

NEWS OF COLLECTION 2019

# KASTHALL

SOUL OF NATURE





# SOUL OF NATURE

*– A habitat of colors*

In the world of literature and art, nature is a recurring source of inspiration. Nature's wonderful multitude is an abundant treasure chest for creative thoughts. Its ability to create unexpected color palettes and shapes, tickles every sense. Colors and materials hold stories that need to be interpreted and told. We have tried to capture the fragile soul and mystique of nature, with humility and awe.

With curiosity, sustainability and gentle craftsmanship we have awoken a spirit that one must inevitably surrender to. Expressions that add life and variation to a color, reminding us of the beauty that is sometimes forgotten. The Kasthall 2019 Collection pays homage to nature to become a part of your soul. Where you can create a scenography that portrays your personal narrative. In your home, or elsewhere.

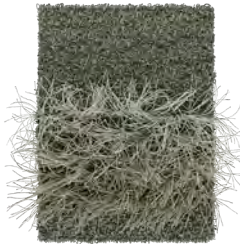






# FEATHER

On the fringe of elegance. This wool and linen bouclé rug in two different heights is inspired by feather plumes and coastal bays. Where the color variation of the feathers and the light reflected in the waves come together to convey an elegant luster and shine. Reminiscent of boas and the fringes of the 70-ies, the design is expressed by the ragged linen fringe. Playful without compromising elegance. The fringe is as vital part of Feather's personality. The idea behind the base pattern and design originates from the belly of the penguin where the layered feathers harmonize to shape a lively impression in different colors for individual homes and exclusive spaces.



Nandu 500



Heron 800



Peacock 501



Flamingo 100



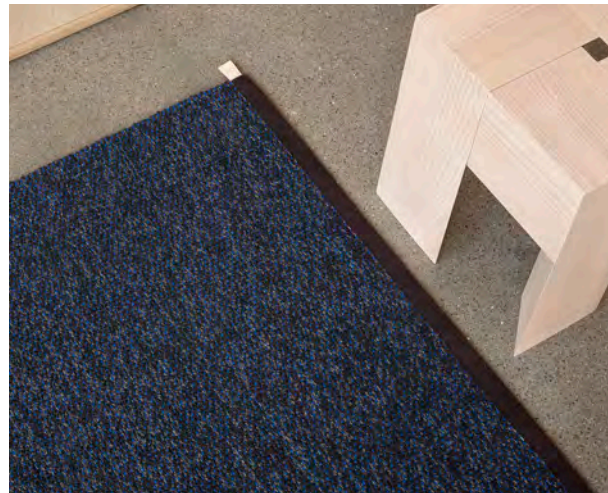


# TERRAZZO

No, rocks are not lifeless. A closer look at stones, minerals and crystals will, thanks to the faceted surface, reveal nature's shimmering color show. The same applies to Terrazzo – at a distance homogenous, going nearer it appears vivid and playful. The three-shuttle process, two of which carry hair yarn and one with our own bouclé yarn, produces a very durable carpet with a characteristic frame-like perimeter in accent color. With inspiration sprung from rugged surfaces and textures like rock, stone, minerals and gems; the colors protrude as soft and vibrant, picking up the color tones of the surrounding space. Nothing, however, is written in rock, Terrazzo is a constant invitation to creativity. A carpet suitable for public spaces, but it also makes a terrific choice for private homes.

Terrazzo is available in ten colors:

Goshenite, Carnelian, Lolite, Amazonite, Pyrite, Obsidian, Bronzite, Labradorite, Azurite and Cuprite.



