

Ronan & Erwan Bouroullec

Kvadrat showroom - Los Angeles



KVADRAT. LA. 2021.

kvadrat has a special Role. They provide virgin Material!

This is a key position in regards of CONTEMPORARY challenges.

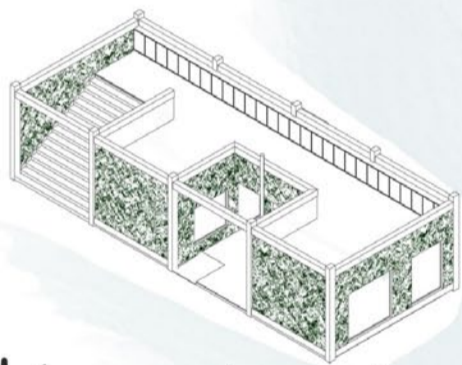
For this new home we designed a 2 story house -

DOUGLAS FIR LOGS

TEXTILE

GLASS

ALUMINIUM



it's kind of RAW. But yet it will have powerful flavours. RAW BUT SUBTLE ...

with such a COMPANY, it's a given not to think what they ARE,

→ Just keep room

for the next move!

E. B

dec 20.



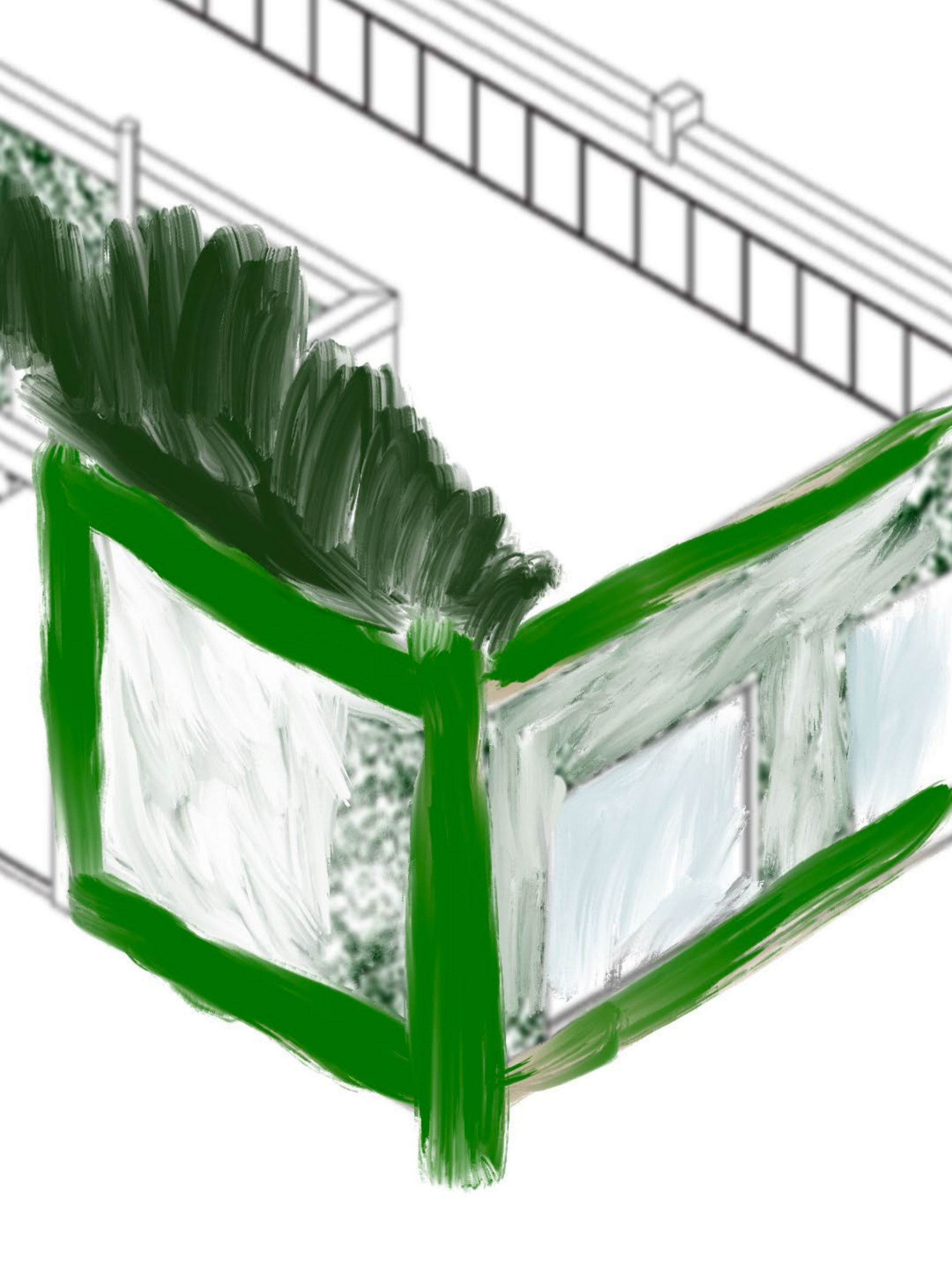
douglas fir.

