



Press release
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New colours and patterns create new exciting possibilities for decorating with wool felt

When the Danish company Fraster welcomes you to its stall A37:30 at the Stockholm Furniture & Light Fair 2018, it will do so with a new and extended colour palette. At the same time, visitors at the fair will have the opportunity to experience new patterns in Fraster's range of design and acoustic products.

In recent years, wool felt has won the hearts of innumerable Scandinavian designers and interior decorators. The Danish company Fraster reports an increased demand and a clear trend towards felt becoming a design favourite due to the naturalness and warmth of the material combined with its high comfort and good acoustic qualities.

In addition to producing custom-made carpets and interior products in wool felt in accordance with their clients' individual requests, Fraster's range includes a number of exciting design products. All products are available in various patterns and colours and, at the Stockholm fair, the Danish company will introduce a number of new items, including four new multicoloured patterns with a free choice of colour schemes in the range of square TwisterPLUS acoustics panels.

Extended colour palette

Fraster's extensive colour palette, in itself, will be news in Stockholm, says Trine Neve, Head of Design. "We have created a complete palette with a total of 35 beautiful felt colours, of which four are brand-new," she says and adds that all four new colours fulfil a desire to also being able to work with colours in the Fraster nature colour range.

The four new nature colours are a blue hue (Ink), a green hue (Emerald), a light brown (Sepia) and a light rose (Flamingo). And, according to Trine Neve, these will all potentially add entirely new expressions when combined with both the gentle Fraster nature colours as well as a range of the brighter nuances of the colour palette.

"The brown nuances are particularly prominent in current trends, just like nature colours combined with the sensuousness of the felt match the aesthetics currently predominant in many fields, including architecture and interior decoration," explains Trine Neve.



From more to better

According to the Danish Head of Design, the general tendency is that we, as people and consumers, are focusing on quality and experience. "Trend researchers currently speak of "object constipation"; in other words, we have simply had our fill of continuously increasing quantity. We are beginning to prefer possessing fewer and better objects - And preferring objects which add sensuousness and experience to our lives," says Trine Neve and underlines that these trends greatly support the growing appetite for letting natural felt play a role in the design and comfort of both private homes and offices, institutions and other buildings.

The arbitrariness of the eye

When Trine Neve creates new patterns for the acoustic products COVERdouble and TwisterPLUS, amongst others, arbitrariness is an essential aspect. "I wish for the eye to continuously being able to find new experiences and expressions in the Fraster design products and I, therefore, always add a twist by breaking the anticipated systematism," she says and adds that this "arbitrariness" in the design is specifically and clearly expressed in the four new patterns to be launched by Fraster at the Stockholm Furniture & Light Fair.

"I believe that the new experience of luxury will be about making pleasant experiences of as many hours of our lives as possible and, with the new colours and patterns, Fraster will make a small but essential contribution to that dream. For this reason, I look very much forward to experiencing the responses of interior decorators, designers and other visitors to our stall in Stockholm," concludes the colour-loving Fraster Head of Design.

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