLBERG

A shaft-woven rug and exclusive wall-to-wall carpet that gives you the freedom to combine patterns, colors and accents precisely the way you want. You can choose from over 160 colors and nine different patterns. Within group one you can combine them in the way that appeals to you. Patterns within group two can only be used solid. You can choose between mixed and single-color yarns. You can also add accent colors in stripes, or divide the rug into several color fields – the possibilities are endless.

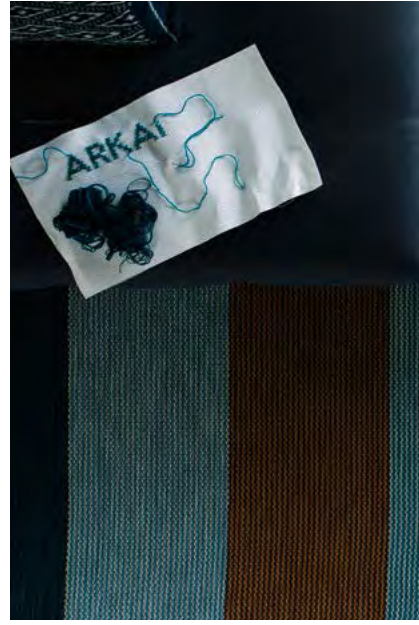
**Colors:** Choose from a total of 43 mixed and 132 unicolored yarns to create your Häggå rug. You can find all color samples and color numbers at [kasthall.com](http://kasthall.com).

You can customize your very own rug with our easy accessible and web based design tool Rug Designer that guides you through the process and makes sure that any design you come up with can be made on the weaving looms in our factory in Sweden. For more info visit [kasthall.com/en/rugdesigner](http://kasthall.com/en/rugdesigner).





# KASTHALL BESTSELLERS







# ARKAD

WOVEN RUG IN PURE WOOL  
DESIGN | GUNILLA LAGERHEM ULLBERG

This classic wool rug and exclusive wall-to-wall carpet is made according to old Swedish weaving traditions. This gives you the freedom to combine patterns, colors and accents just the way you want. For example, you can choose between ten different patterns and between mixed and single-color yarns, and combine them to suit your individual taste.

**Colors:** Choose from a total of 43 mixed and 132 unicolored yarns to create your Arkad rug. You can find all color samples and color numbers at [kasthall.com](http://kasthall.com).

You can customize your very own rug with our easy accessible and web based design tool Rug Designer that guides you through the process and makes sure that any design you come up with can be made on the weaving looms in our factory in Sweden. For more info visit [kasthall.com/en/rugdesigner](http://kasthall.com/en/rugdesigner).







# AWARD WINNING FEATHER

HAND TUFTED IN WOOL AND LINEN BOUCLÉ- 4 COLORS





KASTHALL BESTSELLERS

CLASSIC

HAND TUFTED RUG IN PURE WOOL - 16 COLOURS





# BOUCLÉ CORDUROY

WOVEN BOUCLÉ RUG IN PURE WOOL AND LINEN - 5 COLORS





KASTHALL BESTSELLERS

GRETA

WOVEN RUG IN PURE WOOL - 12 COLORS





# FOGG

HAND TUFTED RUG IN PURE LINEN - 11 COLORS





# REFERENCE CASES

## Among our clients are:

Retail: Adidas, Bally, Chanel, Christian Dior, COS, Fendi, Guerlain, H&M, Hugo Boss, Lancome, Louis Vuitton, Marco Polo, Miu Miu, Prada, Valentino, Vitra.

Hospitality: Nobis Hotel, Avalon Hotel, ES Hotel Roma, London Hotel NYC, Operakällaren Restaurant, TenBosch House, The Berkely Hotel, W Hotel Boston.

Corporate: Adobe, Chrysler, Daily News, Disney, Ericsson, Google, Hewlett Packard, SAS Airline, Princeton University, Italian Embassy, Guggenheim Foundation, Volvo, Electrolux.

### THE NORWEGIAN EMBASSY, STOCKHOLM

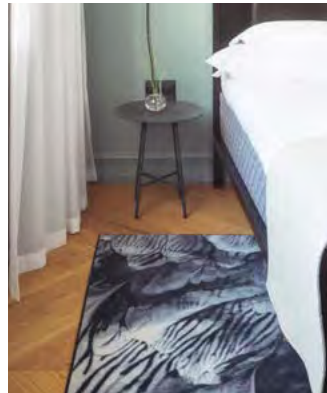
ARCHITECT: The Norwegian Embassy, created by architect Knut Knutsen, commissioned to Kasthall to find a rug that harmonized with the existing interior style with elements of wood and raw brick.

RUGS: Woven Ingrid in Stripes.



