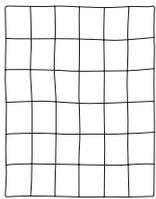


LOOM THROW



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.”



180 cm
51.25"

130 cm
71"



Green



Blue



Grey



Black



Yellow



Tangerine

DESIGNED BY / YEAR OF DESIGN

Simon Key Bertman / 2014

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.

CATEGORY

Throw

ENVIRONMENT

Indoor

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 color.

PRODUCTION PROCESS

The throws are woven by hand

MATERIAL

100 % cotton

CLEANING AND CARE

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