





# Eighty years of Røros Tweed

For nearly a century we  
have been crafting goods of high-  
quality wool that are passed down  
from generation to generation.

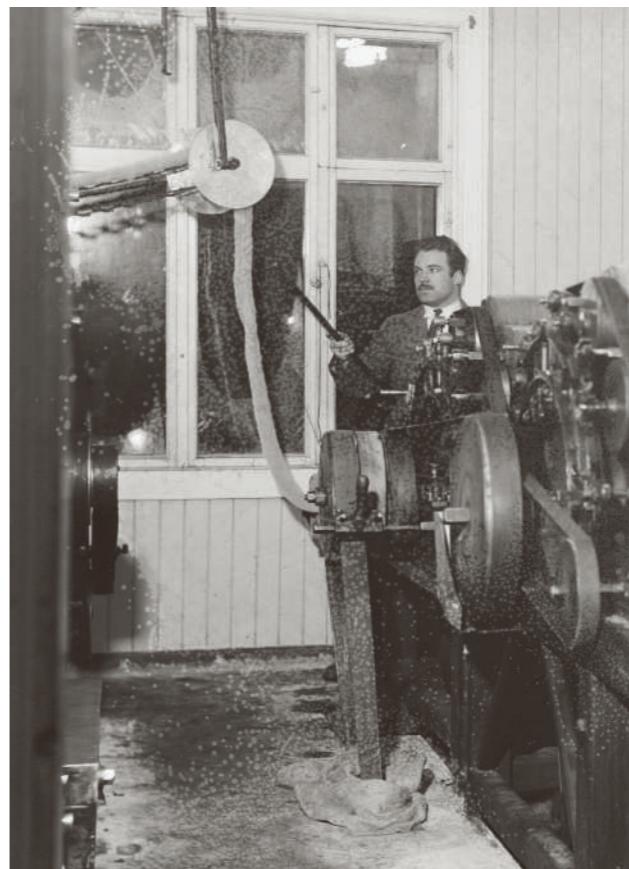
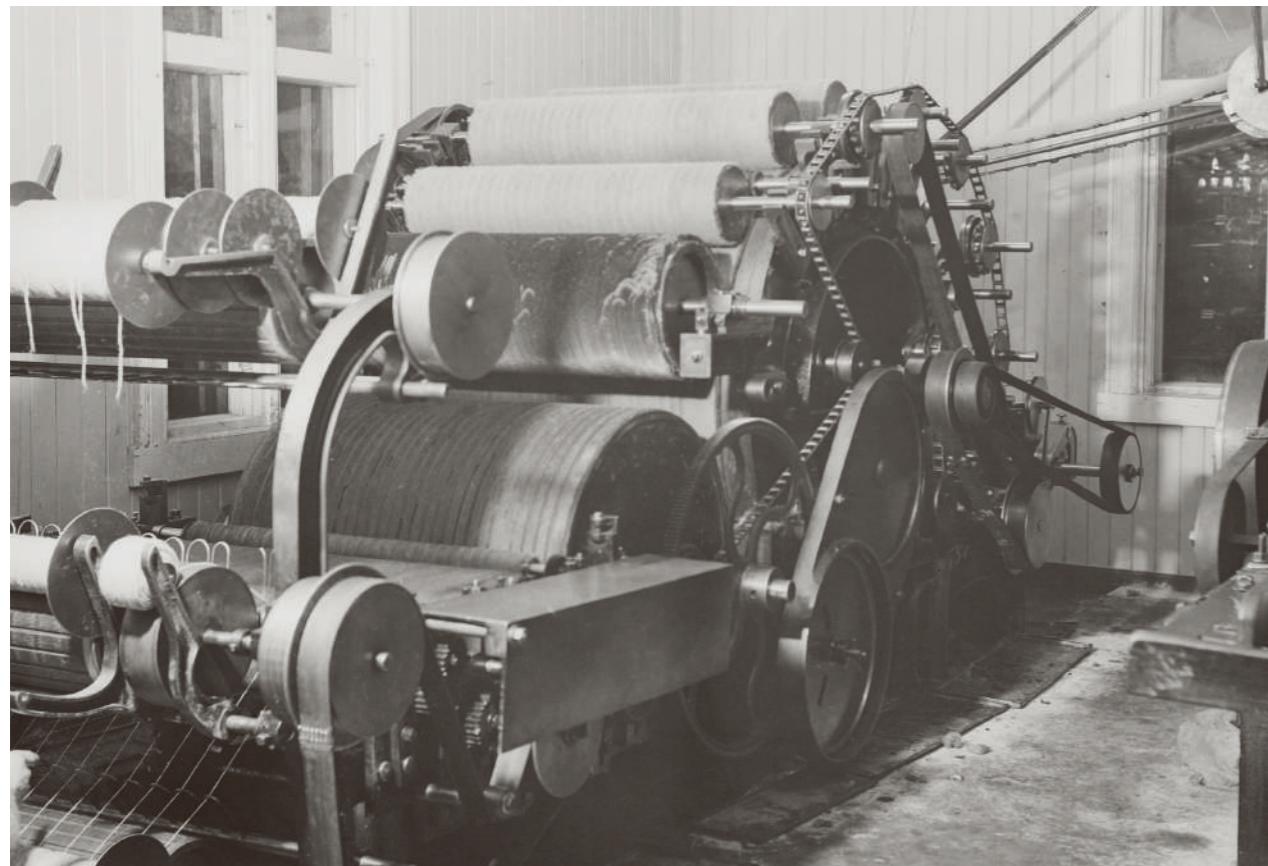


This year Røros Tweed celebrates its 80th anniversary and we pay homage to our history. Since 1940 we have created beautiful, sustainable and long-lasting Norwegian wool products. Today our range contains several hundred unique products.

Everything we do has its origin at our factory in the small mountain town of Røros, and to this day our facilities remain here. Our weaving traditions and craftsmanship are kept alive through the dedication and knowledge of everyone who proudly contributes to our ever-evolving story.

A handwritten signature in black ink, likely belonging to the author or a representative of Røros Tweed.

## How it all began



Our story starts in the 18th century when valuable copper was discovered in Røros. It brought great wealth to some, but most people in the rural town remained poor. When Peder Hiort, the director of the mine died in 1789, he passed on his entire fortune to a foundation that provided textile education and raw materials to the less fortunate.

This enabled the community to make garments that would keep them warm during the cold winter months. The foundation would also purchase these ready-to-wear garments and redistribute them back to the community as charity. Based on this Røros Tweed was established in 1940 and worked

as a sales outlet for locally made textiles. Often, the workers who had received payment for the clothing they made, received the same clothing back.

Peder Hiort's legacy has created a tradition for handcraft and textile production that served to lay the foundations of Røros Tweed. Since then we have come a long way, but our core and passion for Norwegian wool has never changed.

Through high quality craftsmanship we hope to continue to create wool products that last for generations and along the way inspire future textile artists and designers to keep the tradition alive.



In Norway we have a long and proud tradition of breeding sheep, harvesting their wool and handling it as a valuable resource. This unique local resource will forever remain at the core of our craftsmanship.

## The finest Norwegian lambswool

In Norway we have a long and proud tradition of breeding sheep, harvesting their wool and handling it as a valuable resource. This unique local resource will forever remain at the core of our craftsmanship.

Norwegian sheep are sheered once or twice a year – during the spring and autumn. The wool is then sent to wool depots. How the wool is handled and sorted is crucial for its value. Through our close cooperation with the Norwegian association for wool, Norilia, we receive the finest Norwegian lambswool. The wool is treated, coloured and spun at our factory, Rauma Ullvarefabrikk, and later woven at our facilities in Røros. Norwegian wool meets

the criteria for Cradle to Cradle and the Nordic Eco Label. This entails good animal welfare, low energy consumption, proper resources and little use of chemicals. In 2015 Norilia was the first wool producer awarded with the Svane certification, the official Nordic ecolabel. Making the process even more sustainable Norilia's wool washing supplier has developed a process where 96% of the water is cleaned and reused.

We are proud to say that all of our products are made from Norwegian wool and are entirely produced in Norway from raw wool to finished product.

