

Juli Throw brings a warm hug of colour Anderssen & Voll's new design for Rørros Tweed



The *Juli Throw* is a new throw collection by Anderssen & Voll for Rørros Tweed that is available in green, blue and pastel.

Known primarily as furniture and industrial designers, Anderssen & Voll is a design studio with a passion for materiality and in Juli they embrace the distinct qualities of Norwegian wool to create an attractively soft fabric that evokes the mood and atmosphere of a lazy summer day.

"Colour is deeply embedded in an object, and transforms its presence in a room. An object may have the same size and shape as another, but a different colour can change it on a fundamental level."

– Torbjørn Anderssen, co-founder, Anderssen & Voll

The title, Juli, is Norwegian for July and references the warm and bright colour palette. The woven pattern takes inspiration from embroidery techniques, as the horizontal threads – the weft – create stitches of colour while the vertical stripes – the warp – were white, acting as a canvas for the vibrant hues of light green, deep blue and fresh pastel.

It was important for the collaboration with Røros Tweed, a manufacturer of wool products with a longstanding tradition of craftsmanship, that the collection celebrated the attractive and distinctive qualities of Norwegian wool. As Norwegian sheep are mainly bred for their meat, their high-quality wool is often treated as a by-product and has historically been neglected as a design material.



The designers spent time at the factory in the mountains of Røros, a Norwegian town along the Hyttelva river. They trialed different ideas with the Røros Tweed looms, experimenting with both jacquard and dobby looms. They opted for the latter, as its grid-like process offered a creative restraint for them to work within, and produced an attractive soft and fluffy woollen fabric.

“You have to know and understand the grid in order to break through it – this is also how you can arrive at something new.”

– Espen Voll, co-founder, Anderssen & Voll



Notes to editors

For more information about Anderssen & Voll please contact av@zetteler.co.uk.

Anderssen & Voll

Anderssen & Voll is an Oslo-based design studio run by designers Torbjørn Anderssen and Espen Voll. Working with some of Europe's most renowned international brands, they take a non-dogmatic approach to design, resulting in objects of beauty and relevance. Their output spans furniture, lighting, home accessories and textile design for the likes of TAKT, Muuto, &Tradition and Audo, as well as their own in-house sustainable homeware brand, Nedre Foss.

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