

# LOOM THROW

FURNITURE / LIGHTING / ACCESSORIES

**SIMON KEY ON THE DESIGN** "I am fascinated by playing with form and color to come up with a dynamic, geometric pattern. There is a carefully selected systematic pattern behind LOOM, that at once is perfectly ordered and yet appears random. LOOM is hand-woven and crafted from the softest cotton. The weaving technique and color composition of LOOM creates a light and airy structure and the expression of the throw changes depending on how you fold it. LOOM throw is softness, colorful structure and craftsmanship – all woven together."

# PRODUCT FACT SHEET

**PROCESS** The throws are woven by hand

**DESIGNED BY / YEAR OF DESIGN** Simon Key Bertman /2014

**TYPE** Throw

**DESCRIPTION** Loom is a soft hand-woven throw made from 100% cotton. Each Loom throw explores dynamic geometric patterns and the multiple tones of an individual colour.

**ENVIRONMENT** Indoor

**DIMENSIONS (CM)** 130 x 180

**MATERIAL** 100 % cotton

**CLEANING INSTRUCTIONS** Wash at 30 degrees. Wash separately. Hang to dry. Do not iron. Do not tumble dry.

**ABOUT THE DESIGNER** Simon Key Bertman is a Swedish textile designer with degree in textile design from the Konstfack University College of Arts, Crafts and Design in Stockholm. Simon's work mainly focuses around woven textiles and he is fascinated by the mathematical sequences, patterns and color plays in the weaving.