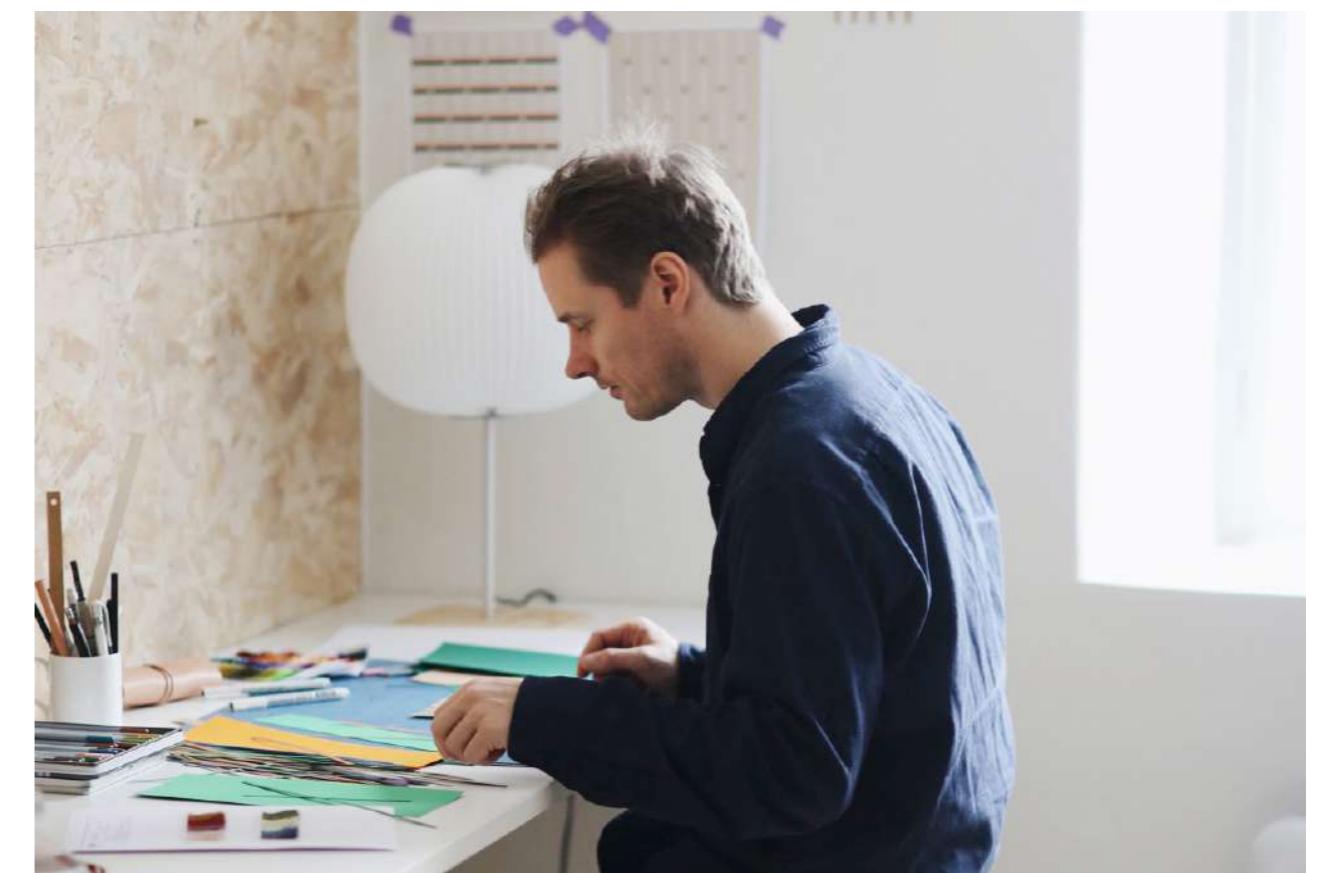
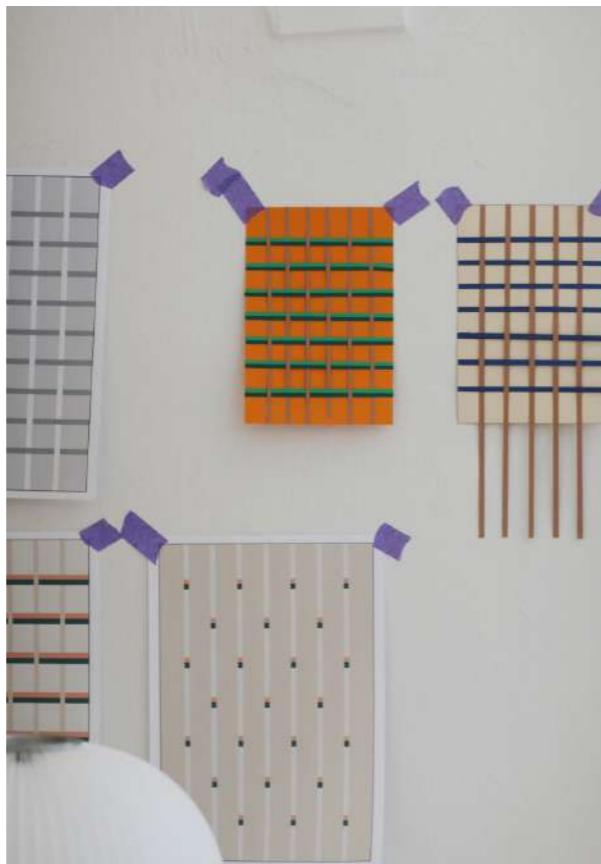
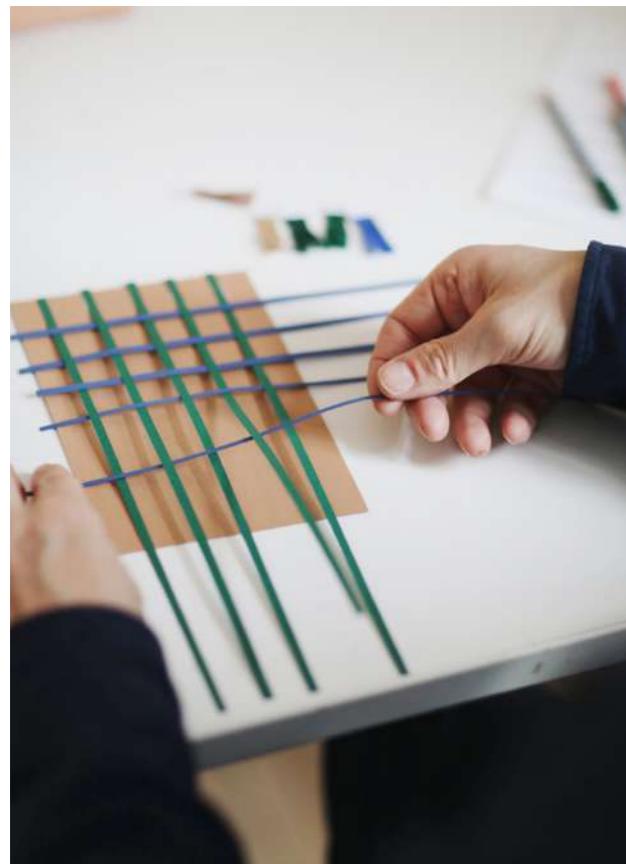


"The wool is treated, coloured and spun at our factory, Rauma Ullvarefabrikk and later woven at our facilities in Røros."

# News

We are proud to introduce a new beautiful collection by one of Norway's most renowned product designers, as well as updated designs and colours of our beloved Kattefot series from 1988.

## Knut by Hallgeir Homstvedt



We are proud to present a new collaboration with one of Norway's most outstanding product designers, Hallgeir Homstvedt.

Hallgeir holds a BA of Industrial Design and honours from Newcastle University in Australia. After completing his degree in 2006, he went on to work for the pioneer design studio Norway Says before opening his own design studio in 2009. He now works across the fields of furniture, interior

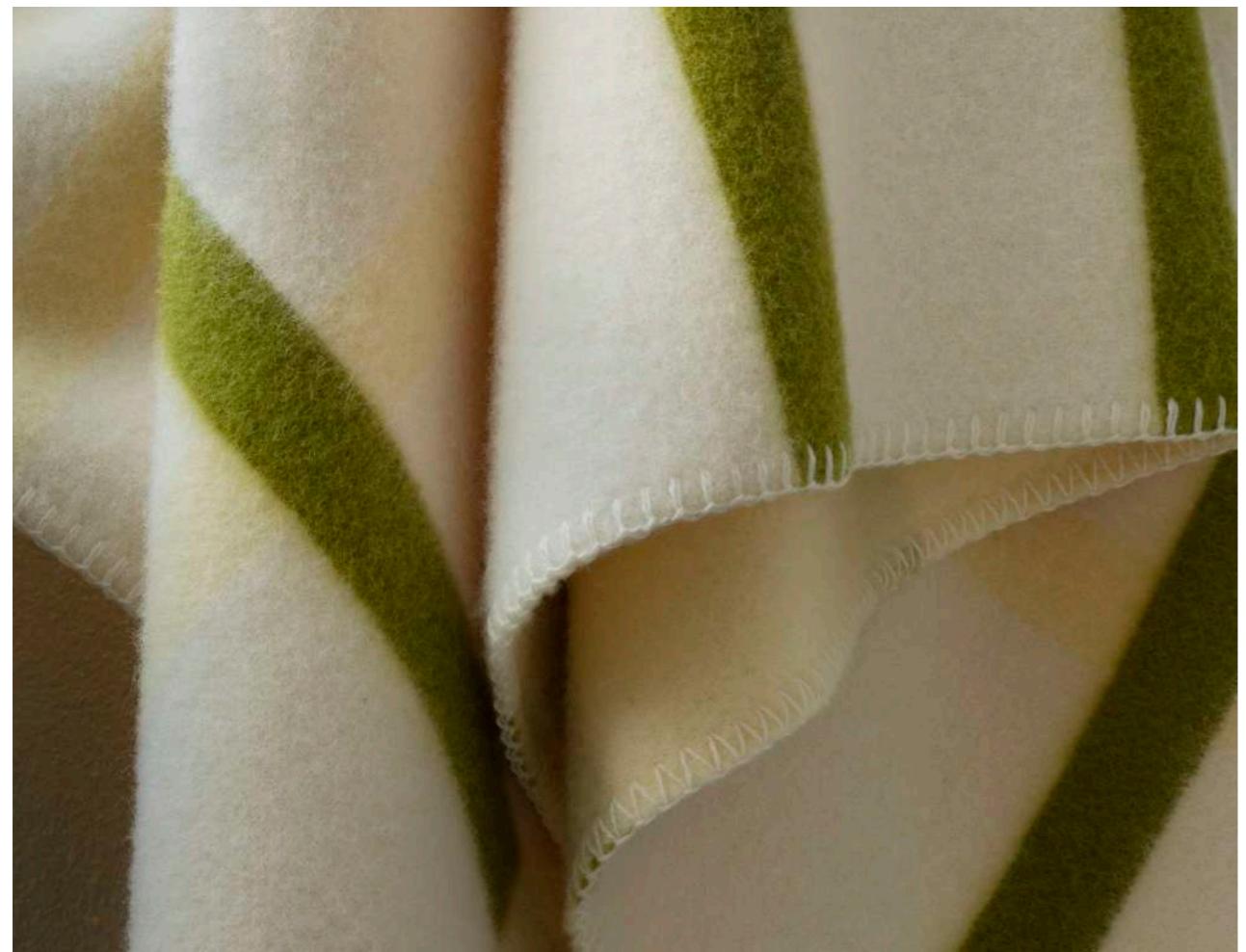
and product design, focusing on products that are tactile, interactive and engage the observer's curiosity. Hallgeir has previously designed the much-loved Bislett series for Røros Tweed.