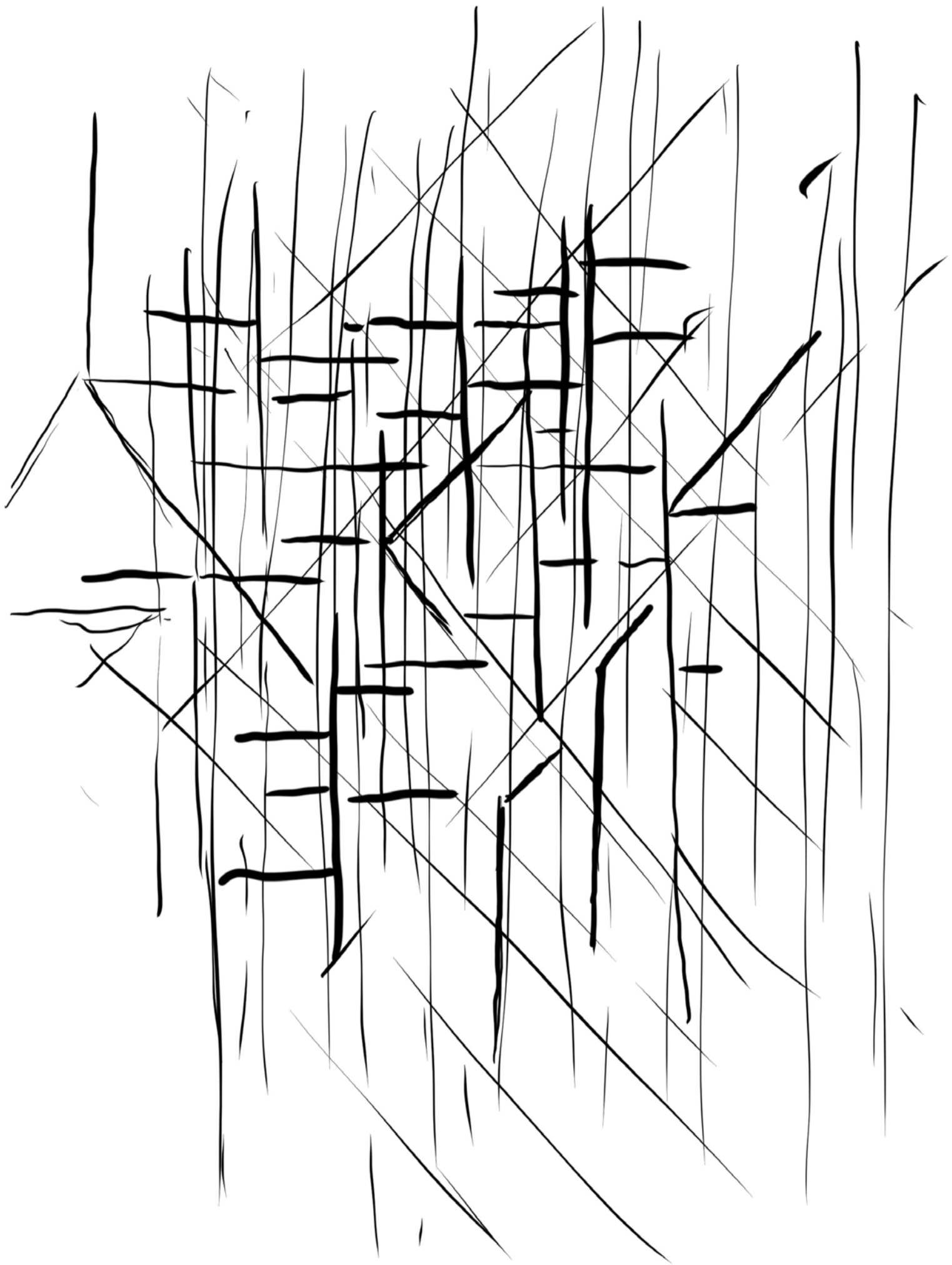


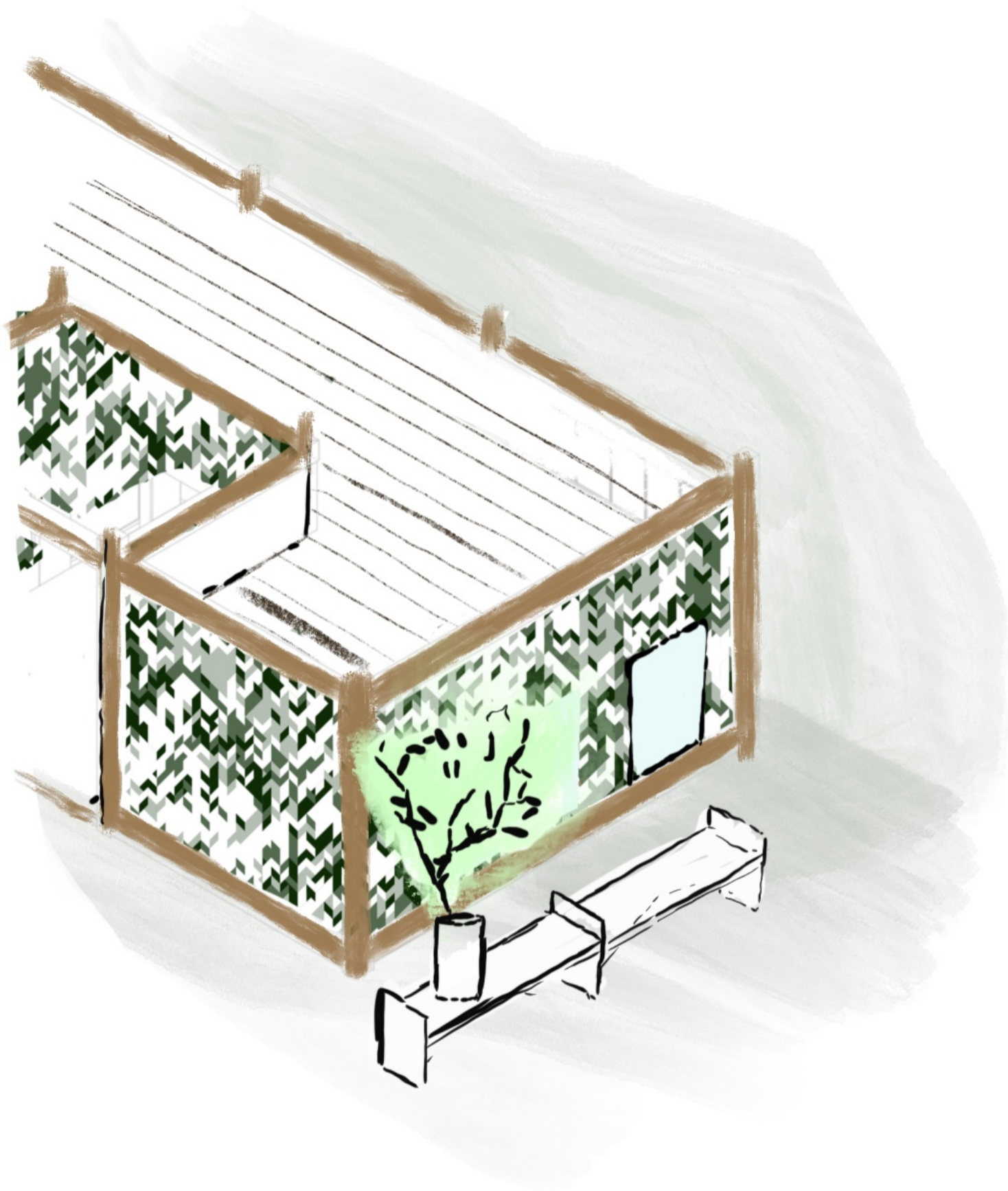
CILOS knit



aluminium and glass





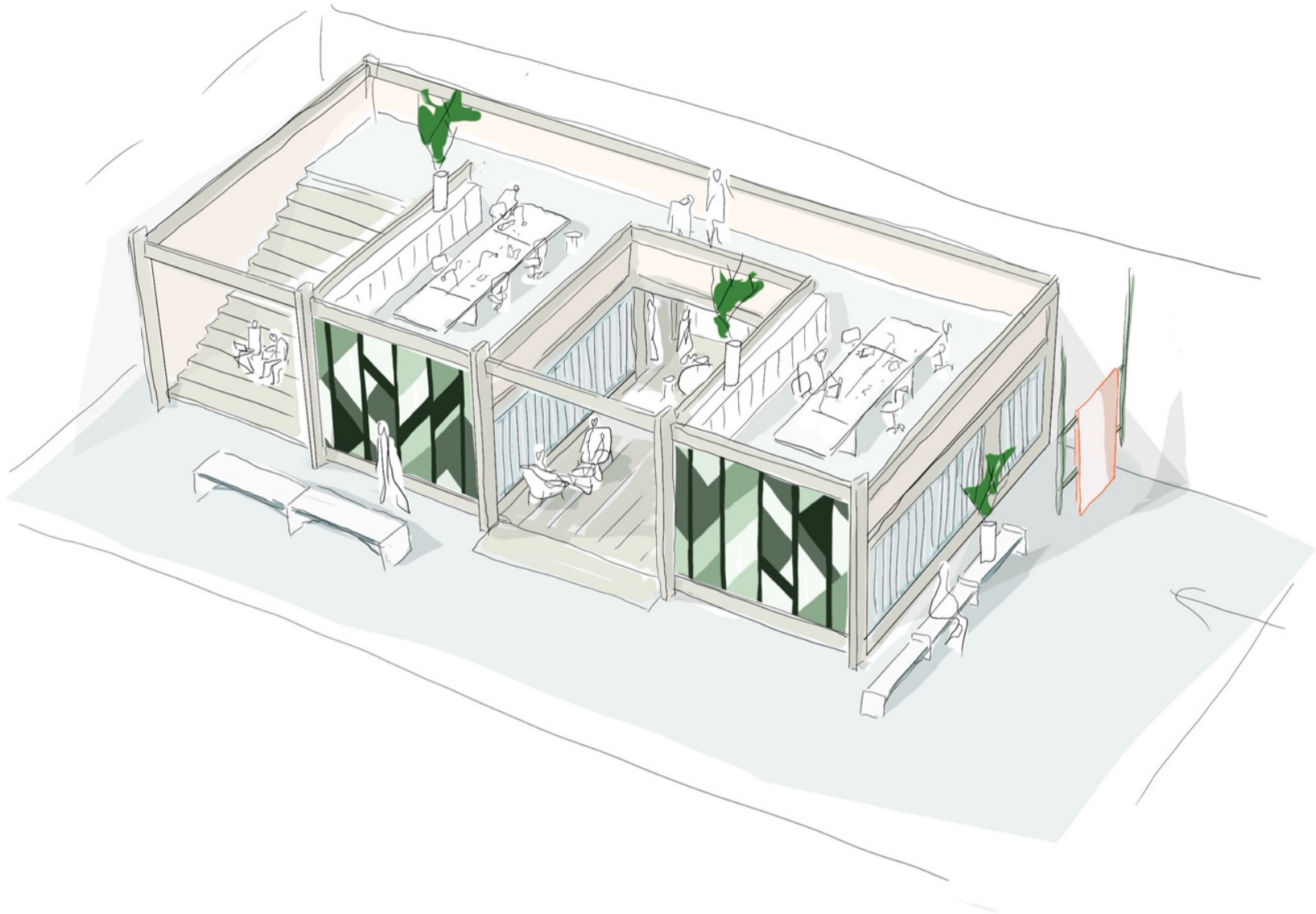


Kvadrat LA showroom was designed during the covid times,
It gave a very special texture to the space,
First we wanted to build with a proper materiality.
Building in wood, also we urgently developed a whole new approach to
knits, then we used extensively the different aluminium systems we
developed over the years for Kvadrat.