Goshenite 800



Carnelian 801



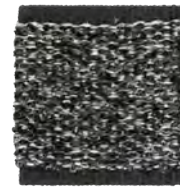
Lolite 802



Amazonite 503



Pyrite 500



Obsidian 501



Bronzite 700



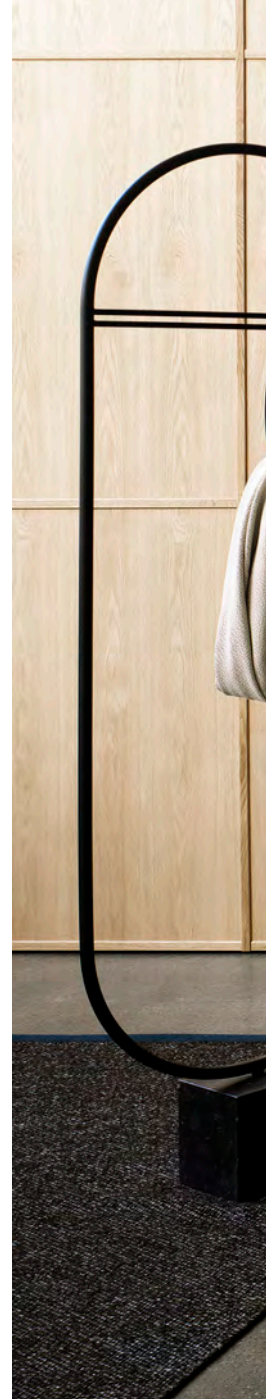
Labradorite 502



Azurite 702



Cuprite 701















# POPPY

Sometimes a refreshing change of scenery is all we need. Poppy has a simple design influenced by young architecture and complex color palettes. It is a tribute to playfulness and creative freedom making an emotional impact on the room or a tangible change in the aesthetics of the space. A bouclé rich in color with a mix of different yarn nuances and a cut fringe producing a sassy border. It is unexpectedly liberating in its moderate madness, yet completely spot-on. Color names such as Delicate White and Happy Orange makes Poppy more than just a rug. It becomes a state of mind, an attitude, that transmits to the furnished space. A declaration that dares to break rules and inspire creativity.

Poppy is available in twelve different colors: Secret Black, Daring Rust, Quiet Beige, Delicate White, Mystic Mauve, Playful Purple, Mellow Blue, Cool Green, Harmonic Silver, Melancholic Grey, Happy Orange and Rebellious Red.



Secret Black 500



Daring Rust 700



Quiet Beige 800



Delicate White 801



Mystic Mauve 620



Playful Purple 621



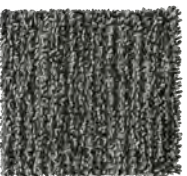
Mellow Blue 200



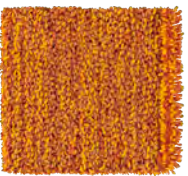
Cool Green 300



Harmonic Silver 501



Melancholic Grey 502



Happy Orange 400



Rebellious Red 100



# CHIQUE

In nature you don't have to look far or long. Delicate shapes, beauty and fragility exist side by side. It is in this spirit Chique has been conceived; with a surface of cut and uncut loops. A tactile and elegant rug in worsted wool, our finest quality. Light, elegant and glossy – like the feathers of a cygnet – with a fringe striving in different directions create a fluffy striping. The mouliné yarn provide the natural colors and a mix of shades reminiscent of bear fur and feathers where the tinges unite in perfect symbiosis. An inviting, subtle softness for bare feet in elegant yet causal home setting. With Chique in your bedroom you'll be enjoying the first and the last steps of the day in miraculous comfort.

Chique is available in six different colors:  
Sapphire Blue, Jade, Seal Grey, Beige, Oyster  
and Taupe.