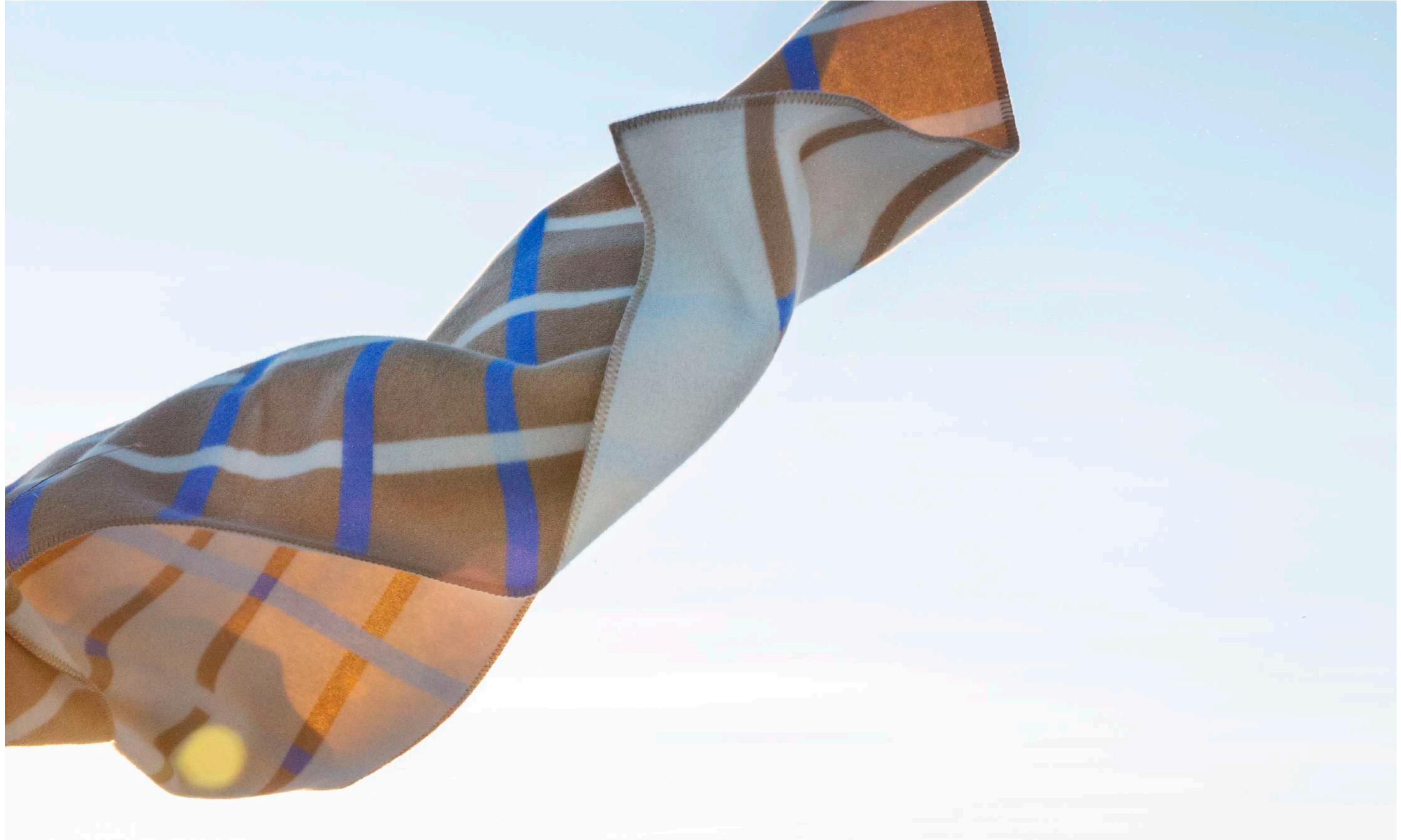
Hallgeir's new series, Knut, comes in five different colour combinations. The soft and voluminous experience of the throw is a result of the Jacquard machine's dense fabric and the finishing of the lambswool.

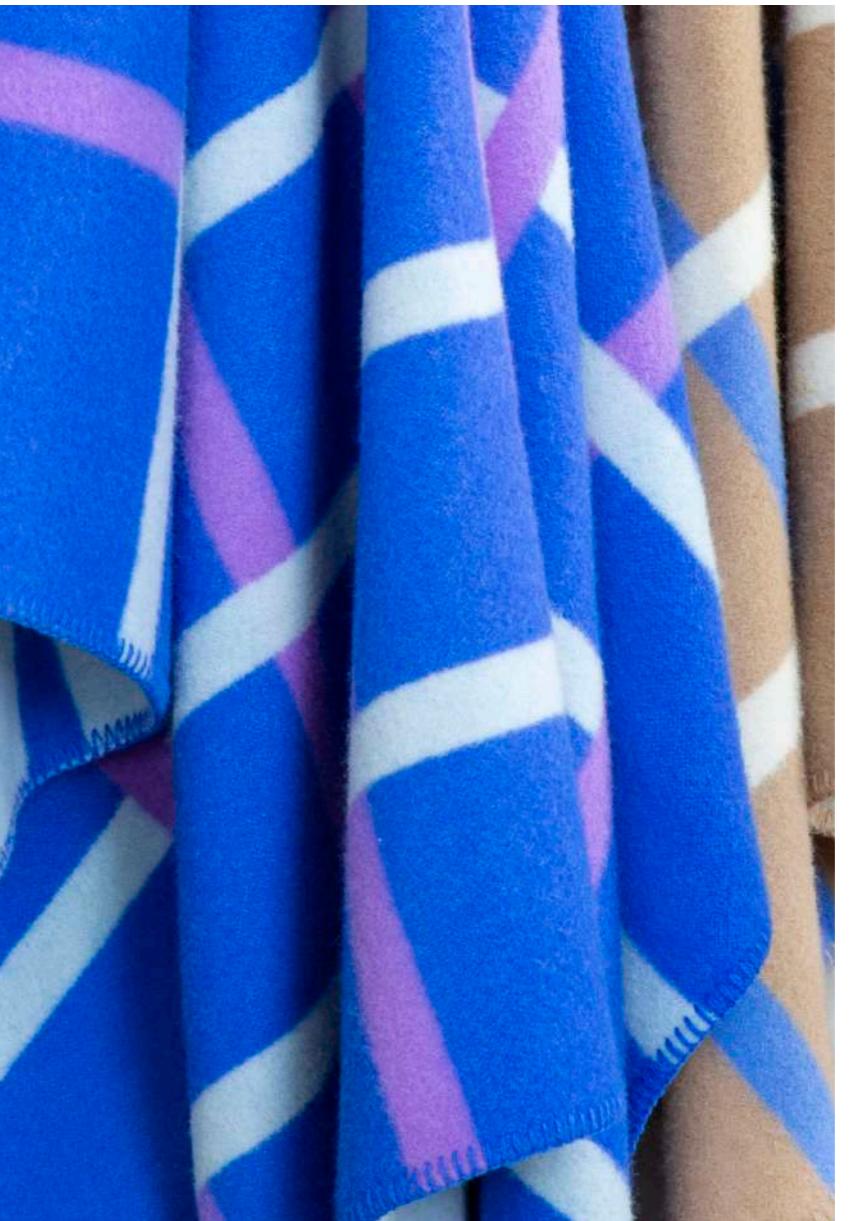


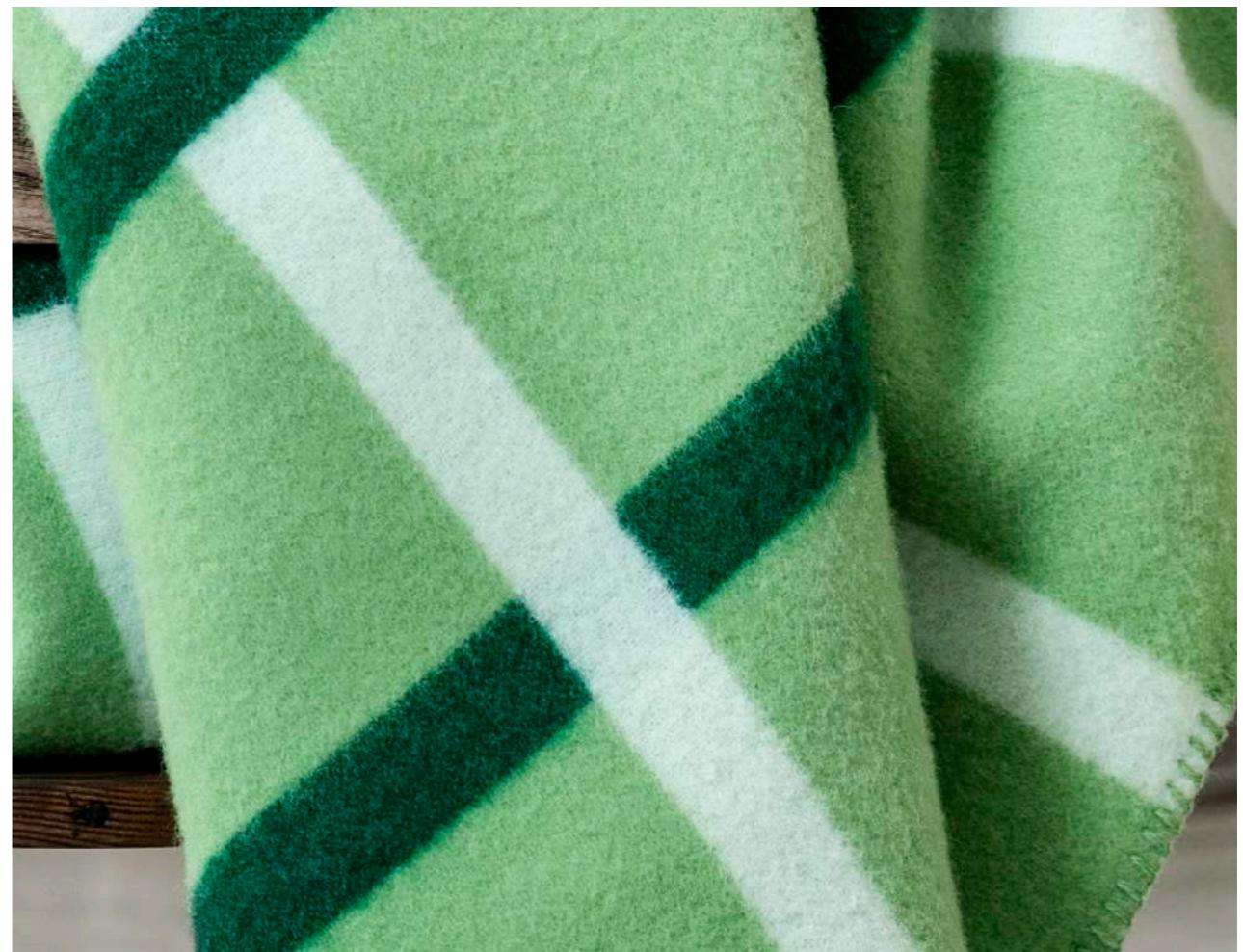
Knut draws inspiration from the most elementary process in weaving, the actual binding of the vertical and horizontal threads. The pattern is a tight and precise grid, drawn in saturated colours. When you use the throw the same lines form waves and intricate patterns.

