

Updates to the Vitra Colour & Material Library

Colours and surface materials have a decisive effect on the appeal of a product – determining first impressions and radiating a lasting emotional aura. This is why Vitra initiated a research project in collaboration with Dutch designer Hella Jongerius a decade ago to study the properties and possibilities of colours, textures, finishes and materials. This long-term project resulted in the Vitra Colour & Material Library. Vitra is continually enhancing its textile portfolio and expanding the collection. New cover fabrics and colour updates will be presented at the Salone del Mobile 2017 as new additions to the Colour & Material Library.

Vitra's textile collection is at the heart of the Colour & Material Library. This dynamic system is regularly expanded and features a wide selection of unique fabrics. Vitra has been developing its own fabrics for decades, updating classics and enhancing the appeal of contemporary designs. Together with Hella Jongerius, Vitra has launched a number of new exclusive textiles over the past years. *'By carefully analysing the existing Vitra fabrics and looking at market demands, I pinpointed the fabrics that were "missing" and then developed a more distinctive, domestic and diverse textile vocabulary'*, explains Hella Jongerius. The Dutch designer's ongoing collaboration with Vitra has already yielded the fabrics Aura and Maize, which combine a strong technical performance with high aesthetic quality. Two inviting cover fabrics are being presented at the Salone del Mobile 2017 as the latest additions to the Library.

Reed

The elegant, finely patterned fabric Reed is a blend of linen, wool and cotton in a jacquard weave. The fine structure of the fabric designed by Hella Jongerius has a hand-made look, with irregular lively linen yarn that lends the fabric a natural expression. Despite being composed of a blend of different materials, the linen yarn predominantly defines the feel of the surface and characterises the fabric's appearance. Reed is cool and soft to the touch and can be perfectly combined with other fabrics and materials – thanks to a palette of understated colours.

Linho

The high-quality linen fabric Linho is sourced entirely in Belgium, from the plant to the finished textile. It has the slightly irregular appearance that is typical of linen yarn. Cool and dry to the touch, the fabric's earthy tones exhibit a Mediterranean flair. Due to its high percentage of linen, Linho tends to form elegant creases, lending a natural look to soft upholstered furniture. The palette of Vitra-specific colours includes powdery and warm hues that match the Vitra Colour & Material Library.

About the Colour & Material Library

Products designed by Hella Jongerius exhibit her unique manner of fusing industry and craft, high-tech and low-tech, traditional and modern. Throughout her projects, she has consistently emphasised the importance of colours and surface materials in contemporary design. Ten years ago, Vitra teamed up with the Dutch designer to study the colours, textures, finishes and materials of the company's classic and contemporary products. The Vitra Colour & Material Library was the fruit of this long-term collaboration.

'The goal of the joint project is to establish an intelligent system of colours, materials and textiles that makes it easy to create rich environments in offices, homes or public spaces', says Eckart Maise, Vitra's Chief Design Officer. The resulting colour and material scheme serves to emphasise or refresh the special character of both classic and contemporary designs in the collection.

In her role as Art Director for colours and materials, Hella Jongerius creates designer-specific colour and material worlds in collaboration with Vitra's contemporary designers and the company's R&D team. Updates of classics are also developed in consultation with their originators' descendants. Taken as a whole, the designer-specific libraries result in a wide range of Vitra colours, whose classification scheme makes it possible to combine furnishings in vibrant and expressive collages. Each product is given the greatest possible expressive power, yet still blends in well with other pieces, creating a harmonious overall arrangement without forfeiting any of the product's original intensity.

The Vitra Colour & Material Library comprises a variety of textiles and leathers, but also features solid materials, including the colours and textures of plastics, metals, woods and leathers. Together, these materials form a system offering countless possible combinations with a coherence that make it easy for architects, interior designers or private clients to define a lively interior collage with a strong identity.

'The Vitra Colour & Material Library encourages creative freedom and fires the imagination – not by making everything possible, but by providing a clear display of options.' – Hella Jongerius