Sapphire Blue 200



Jade 320



Seal Grey 505



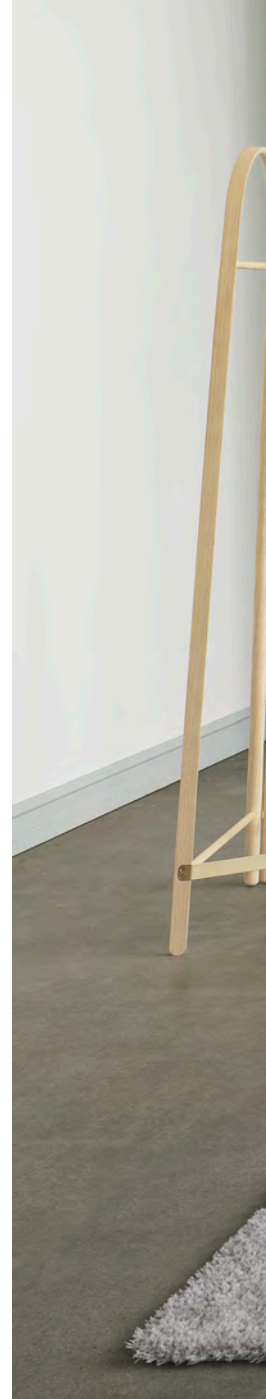
Beige 800



Oyster 802



Taupe 803











# CUBRICK ICON

Cubrick Icon is an expansion of our classic Arkad family. Inspired by traditional woven textiles in a world of color with washed, slightly faded linen, influenced by light- and weather phenomena, Cubrick Icon emits a subdued and gracious feeling with sophisticated Scandinavian touch. Graphically strict, yet refreshingly playful and personal, with pattern of two differently sized squares converging, blending colors together to form a larger scale pattern in the room. The tantalizing nuances of Cubrick makes it a rewarding companion in interior decoration. It simply complements its surroundings without losing its own identity.

Cubrick is available in five different colors:  
Mist, Shine, Dusk, Haze and Dawn.



Mist 583



Shine 584



Dusk 752



Haze 780

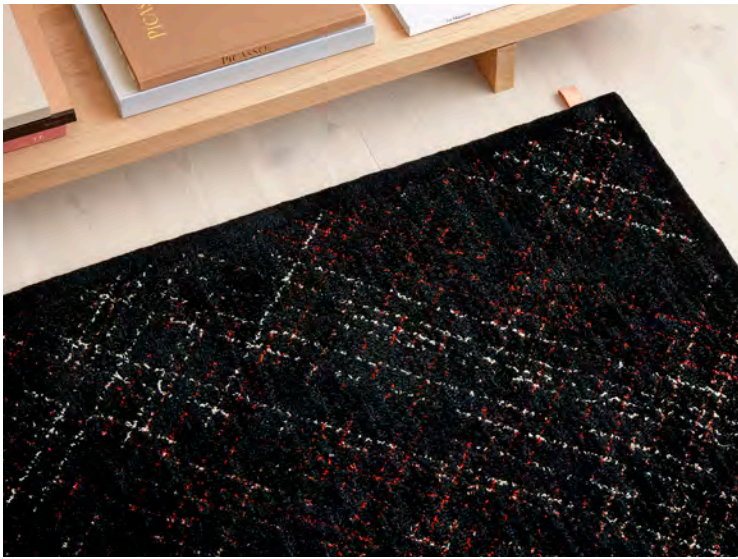


Dawn 851

# BLACK DIAMOND

Black 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. Lines and stitches have then been applied by hand on the surface. With Diamond, Kasthall presents a rug with a strong poetic feel in a homage to fashion.

Diamond is also available as White Diamond.



Black Diamond 501



White Diamond 500









# LOOP MELANGE

*An alluring personality with a natural ability to lift the mood in public and private spaces*

Loop Melange is one of three strong characters of the Melange Family. The name “Loop” refers to the technique with which the rug is crafted – a tufted bouclé surface made of semi-coarse hair yarn. The height and density of the loops, in combination with the coarse yarn, creates a firm springy feeling when trodden on. The result is a very durable rug suitable for a wide range of spaces. The family name “Melange” refers to the material – where attention is drawn to the vivid nature and shimmering color of the yarn. The Melange wool is characterized by beautiful natural shades in shifting hues, resulting in an organic and subtle expression. The 20 different coloring options,

all with the shine of the melange effect, gives the color mix a harmonious balance. The raw cut edge creates a frame to Loop Melange, adding an honest and pure expression.

An advantage with the hand tufting technique is the access to geometrical freedom and the possibility to manufacture rugs in almost any size, shape and form: Rectangular, square, circular, oval, triangular, pentagonal, hexagonal or perhaps a playful shape of your own. Thanks to its splendid personality, Loop Melange does very well on its own. In the company of itself. But like a family, the siblings Loop, Häggå och Macro have a special bond and are just as strong together.

Loop Melange blends playfulness and stringency to create a personality in which the unique characteristics of the wool leave visual, tactile and emotional imprints in public and private spaces.