All five color combinations comes with a bold and strong individual signature. The intertwined vertical stripes makes up neutral back face and the saturated bold horizontal stripes creates an unexpected bold front face.



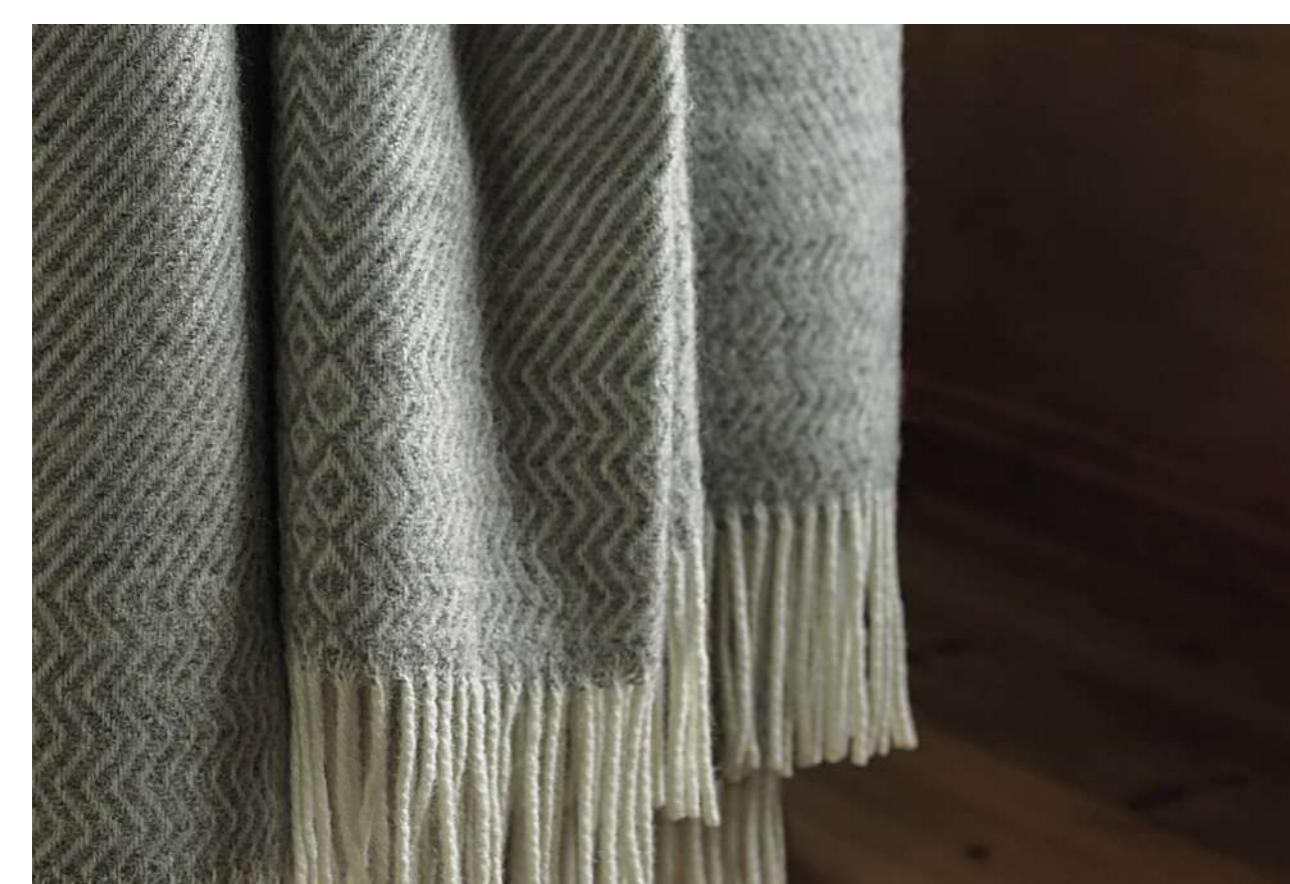








## New colours of Kattefot



Product, Colour



Product, Colour

Kattefot was first launched in August 1988 and has since become a classic. The throw was originally designed by Judy D. Lundin, who was a freelance designer at Røros Tweed in the late 80's. Judy was inspired by the landscape and colours in the nearby surroundings of our factory in Røros and this resulted in a collection of beautiful throws.

With a textural and timeless expression, this fringed throw has been a household favourite for decades. A throw many, especially in Norway, associate with Røros Tweed itself. As a core piece in our collection, Kattefot is reintroduced this season in four refreshing new colours. Resulting in a total of seven distinct colour options.



Midnight blue, burgundy, moss green and burnt ochre all add new elements to the collection, although the design and feel of the throw remains the same. A classic favourite for generations to come.





# Our collaborators

To pass on our legacy of craftsmanship as well as to challenge and uplift our brand, we collaborate with both established and up-and-coming designers.

# Throughout the years we have worked with a vast selection of design talents. They have all enriched our design with their creative and unique styles.

For us at Røros Tweed it is important to work with both established and up-and-coming designers from various fields, to both challenge and develop our brand. We also see it as our responsibility to pass on knowledge about our craftsmanship, to ensure that the core of our work remains for generations to come.

## Inga Sempé

The French designer Inga Sempé creates visual poetry. She is well-known around the world for being a designer with extraordinary sensibility. She has done remarkable works in furniture, lighting, objects and textiles for many renown brands. Sempé was awarded the Grand Prix de la Création en design de la Ville de Paris in 2003. Her two first works for Røros Tweed is the throws and cushions Agnes and Bernadette.

## Runa Klock

Klock holds a master's degree in design from the Oslo National Academy of the Arts. She has a playful and curious approach in her designs. Her work is often inspired by nature and the natural beauty of different materials with a graphic touch are typical elements for her design. Klocks' work is characterized by an openness to cooperate with people in various disciplines; her practice extends beyond product design to include food, exhibitions and entrepreneurship. Several of her projects have a strong social profile. Filos, Klocks design for Røros Tweed, is a soft and light throw. The throw comes in six different colours, all woven on the same striped warp. The pattern is inspired by the tartan seen in Scottish kilts. The colour blends that occur in the squares where the woven threads intersect, are harmonious and warm, and go from light to dark. This way you can choose your own expression, depending on how you fold the throw.

## Hallgeir Homstvedt

Hallgeir Homstvedt holds a BA of Industrial Design and honours from Newcastle University in Australia. Working in fields of furniture, interior and product design, Homstvedt makes products that are tactile, interactive and engages the observer's curiosity.

For Røros Tweed he has designed Bislett, a series consisting of three throws in a soft and beautiful colour palette. Inspiration for this collection comes from the Moiré phenomenon, a visual effect that occurs when two repeating patterns are layered on top of each other, creating the illusion of movement.

## Snøhetta

Snøhetta Design is an award-winning, multidisciplinary graphic design and branding agency incorporated within the Snøhetta architect offices in Oslo and New York. All of their projects are based on strong and sustainable concepts. Snøhetta's method is based on collaboration with multiple professions working together to explore differing approaches to each project. Snøhetta has designed several throws for Røros Tweed, among them Colour Noise, which is still a favourite in the collection. "A field of soft lines with mud make their own way to the deep background, a seamless transition from glow to colour, from noise to silence" is how Snøhetta describes this beautiful throw.

## Arne & Carlos

The design duo Arne & Carlos has been highly successful in Norway and on the international scene with their knitwear collections. Their work has been inspired by traditional patterns under the guise of contemporary design expressions. The Nordland, Setesdal and Voss designs are inspired by Rauma Garn's old knitting patterns that were designed for Husfliden bearing the same names, with an unmistakable reference to Røros Tweed's strong ties with Norway's cultural heritage and arts and crafts traditions.

## Elle Melle

A graphic design studio based in Ålesund that has received the Award for Design Excellence from the Norwegian Design Council. They have collaborated closely with us since 2010 and because of their many years of working with Røros Tweed's profile we wanted them to design our profile throw, Arv. The inspiration for the throw is drawn from Norwegian hand-weaving traditions – a cultural heritage with deep historical roots.