The goal was to build a space, that would welcome people back, but
without over directing the way they would use it. Because life is made to
change.





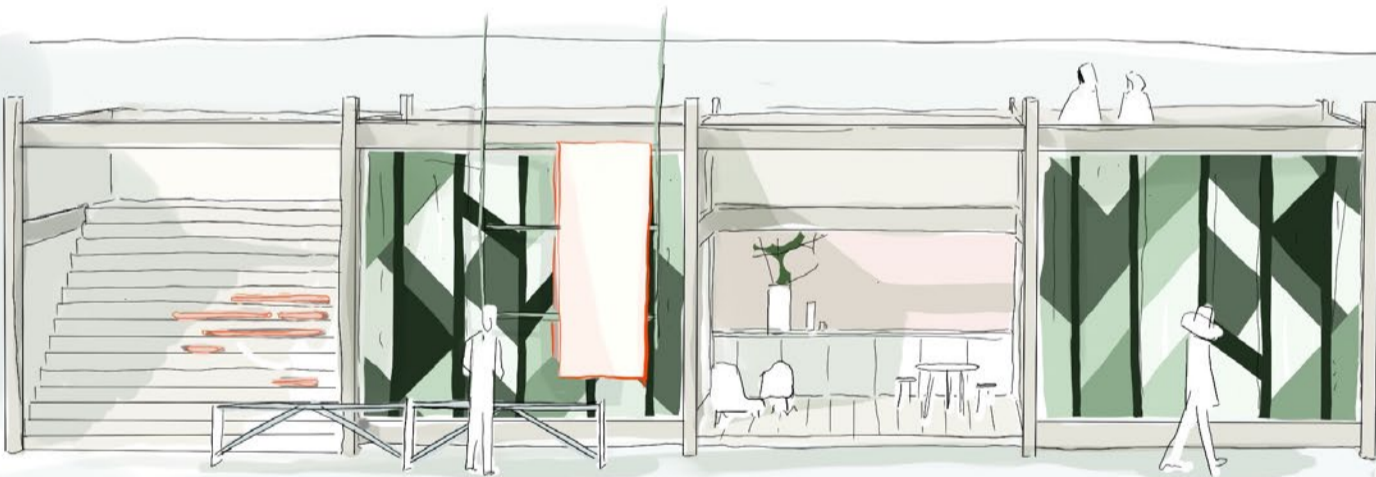


**The main construction is a house that distributes on the ground floor 3 rooms and a central atrium.
The upper level acts as a mezzanine.
The house sits on the concrete floor, without touching the walls.**



