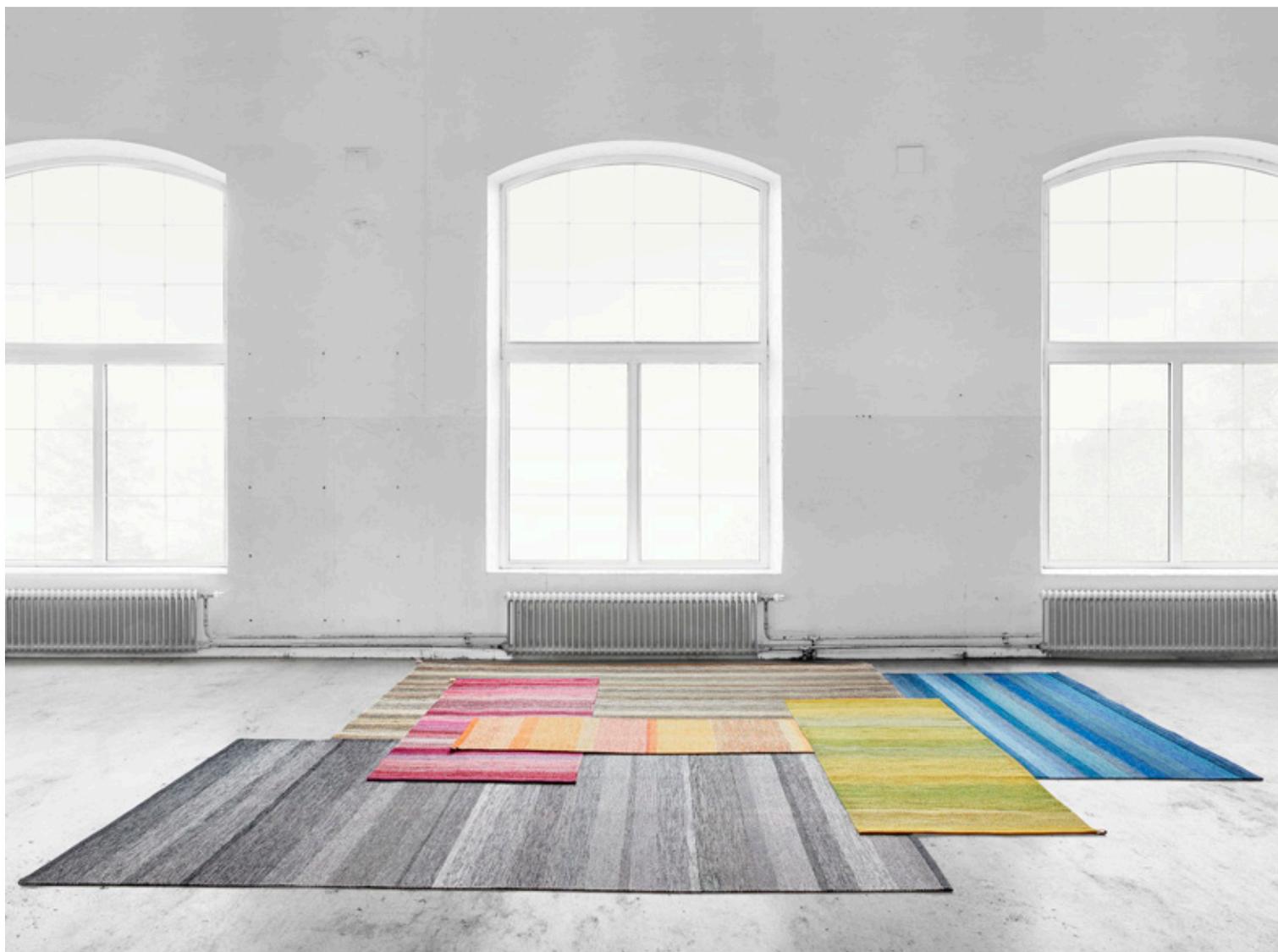


# KASTHALL

Ellinor Eliasson



Harvest rugs in six colourways in the Kasthall factory in Kinna, Sweden.



Ellinor Eliasson.

As a designer for the 130-year-old Swedish rug manufacturer Kasthall, Ellinor Eliasson (1986, Gothenburg, Sweden) was excited to have the opportunity to apply the sustainability principles she had learned while studying textile design at the University of Borås. Part of Kasthall's environmental-stewardship policy focuses on reducing waste in the production process, and it was here, inspired by traditional Swedish rag rugs, that Eliasson spotted an opportunity. 'When you understand how the production works, you can use creativity to challenge it and try to make it better,' she explains.

Kasthall's rugs are all made to order and tailored to individual customer needs, which avoids excess stock but does result in leftover spools of coloured yarn. 'We make up extra spools in case we need to redo something during the production process,' explains Eliasson. 'We have such high quality

'The future for waste as a raw material is bright – and necessary.'

requirements that we can't reuse the residual wool for rugs in the same collection in case of minor colour discrepancies. This posed a challenge and inspired me to find an exciting way to put this yarn to use – a good side-effect of working in this way is that it contributes to reflection and creativity.'

Eliasson suggested sorting the residual spools into six approximate colour groups: green, grey, red/yellow, pink/purple, blue and brown/beige. These form the basis of Kasthall's Harvest collection, which is made entirely from this residual wool. Clients can specify a colourway, and the rugs are made from yarns within that group. When one spool ends, another colour is added, creating a shifting pattern in which colours, dictated by whatever yarn is left over, gently fade into one another. The rugs are edged with the same colours, and finally a tag made of leather, left over from automotive production, is added. 'The uniqueness in each rug, which comes with embracing waste material, makes the Harvest rugs seem almost alive,' says Eliasson.