## Bjarne Melgaard

Bjarne Melgaard is one of Norway's foremost and internationally renowned contemporary artists. He has held more than 45 individual exhibitions at leading galleries around the world. He is also a frequent curator, author and producer, having written more than a dozen novels and produced several films. His works are showcased by leading museums and art collections around the world. In September 2012 Melgaard opened the exhibition "A house to die in" at the Institute of Contemporary Art in London. For the exhibition Røros Tweed was engaged to weave a 500m<sup>2</sup> large floor carpet. Røros Tweed's contribution to the exhibition inspired Bjarne Melgaard to further collaboration.

## Bengt Lindberg

A designer and illustrator that creates new design with roots in traditional Swedish folk art. His designs can be both playful and strictly graphic. In 1991 he made his first iconic elk, which has

become a modern Swedish souvenir. Lindberg from an early age was inspired by his grandparents' farm in Skåne, filled with objects of art, handicrafts and nick-nacks. His designs reflect his weakness for the old and slightly naive and clumsy folk art. Lindberg describes his inspiration for the throw Elk "A late summer evening, It pops up in front of me in the woods. Largest among the animals. A twig is broken and the animal stops, tips her ears, then quickly retreated to the protective dimness of the forest. A part of my childhood and the first small pieces of what would become a graphic pattern – an elk".

#### **Margun Underhaug**

The talented Margun Underhaug is an educated textile designer from Bergen Kunsthåndverkskole and has an additional degree in pedagogy, marketing and sociology. For 20 years she worked as a designer and product developer, before starting her own design company. In recent years, she has been teaching arts and craft in various schools. The throw Kristin is inspired by the movie and the novel about Kristin Lavransdatter. Her second design for Røros Tweed was the Isbjørn. The polar bear has become a symbol of the Arctic and Nordic. It has gained much attention in recent years because the population is threatened by global warming.

#### **Connie Moltubakk**

Connie Moltubakk was born in 1963 in Denmark, but had her upbringing in Sweden and USA. She has a degree in graphic design and a master's degree in management and organizational psychology. Now living and operating from Oslo, she has received the Award for Design in collaboration with Røros Tweed twice, in 1999 and 2000. The throw Champagnebobler was launched in 2000 in connection with the new millennium.

#### **Karen Staver**

An experienced designer educated at the Norwegian National Academy of Craft and Art Industry in Oslo and Bergen kunsthøgskole. In her early career she worked as a designer of upholstery fabrics and curtains from 1971 to 1985. She later moved on to working freelance as a textile designer for various companies, including Røros Tweed. Myrull is a beautiful throw designed by Staver for Røros Tweed. With a simple design in natural hues, it reflects the hillside landscape around the town of Røros.

#### **Røros Tweed**

We are proud of all of our dedicated current and former employees of Røros Tweed who has been and continue to be involved in developing designs for our collections.

#### **Judy D Lundin**

Judy D Lundin has an education in sociology and art from Macalester College in her home state of Minnesota in the USA. She is also an educated lecturer in arts and crafts from Statens lærerhøgskole in Oslo. Lundin has many years' experience of teaching weaving techniques and was engaged as a freelance designer at Røros Tweed from 1987 to 1989. For Røros Tweed she

designed the throw Kattefot in 1988 which is still, with its timeless expression, a bestseller. This classic fringed throw is available in seven different colours.

#### **Glick**

A design group consisting of Gjertrud Grødem Stikbakke, Linn Sofie Øistad, Christina Tønnesland and Kaja Marie Kristiansen – all teachers in design, arts and crafts. Together they won the design competition at Oslo Design Fair in January 2017 with their contribution Bergstaden. The design captures the traditional town of Røros utilizing modern technology in the form of pixels. Using a variety of colour combinations that creates different expressions fitting seamlessly into people's homes.

#### **Sara Wright Polmar**

An Oslo-based designer with a degree in interior architecture and furniture design, from Oslo National Academy of the Arts. After graduating Polmar teamed up with Victoria Günzler, and established their studio günzler.polmar in 2011. Polmar is one of the three initiators of 'Klubben', with a goal to promote new Norwegian designers, and to increase collaboration and a sense of community between young designers. Polmar also work on individual projects within product and furniture design, and as a project coordinator for design fairs and exhibitions. The blanket Toskaft was designed based on the theme past-present, and inspired of curtains designed by Annelise Knudtzon for Røros Tweed in the 1970s. Polmars design is based on traditional weaving techniques, translated into a contemporary and clean expression.

#### **Ingunn Birkeland**

Ingunn Birkeland is an Oslo-based fashion designer known for her unique handmade woven square patterns, red carpet dresses and show pieces. Exquisite details, time-consuming techniques and artistic expression are central to her work – in combination with her very own specific palette of pastels and fluorescing colours. In the «City» collection Birkeland has designed for Røros Tweed, she shows a graphic version of her own handmade woven textiles – all transferred the loom in four different colour palettes; pastel, mint, orange and aqua.

#### **ByHands**

byHands represents some of Norway's most talented contemporary artists. Based in Oslo, they work with both national and international clients. Their award-winning illustrators represent a unique range of skills and techniques. For Røros Tweed the talented illustrators Darling Clementine, Hanne Berkaak, Sandra Blikås and Anette Moi has created 5 playful and exciting new artworks for the kids collection.

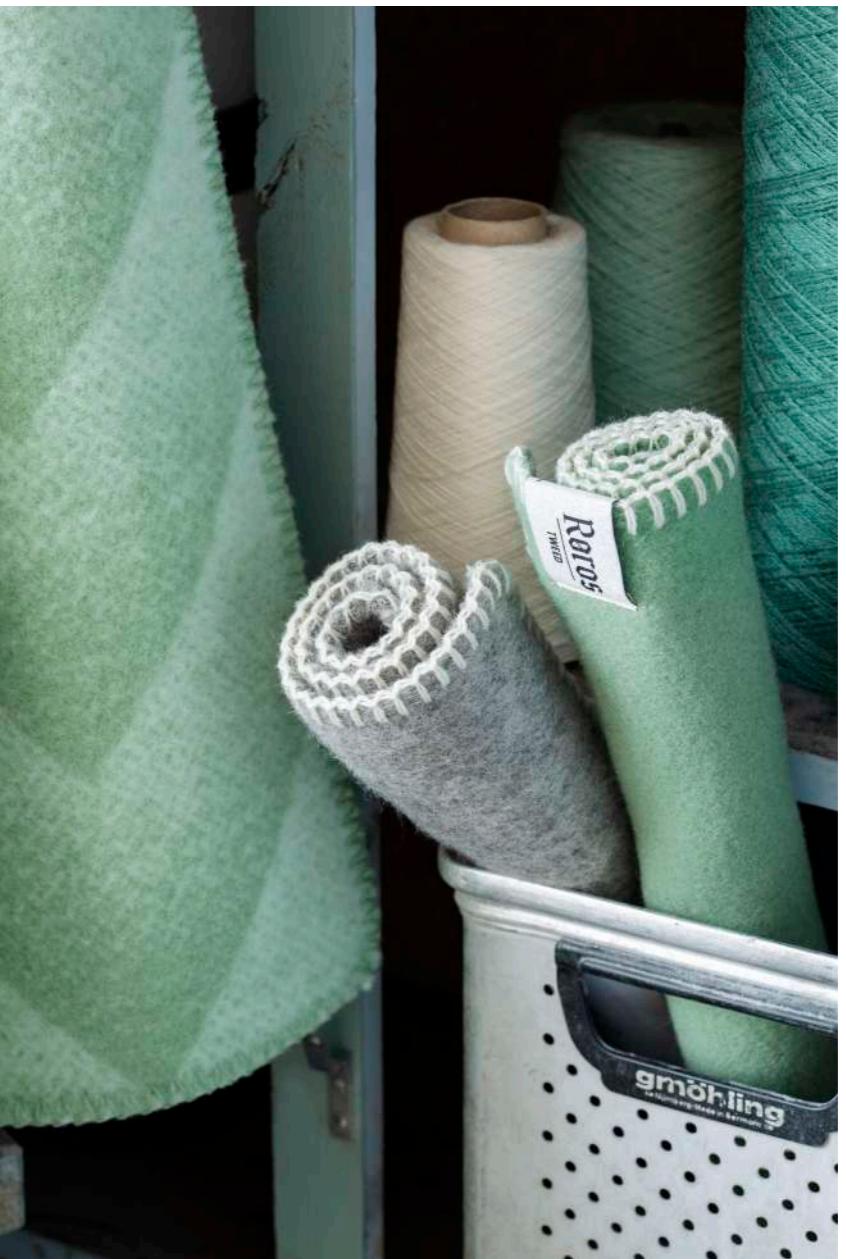


Kvam, designed by Kristine Fine Melvær in 2020.

# Selected favourites

In addition to our seasonal news, we are proud to showcase a selection of past favourites.