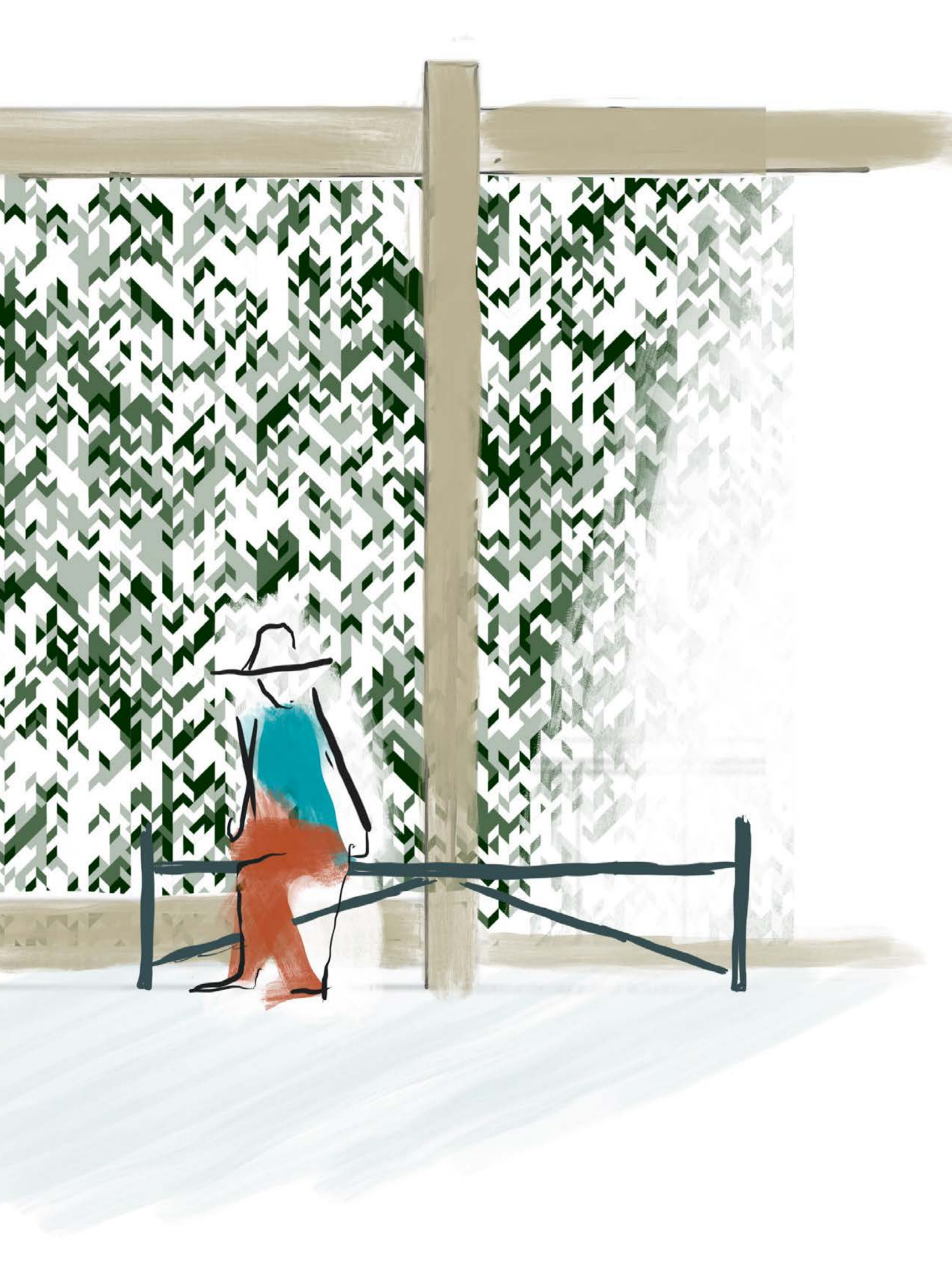


**Facing the house,
A long shelving covering the entire wall distributes the collection**



**The house is composed of 4 sections,
The communal stairs, the meeting room, the atrium, the smaller rooms.
The mezzanine is fully open on the top.**















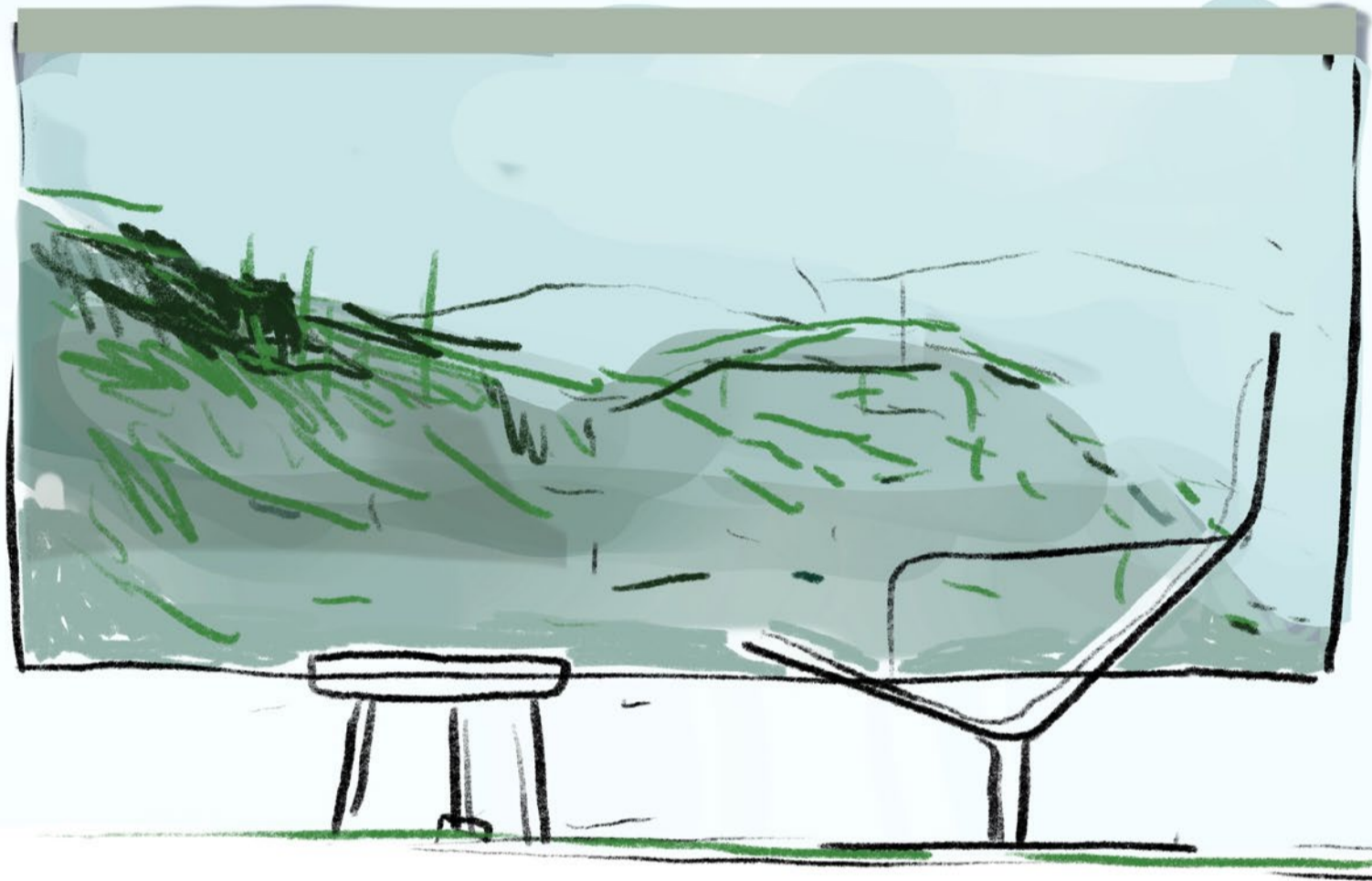












Very large windows open the house to the main space,
and let light come in.

