

KASTHALL

PRESS INFORMATION CLASSIC GRETA IN NEW PLAYFUL TONES

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Between the years 1987–2015 designer Gunilla Lagerhem Ullberg created the majority of Kasthall’s classic rugs, including Greta. This woven wool rug is now being updated in seven new colorways and featured in Kasthall’s 2020 collection Colors in Between.

Kasthall has updated the rug in new colors to offer architects, designers and end-consumers a well-composed contemporary palette that breathes playfulness, balance and freedom. Here, Kasthall’s extensive knowledge in color, texture and tactility comes together in attractive new mottling.

Each rug may contain up to twelve different colors, allowing complex combinations on a rich color spectrum. For the more creative, it is possible to further experiment and create one’s own colors within the Greta family, just like Gunilla Lagerhem Ullberg did once upon a time.

“Greta is well-loved everywhere, from small hallways to stately churches and cultural edifices. We see her as a flexible chameleon in her Sunday best, ready to transform into exactly what every architect needs for their specific project. The exploration of color is a key part of Kasthall’s work, and we are delighted to pass Gunilla Lagerhem Ullberg’s legacy forward,” says Lena Jiseborn, Design Director at Kasthall.

The seven new colors in the Greta family are: Autumn Bay, Black Forest, Early Spring, Nippon Rose, Summer Breeze, Tidal Foam and Winter Stream. Greta is also available in five original colors: Mountain Lake, Sage, Pebble Grey, Multi-light and Marble. For Kasthall, the question of color is a big part of the company’s DNA, and by expanding color choices in the Greta family, a popular classic is transformed into a contemporary favorite.

“Greta fulfills our desire to create and offer a color match for everyone. There’s always some color in our surroundings that we want to capture and incorporate, and that’s where Greta comes in,” says Lena.

Greta is woven in 100 percent wool and custom made to the desired dimensions, with a width of between 70 to 600 cm. Greta also works beautifully as an exclusive wall-to-wall carpet.





Marble 802



Pebble Grey 502



Winter Stream 204



Multi Light 800



Tidal Foam 804



Early Spring 803



Summer Breeze 302



Autumn Bay 701



Nippon Rose 600



Sage 301



Mountain Lake 202



Black Forrest 203

PRODUCT INFORMATION GRETA

Design: Kasthall Design Studio/Gunilla Lagerhem Ullberg

Product: Woven rug in the finest wool

Material: 100% wool

Warp Material: 100% linen

Total height: around 5 mm

Total weight: around 2200 g/m²

New colors: Black Forrest 203, Winter Stream 204, Summer Breeze 302, Nippon Rose 600, Autumn Bay 701, Early Spring 803, Tidal Foam 804

Classic colors: Mountain Lake 202, Sage 301, Pebble Grey 502, Multi Light 800, Marble 802

Size: Custom made on demand, widths from 70-600 cm.



Rug 170x240 cm, Nippon Rose 600



Rug 170x240 cm, Mountain Lake 202

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ABOUT KASTHALL

The venerable design brand Kasthall was established in 1889 in Kinna, western Sweden. Over the years, Kasthall has become one of the leading rug & textile flooring companies in the world, with the bulk of its sales now outside of Sweden. Despite Kasthall's global market presence, all production is carried out at the factory in Kinna. Kasthall continues to develop its product offering for private and public spaces with solid design, a focus on durability, invaluable craftsmanship and by always delivering unique carpets of excellent quality to the global interior design community. For more information, please visit www.kasthall.com



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