01



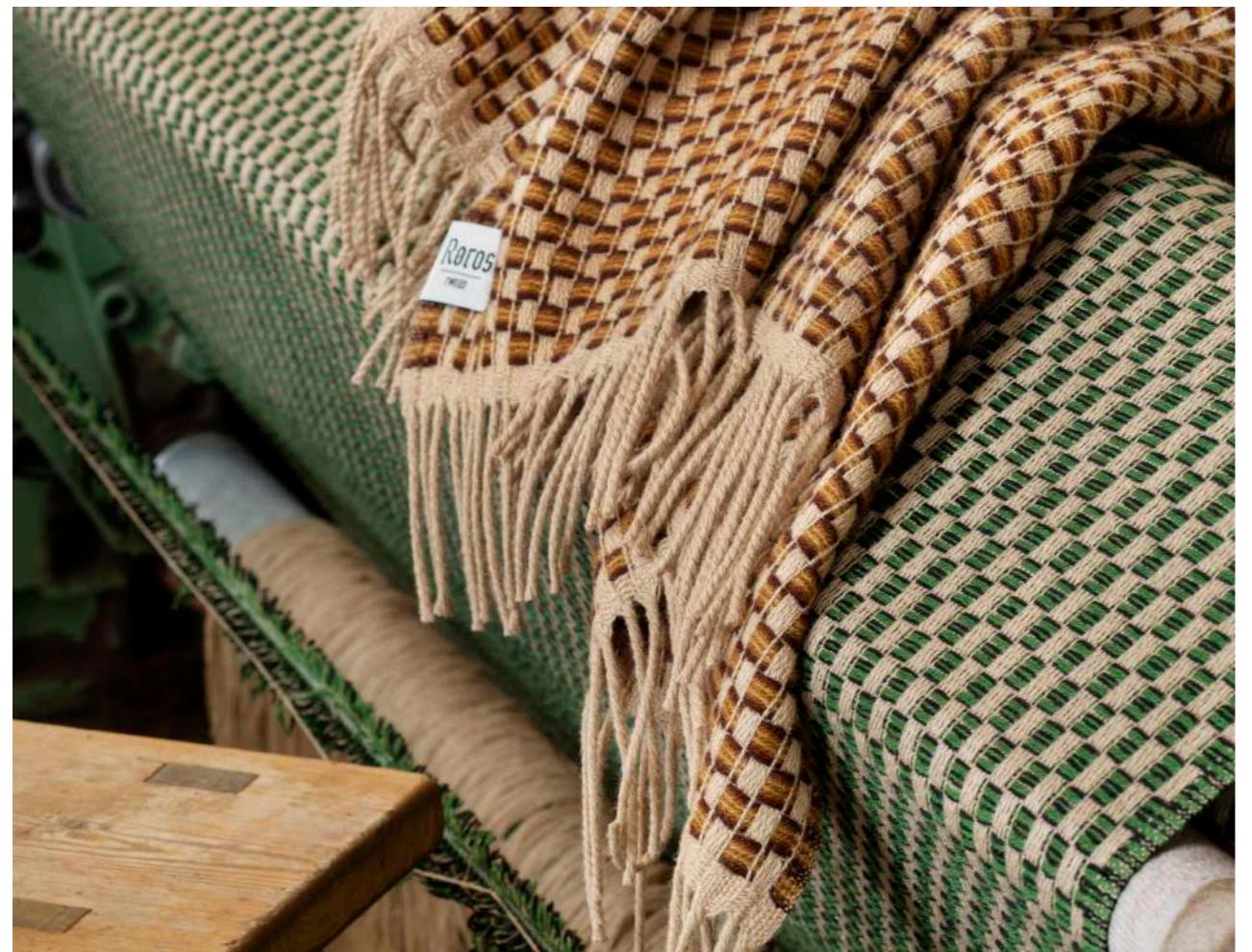
02



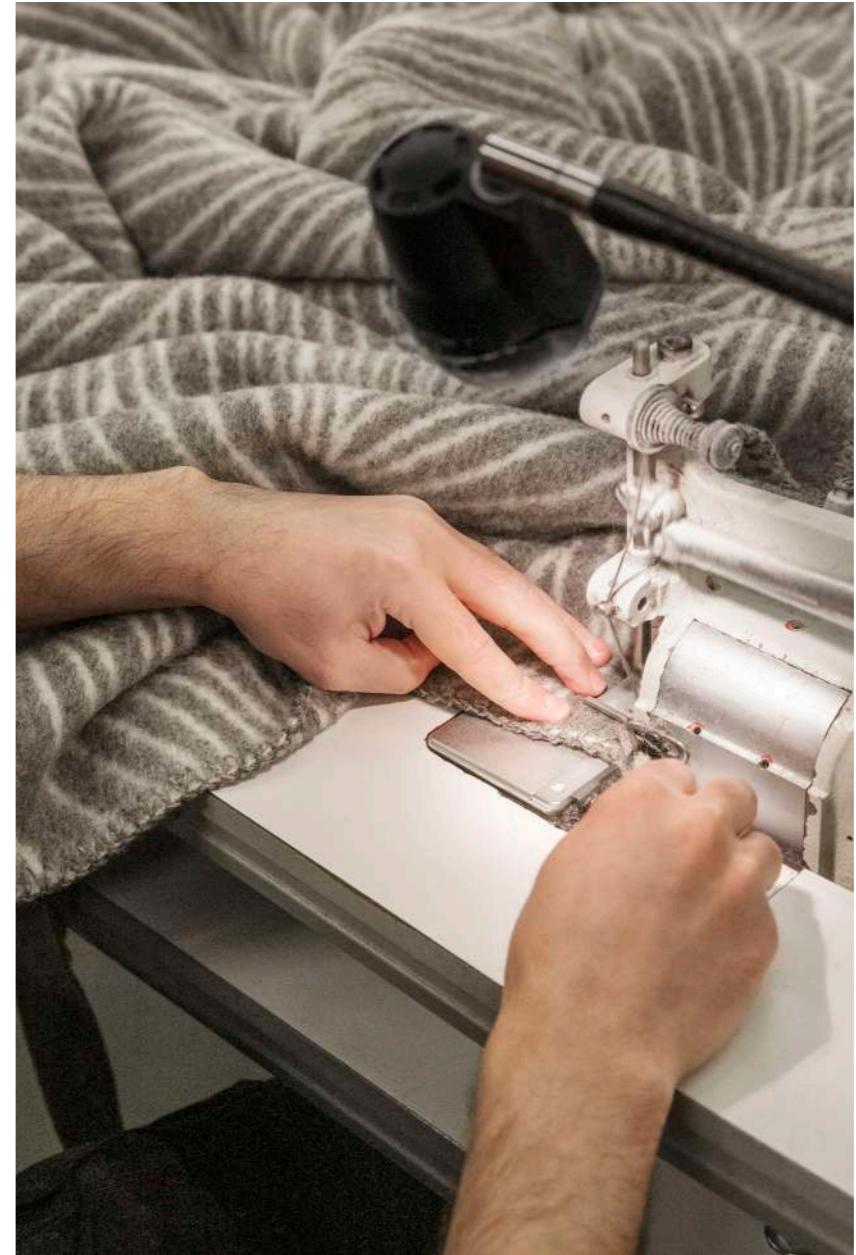
01 Kvam, large throw in orange  
02 Kvam, large throw in blue













01



02

01 Isak, large throw in chestnut  
02 Isak, large throw in green meadow



Product, Colour



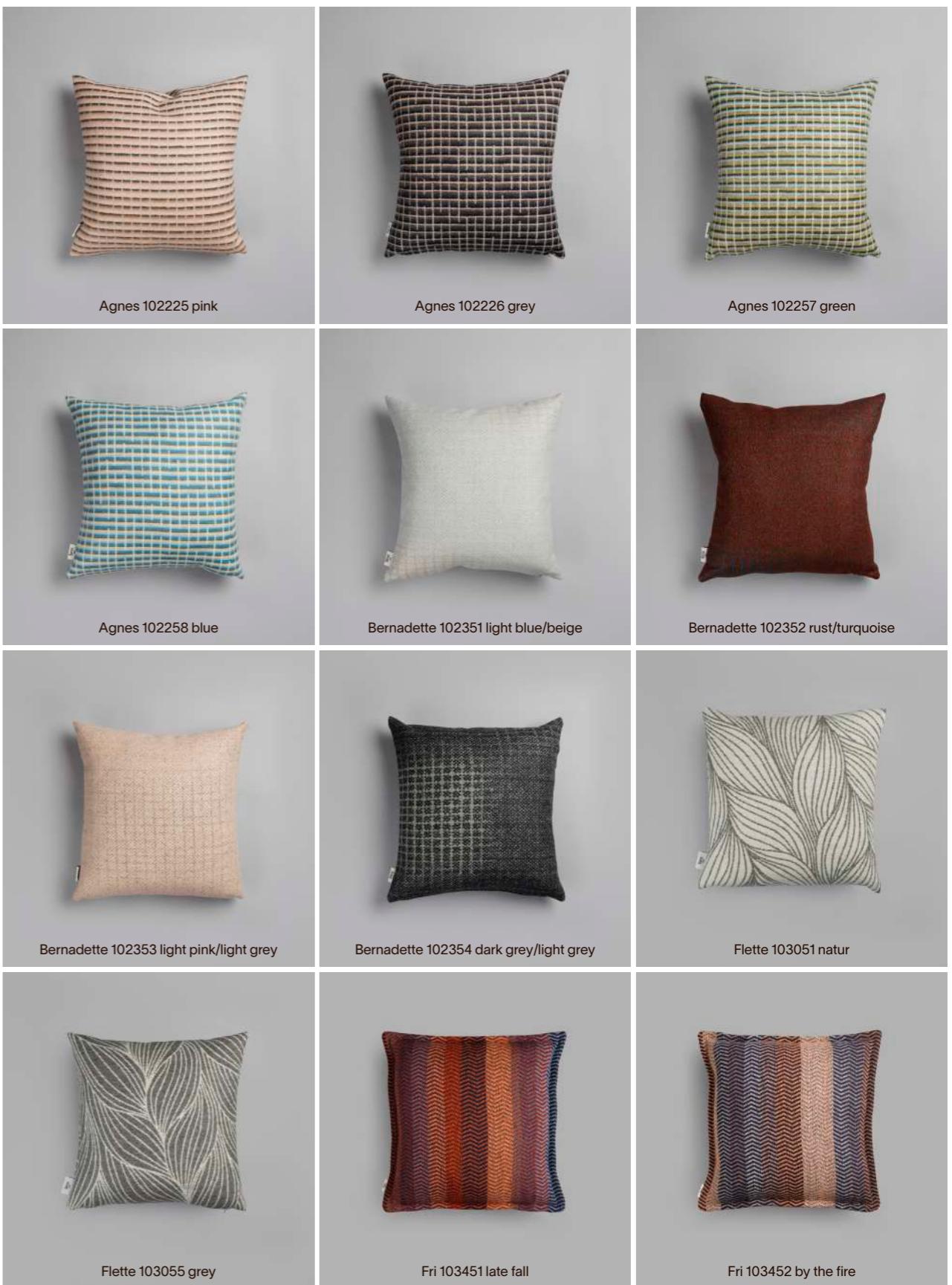
Product, Colour

# Product overview

We have a wide range of products  
from throws, to cushions, seating  
pads, as well as products for kids.

