

Reap
Hella Jongerius



kvadrat



Reap

Industrially woven
87% new wool from New Zealand, 13% polyester
11mm high
2800gr/m²
6 colours

Reap

Reap has the appearance of being stitched in rows of different rhythms, with a series of oval elements separated with a clean horizontal line. The overall effect is of a three dimensional abstract image. The soft, fluctuating pattern is created by two different coloured yarns, woven into a black warp on a special fabric loom.

Cut from a large roll and finished to order, to any standard or custom size, each *Reap* rug is unique. Further details include crisp canvas corners and an eye-catching, colour-contrasting stitch framing the rug on all sides.

Made from thick felted woollen yarn on a fine polyester warp, this innovative, flat-woven design has a highly tactile finish. In strong New Zealand wool, *Reap* is an ideal addition to both contract and residential spaces.

Hella Jongerius

Hella Jongerius is one of the world's foremost product designers. She is a prominent force in the Netherlands, her native country, as well as on the international stage where she wins regular accolades for her thoughtful and research-driven work. Since her early work for Dutch design collective Droog, and now at her Berlin-based studio Jongeriuslab, material and process research largely determines her design direction. Her work has been characterised by a unique ability to approach industry with a craft perspective. In 2013 Hella Jongerius was appointed Design Director for Danskina, she has brought that same craft sensibility, research and experimentation to the textile industry.

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