# MELANGE FAMILY

## – ONE IDENTITY. DIFFERENT PERSONALITIES.

Häggå Melange, Loop Melange och Macro Melange – three different rugs, each one with a character of its own. Three unique Kasthall rugs whose heritage is further strengthened thanks to a unique yarn that creates context, affinity and unity. A unique family identity: Melange, with a tantalizing visual complexion that, in its original and natural form, varies between a lighter and a darker shade of grey. Much like the wool of the sheep, resulting in a vivid, soothing and shimmering weave or tuft. We call it the Melange Effect. Needless to say, the color is not limited to grey. Pleasant, but far from sissy, natural

dyes in beautiful organic and mellow yellow, green, red and blue hues creates a range of options and combinations for a variety of different interior spaces. Both public and private.

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 hand tufted somewhat bouclé rug with more “body”, larger loops and a fringe-like accentuated edge. Each one capable of creating a sense of cohesion and calm. A welcome expression in the turbulent world we live in.

### LOOP (HAND TUFTED), HÄGGÅ (WOVEN), MACRO (WOVEN WALL-TO-WALL)



Light Natural Grey 5006 / Light Grey 9211



Sea Salt 2625 / Faded Grey 9257



Sparkling Water 2514 / Grey Green 9235



Natural Grey 5005 / Pale Grey 9251



Chia Seeds 8507 / Natural Grey 9259



Juniper Berry 2522 / Dark Teal 9256



Baked Fig 6702 / Black Regal 9260



LOOP (HAND TUFTED), HÄGGÅ (WOVEN), MACRO (WOVEN WALL-TO-WALL)



Dusty Olive 8508/ Khaki 9233



Almond Butter 8608/ Beige 9203



Vine Leaf 8509 / Dark Sepia 9253



Natural Black 5007 / Dark Grey 9214



Almond Butter 8608 / Ash Blond 9252



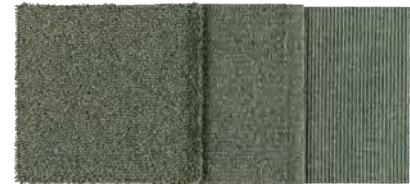
Wood Rose 6507 / Silver Rose 9255



Natural Black 5007 / Natural Black 9218



Golden Honey 4613 / Ochre 9205



Agave Green 3511/ Salty Green 9250



Roasted Seaweed 2513/ Darkest Petrol 9258



Smoked Paprika 7506 / Pale Rust 9261



Bay Leaf 3530 / Ivy Green 9249



Moonlight Blue 2020 / Denim 9245



Sun Dried Tomato 1503 / Scarlet Red 9247



Pickled Caper 8501 / Muddy Khaki 9254

# COLOR UPDATES

CHENILLE FAMILY, GOOSE EYE ICON, MOSS



CHENILLE FAMILY, 2 NEW COLORS, 8 COLORS IN TOTAL



Bloom Champagne 800



Charles Caviar 503



GOOSE EYE ICON, 3 NEW COLORS, 8 COLORS IN TOTAL



Queens 881



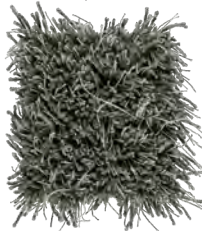
Manhattan 553



Hudson 521



MOSS, 4 NEW COLORS, 10 COLORS IN TOTAL



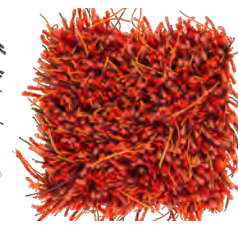
Nickel Grey 502



Dark Turquoise 201



Blue Iron 501



Deep Coral 100



# COLOR UPDATES

CASTLE, WALL-TO-WALL – ALFA, BETA, GOLF



CASTLE, 2 NEW COLORS, 8 COLORS IN TOTAL



Champagne 800



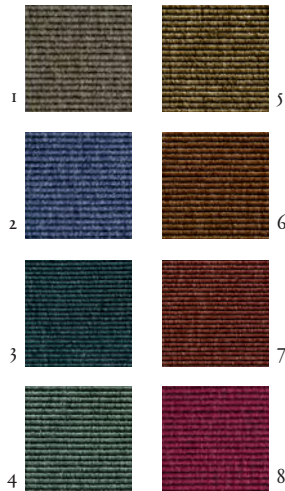
Caviar 503



Champagne 800

ALFA / BETA,  
8 NEW COLORS,  
25 COLORS IN TOTAL

1. Natural Brown 660156
2. Navy Blue 660146
3. Turquoise 660277
4. Light Turquoise 660235
5. Golden Green 660283
6. Dark Brass 660287
7. Pale Red 660225
8. Raspberry Red 660124