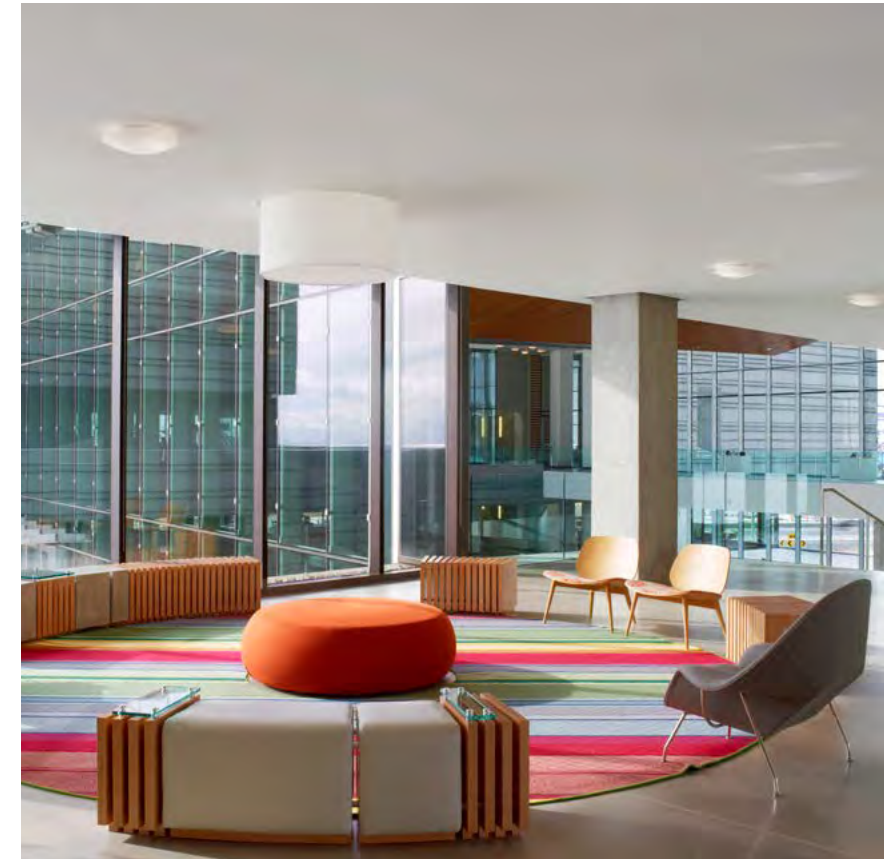
### NOBIS HOTEL COPENHAGEN

ARCHITECT: Wingårdhs | RUGS: Bespoke hand tufted rugs and Bespoke Printed Carpets.



### ADOBE CAMPUS, USA

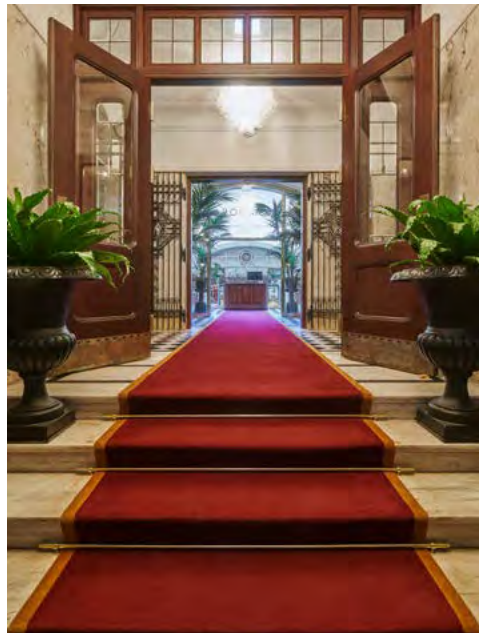
RUGS: Custom designed woven Häggå cut into round shape with stitching around.







**BANK HOTEL STOCKHOLM**  
 INTERIOR ARCHITECT:  
 Jonathan Söderblom  
 RUGS: Classic in dining room and suites and  
 Bespoke Printed Carpets.

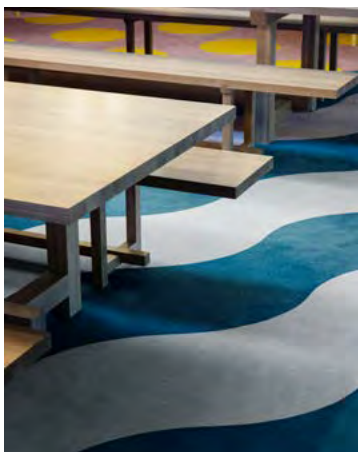




# REFERENCE CASES

## HAPPY SOCKS STOCKHOLM

ARCHITECT: LOOK Projects | RUGS: Bespoke Printed Carpets.



## NOBIS HOTEL STOCKHOLM

ARCHITECT: Claesson Koivisto Rune | RUGS: Pinstripe XL





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

101 Copenhagen  
&Tradition  
A hint of Neon  
Anna Bystrup Jensen  
Anne Brandhøj  
Artilleriet  
Astep  
Beau Marché  
Casa Shop  
C/Ro Copenhagen  
Ekerö Möbler  
Erik Jørgensen  
Ferm Living  
Finn Juhl  
Flos  
Frama  
Fredericia  
Friends & Founders  
Fritz Hansen  
Gubi  
Gulled Agentur  
Jotun Lady

Karakter Copenhagen  
Klassik  
Leise Dich Abrahamsen  
Linnea Ek Blæhr  
Lizette Rützou  
Louise Roe  
Made by Hand  
Menu  
Nodari Furniture and Design  
Noorstad  
Nordiska Galleriet  
Norrn  
Paustian  
Sika-Design  
Stilleben  
Studio x Viaduct  
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Tortus  
Turi Heisselberg  
Warm Nordic  
Yonobi

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Paper insert: Amber Graphic, 150g



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### **NEW YORK SHOWROOM**

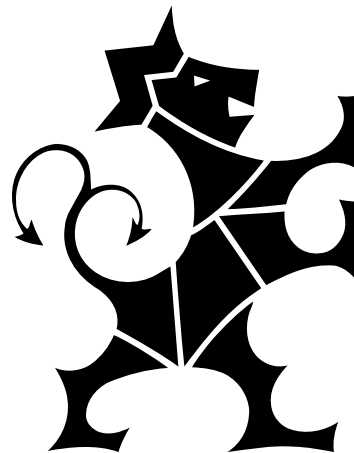
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of our collection or to find an agent near you, please visit our website, [Kasthall.com](http://Kasthall.com)



**KASTHALL.COM**