# Cushions

Our products are made from Norwegian lambswool. Wool is a natural material, products may differ somewhat in depending on temperature, treatment and weaving methods.

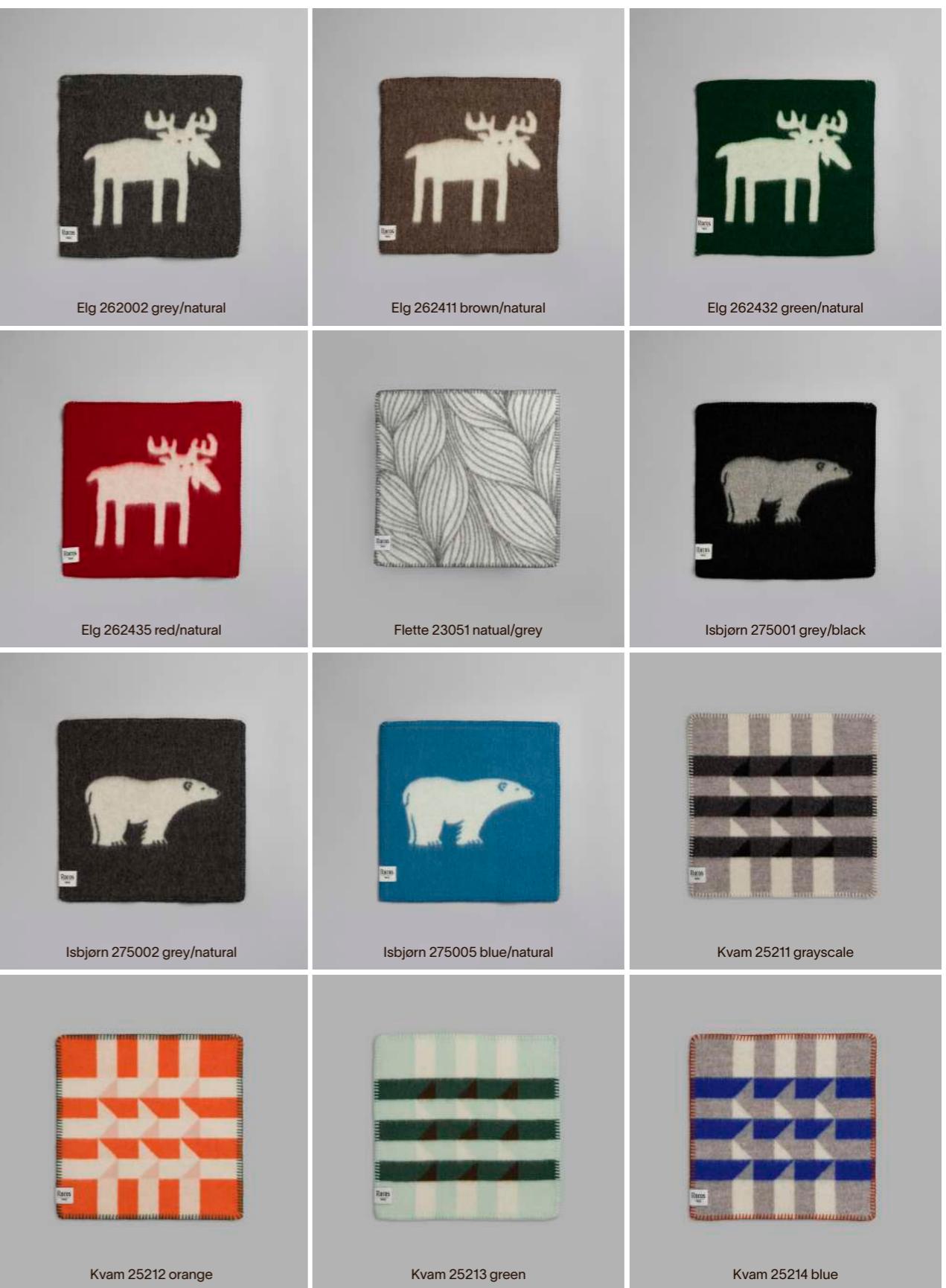






## Seating pads

Our products are made from Norwegian lambswool. Wool is a natural material, products may differ somewhat in depending on temperature, treatment and weaving methods.