GOLF,  
12 NEW COLORS,  
17 COLORS IN TOTAL

1. Ivory Grey 690011
2. Warm Grey 690016
3. Dark Red 690029
4. Cerise 690028
5. Red Currant 690026
6. Dark Gold 690065
7. Ocher Grey 690063
8. Cold Beige 690061
9. Clear Blue 690043
10. Deep Blue 690047
11. Dark Lilac 690049
12. Mudd Brown 690067



# ABOUT KASTHALL

Made in Sweden. Designed for the world.

Kasthall is a Swedish company, designing and producing rugs and textile flooring for the global interior design community. Since 1889, the Kasthall factory in Kinna, West Sweden, has created rugs for all kinds of clients and spaces; from beautiful residences, luxury yachts, and exotic hideaways to offices, boutique hotels and the Swedish Royal Palace.

Kasthall is about transforming a vision into a realistic design solution for the floor. To create a Kasthall rug, there are several ingredients; high expertise and craftsmanship, the finest natural materials in the world, excellent design understanding and a focus on sustainability. Every step and every rug is guided by two motivations: perfection and passion.





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

101 Copenhagen	Nodari furniture and design
&tradition	Noorstad
Broste Copenhagen	Normann Copenhagen
Casa Shop	Nuura
C/Ro Copenhagen	Ole Mynster Herold
Elvang-Denmark	Paustian
Ferm Living	Pholc
Fiorini Trading	Please Wait to be Seated
Frama	Roomstore
Frandsen Lightning	Rue Verte
Fredericia Furniture	Sacrecoeur
Friends & Founders	Skagerak Denmark
Gubi	Sofie Oesterby
Henriette Moerk	Thorup Copenhagen
Image Collection	Troels Flensted Studio
Jotun	Who's Agency
Karakter Copenhagen	
Linnea Ek Blachr	Stylist: Pernille Vest
Menu	Photographer: Mathias Nero
Mobel Copenhagen	Print: Göteborgstryckeriet, Mölndal, Sweden
Muuto	Paper cover: Amber Graphic, 240g
New Works	Paper insert: Amber Graphic, 150g

## KASTHALL SHOWROOMS & HEAD QUARTER:

### KASTHALL HQ SWEDEN:

Box 254, SE-511 23 Kinna  
Visiting address: Fritslavägen 42  
Phone: +46 320 20 59 00  
[info@kasthall.se](mailto:info@kasthall.se)

### STOCKHOLM FLAGSHIP STORE & SHOWROOM:

Box 5093, 102 42 Stockholm  
Visiting address: Ingmar Bergmans Gara 4  
SE-114 34 Stockholm  
Phone: +46 8 662 27 11  
[sthlshop@kasthall.se](mailto:sthlshop@kasthall.se)

### GOTHENBURG SHOWROOM:

Kaserntorget 8  
SE-41118 Gothenburg  
Phone: +46 31 17 10 62  
[goteborg@kasthall.se](mailto:goteborg@kasthall.se)

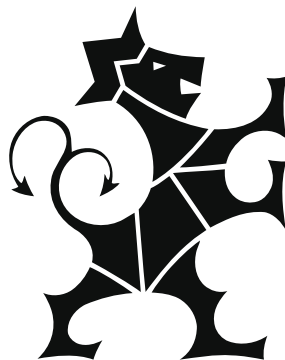
### NEW YORK SHOWROOM:

The New York Design Center  
200 Lexington Avenue, Suite 611  
New York, NY 10016  
Phone: +1 212 421 0220  
[info@kasthallusa.com](mailto:info@kasthallusa.com)

### MILAN SHOWROOM:

Piazza Paolo VI (Via Delio Tessa)  
IT-20121 Milan  
Phone: +39 02 80 500 338  
[info@kasthall.it](mailto:info@kasthall.it)

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