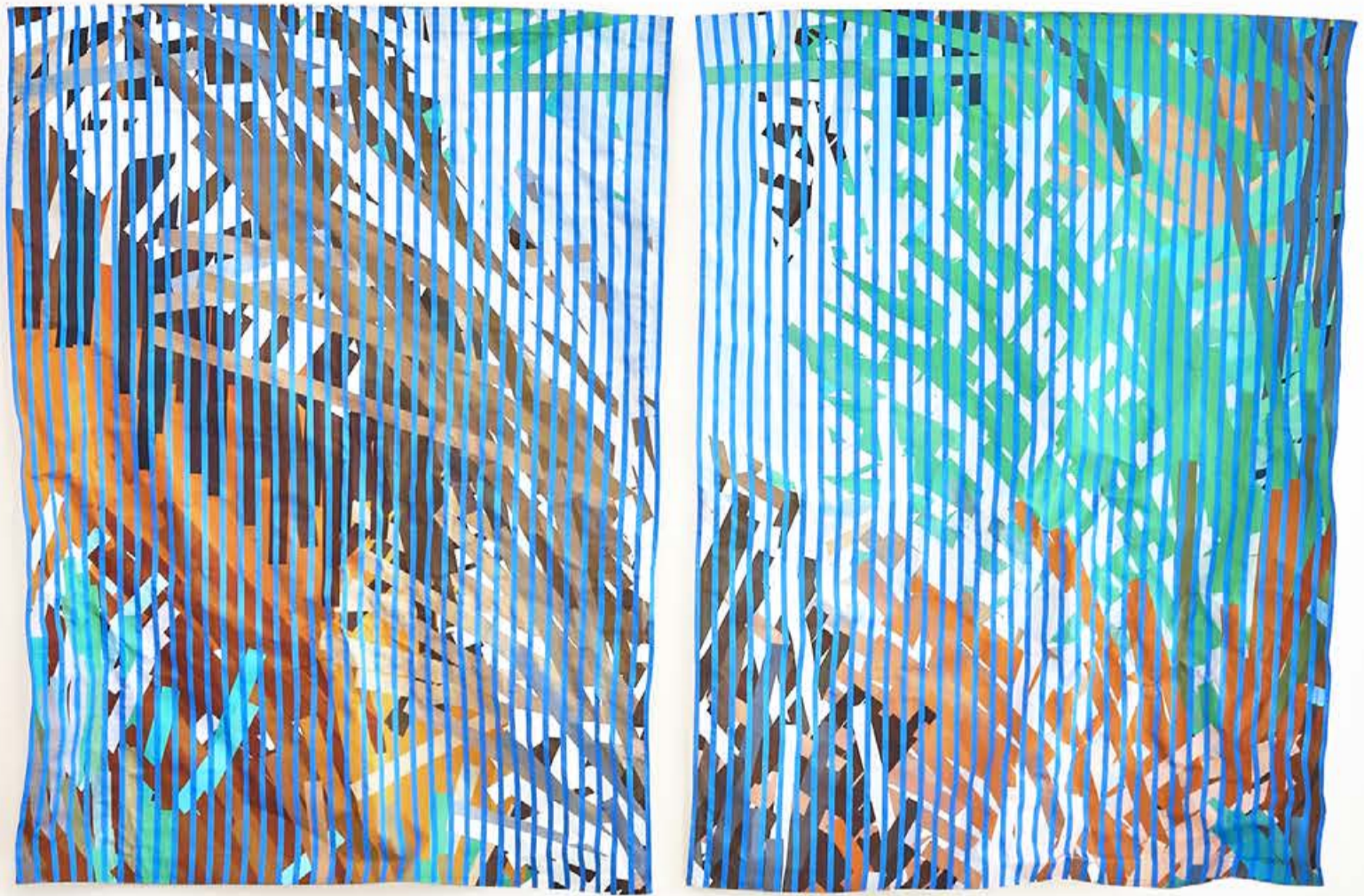
Most of the day the sky domes offer a perfect natural light without the
need of artificial sources,

Later in the day, the lighting tracks turns on.