Buoyed by the success of Harvest, which won Elle Decoration's Swedish design award for Rug of the Year 2018, Eliasson conceived

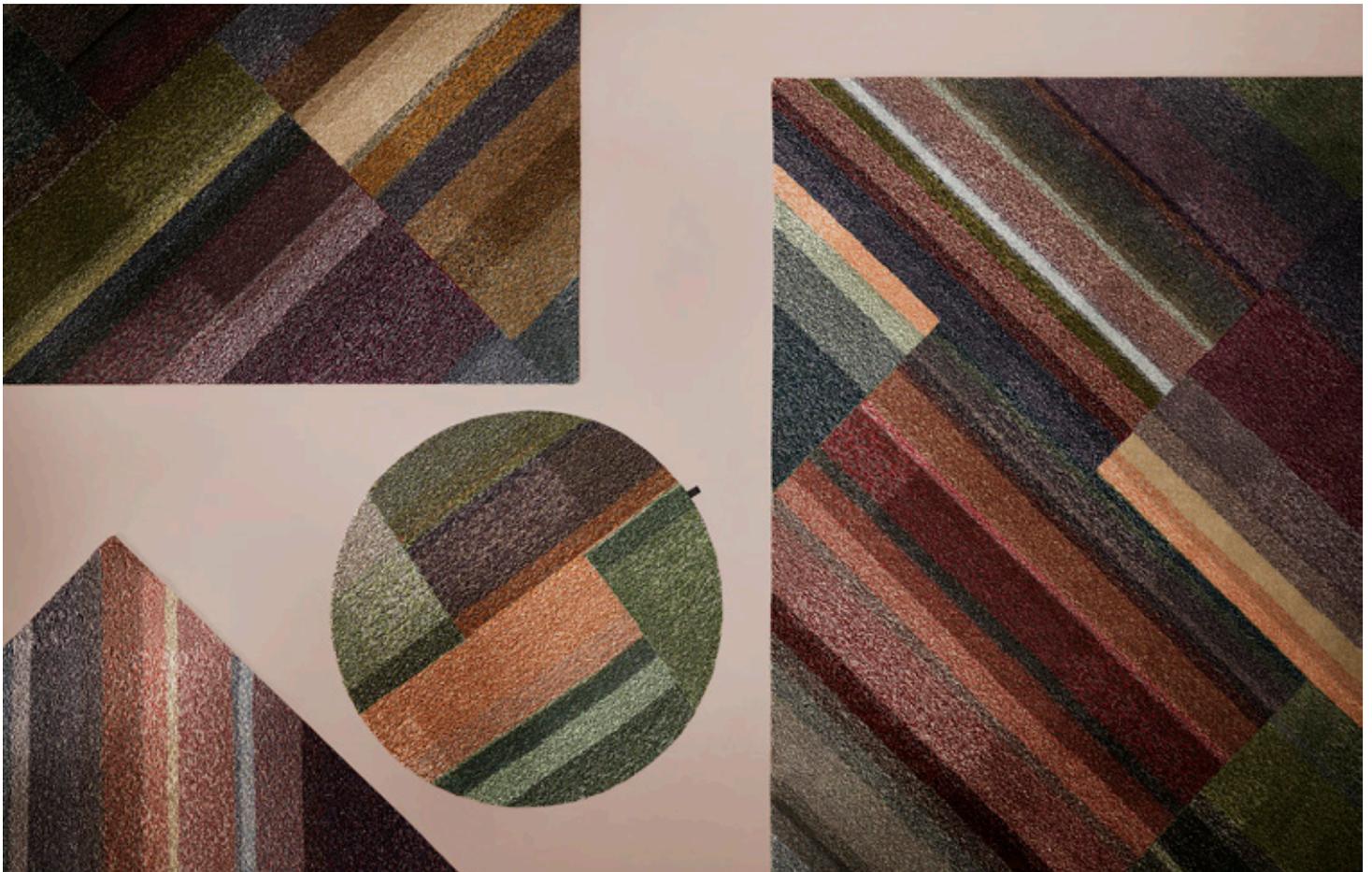


The six different colourways in which the Harvest rugs are available.

Flourish, a tufted 'sister rug' for Harvest, with a similar philosophy. 'The inspiration for Flourish comes from the colourful mosaic of landscapes seen from above,' she says. 'This time, we mixed and blended colours, in a less controlled but still colour-coordinated way, letting chance play a larger part in the final design.' This time a different type of leftover yarn is used and rather than being grouped by colour, the cones are simply used in turn, creating multicoloured 'patchwork' rugs with a tactile 'cut and loop' pile. The same leather tags are used – an idea that sprang from Tex:chain – a project exploring the potential for producers in Kasthall's local area to reuse and recycle each other's waste.

'It has sometimes been challenging to explain these collections, but once people understand, the feedback is really positive,' says Eliasson. 'Things are starting to change. As a designer today, you really have to think about the environmental impact of what you design, so we have to help drive that change. Collaboration helps, not only with other creatives, but with strategists and analysts too. We all need to think about how we use the world's resources. Better sorting systems will help us to use waste more efficiently and better collaboration will enable sourcing from each other's waste streams, so we can really start to make the best of what we already have. The future for waste as a raw material is bright – and necessary.'

The Flourish rugs vary according to the leftover yarns available, but Kasthall has noticed that they adapt 'like chameleons' to the colours that surround them in the interiors into which they are placed.





The Flourish rugs feature a less controlled colour mix than Harvest and a textured 'cut and loop' pile. Their black leather tag is made from leather offcuts from the automotive industry.