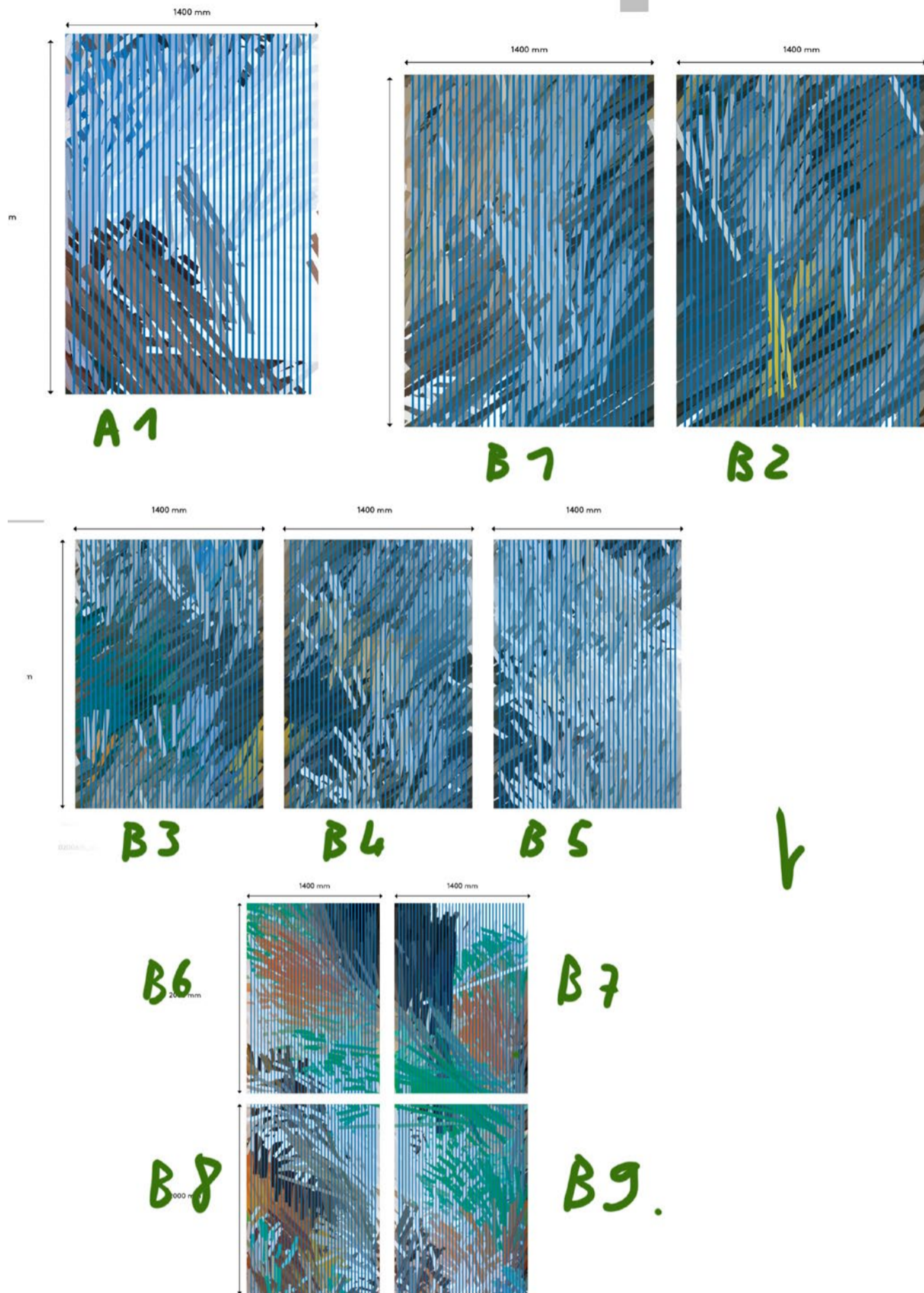










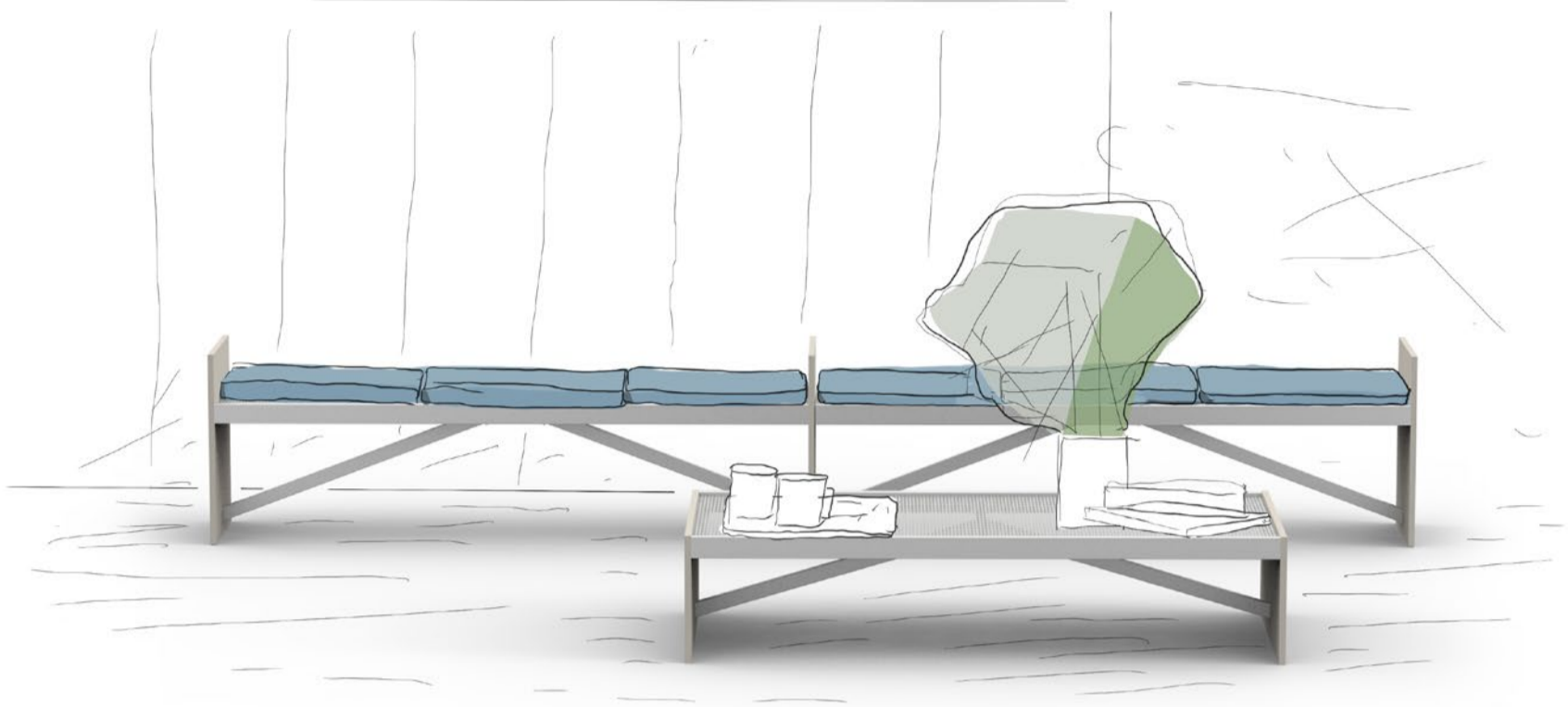


Some new pieces by Erwan have been used,
 Printed on a textile which is foiled to an aluminium backing they can be
 wrapped and distorted.
 They're called « color block » and we believe they somehow complement
 the practice of Kvadrat to colour.









The newly launched collection « TRUSS » for EMECO are the furniture used on the main ground floor. Most of everything else comes from Vitra.



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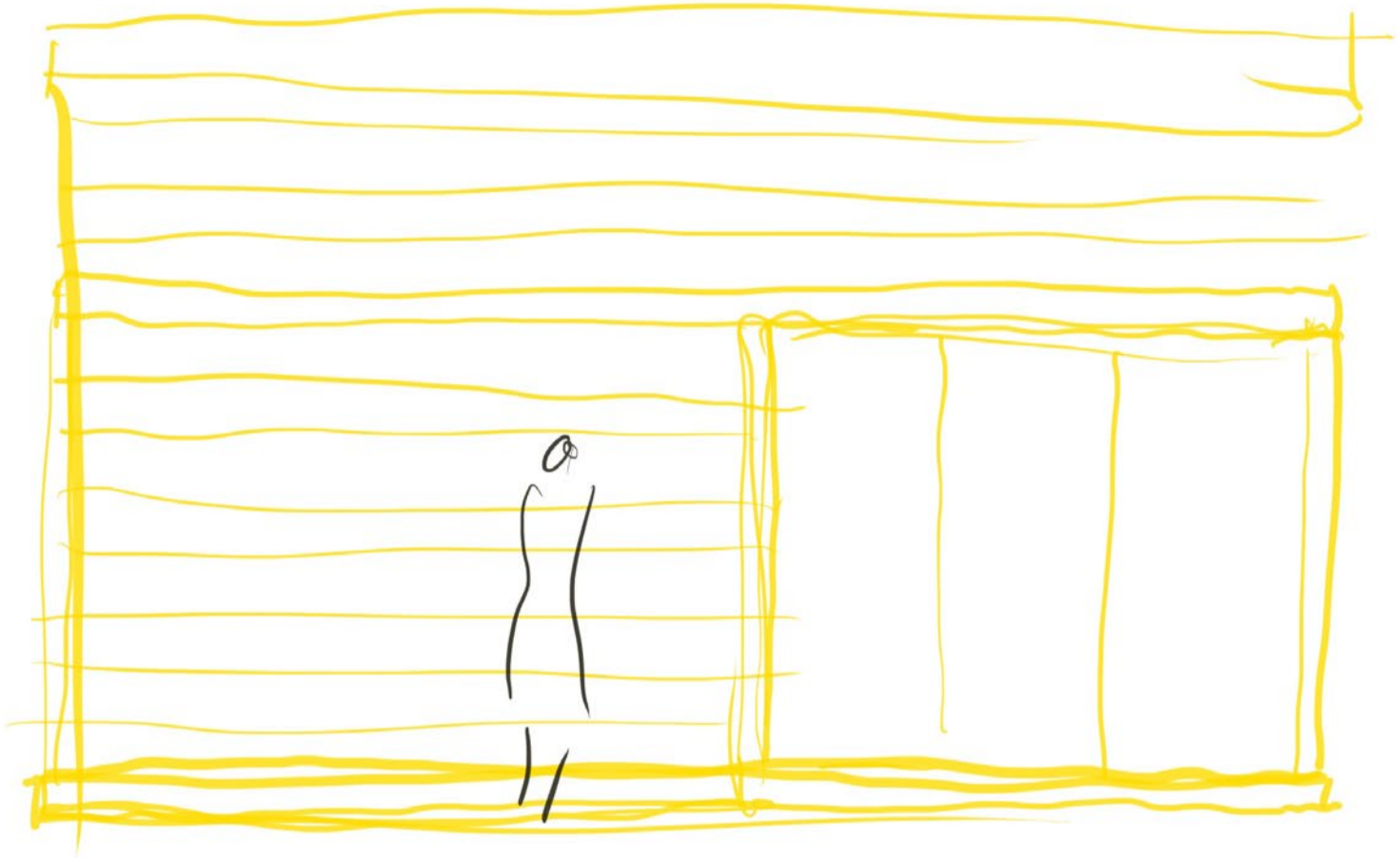
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icon



For many reasons, this project has been a blessing in these difficult times that everyone has been through. We hope that this new place for kvadrat will keep on building this way of welcoming colours and textures that we have been engaging over time. We work for many years now with Jacob Manz (head of architecture at kvadrat) and we wish to thank him for all the energy we deploy together.

Febrik has had an very important role in developing the Cilos textile in such a great manner. The flavour they bring to the environment is fundamental. Thanks a lot.

On site the project was handled by Henry Buckingham and Derrick Flynn, both architect,
and we wish to thank them for the support.



thank you.