\* Seating pads: 45x45cm, 0,1kg



Kvam 23751 dark



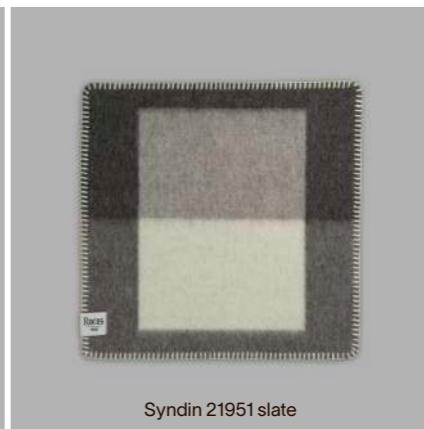
Mikkel 23752 pastel



Mikkel 23753 green



Stemor 26576 deep blue



Syndin 21951 slate



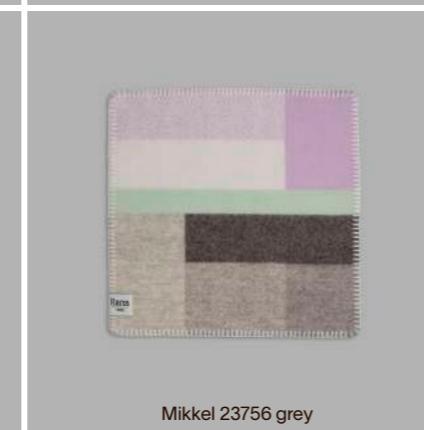
Syndin 21952 moorland



Mikkel 23754 red



Mikkel 23755 orange



Mikkel 23756 grey



Syndin 21953 well



Syndin 21954 glacier



Syndin 21955 cloudberry



Stemor 26570 grey



Stemor 26571 rust



Stemor 26572 wine



Stemor 26573 misty green



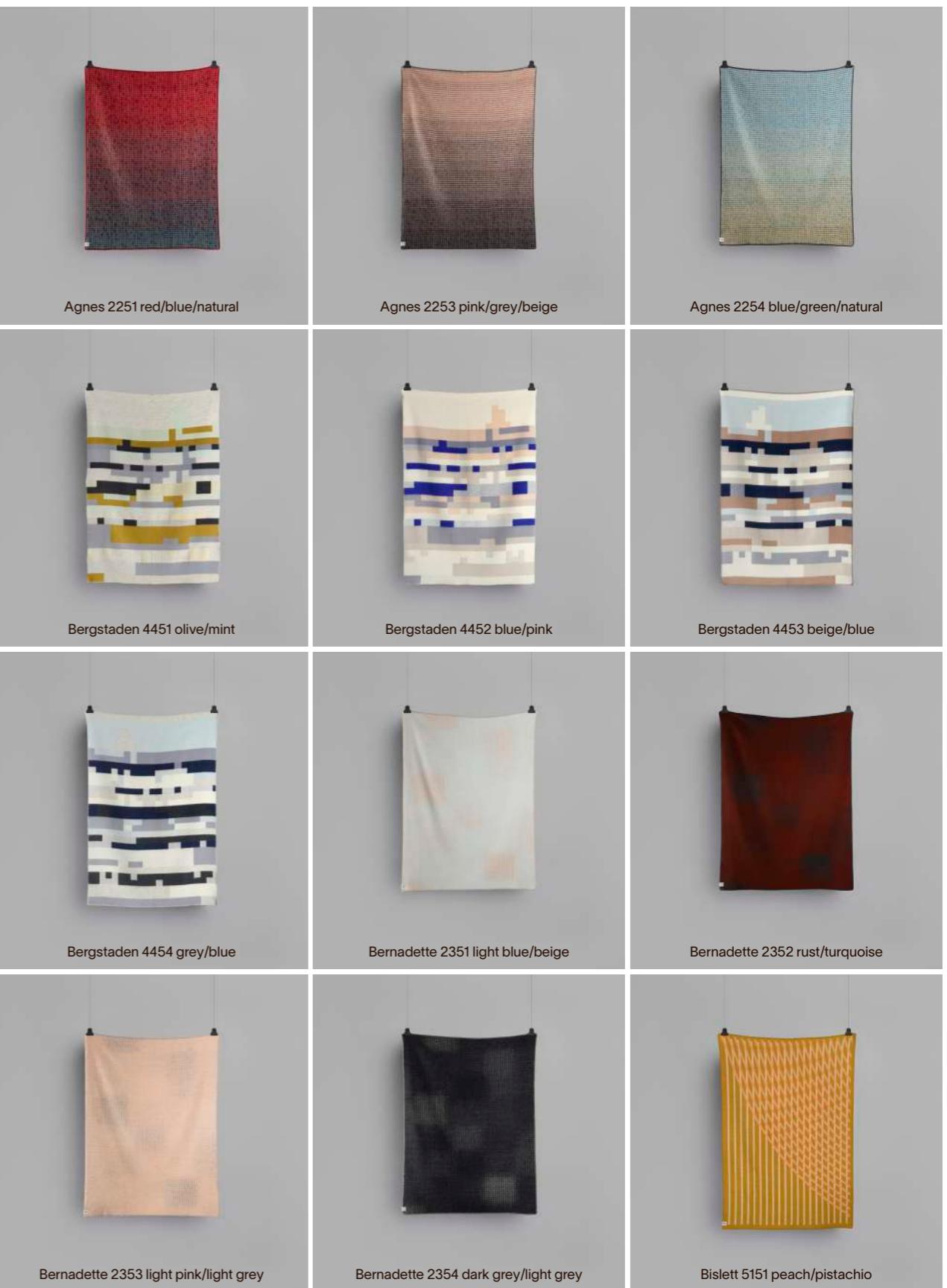
Stemor 26574 sunshine yellow



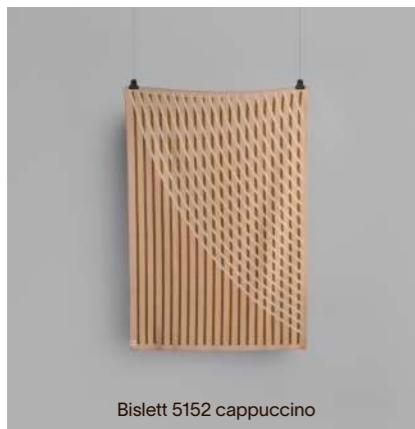
Stemor 26575 dusty pink

## Large Throws

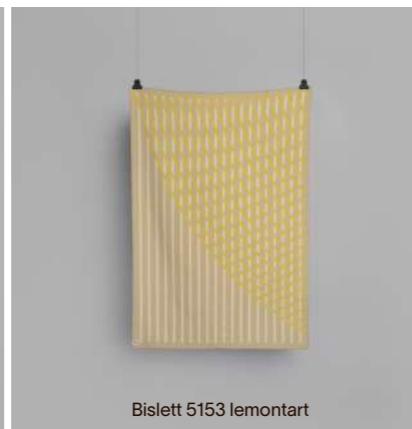
Our products are made from Norwegian lambswool. Wool is a natural material, products may differ somewhat in depending on temperature, treatment and weaving methods.



\* Throw: 135x200cm, 1,6kg/1,2kg | Throw with fringes: 140x220cm / 150x210cm, 1,1kg / 0,9kg



Bislett 5152 cappuccino



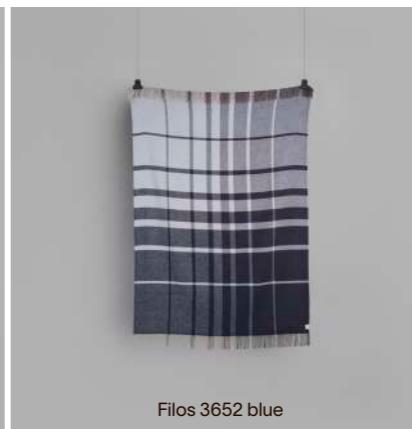
Bislett 5153 lemontart



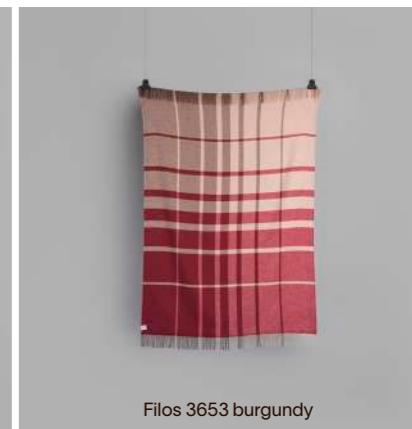
City 4651 pastel



Filos 3651 grey



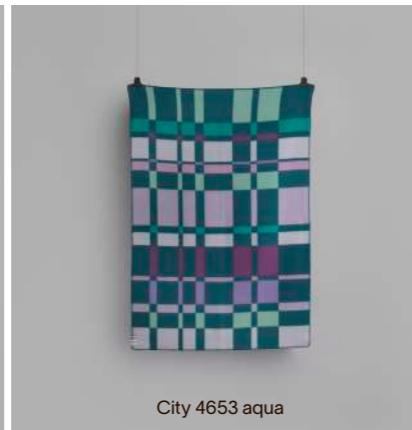
Filos 3652 blue



Filos 3653 burgundy



City 4652 mint



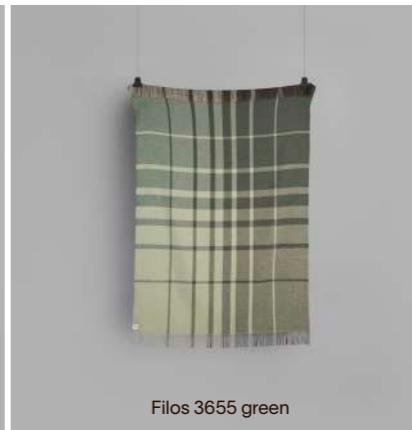
City 4653 aqua



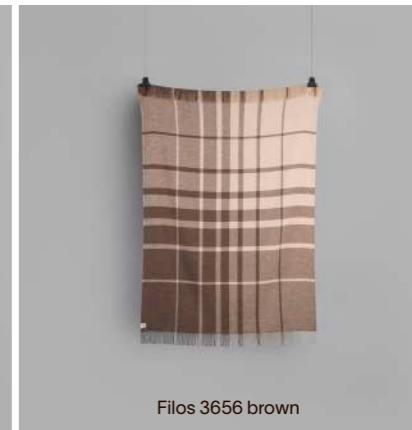
City 4654 orange



Filos 3654 yellow



Filos 3655 green



Filos 3656 brown



Colornoise 1651 black/natural



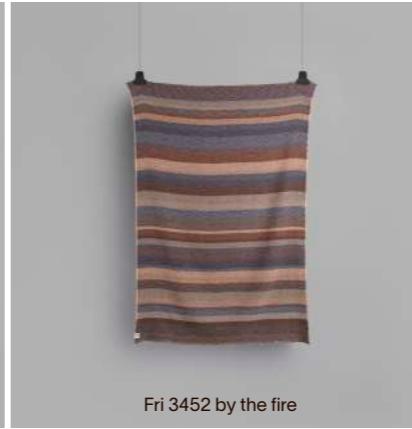
Colornoise 1652 olive/light yellow



Colornoise 1653 pink/orange



Fri 3451 late fall



Fri 3452 by the fire



Fri 3453 harvest



Colornoise 1654 blue/light blue



Elg 62001 grey/black



Elg 62002 grey/natural



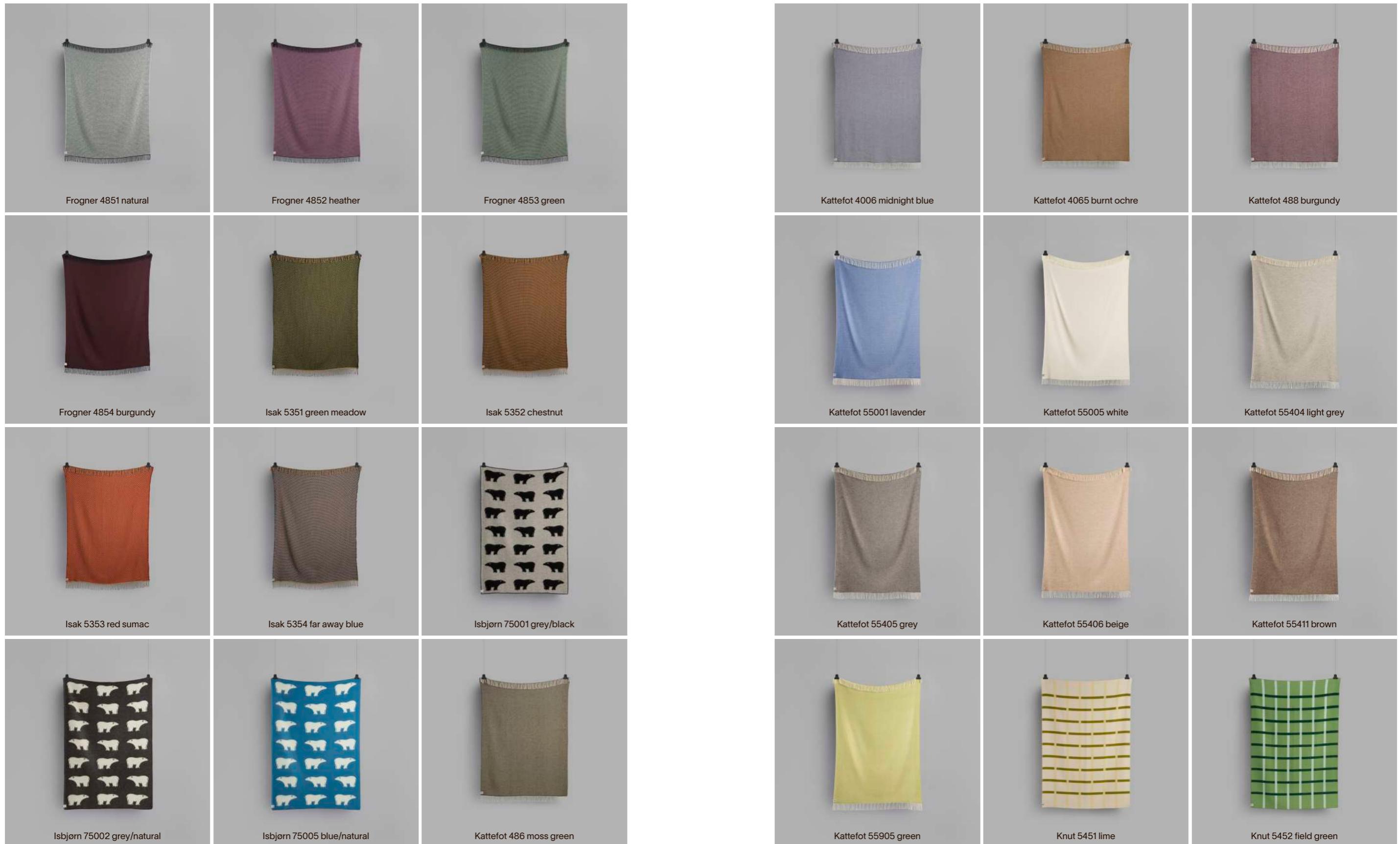
Fri 3454 summer red

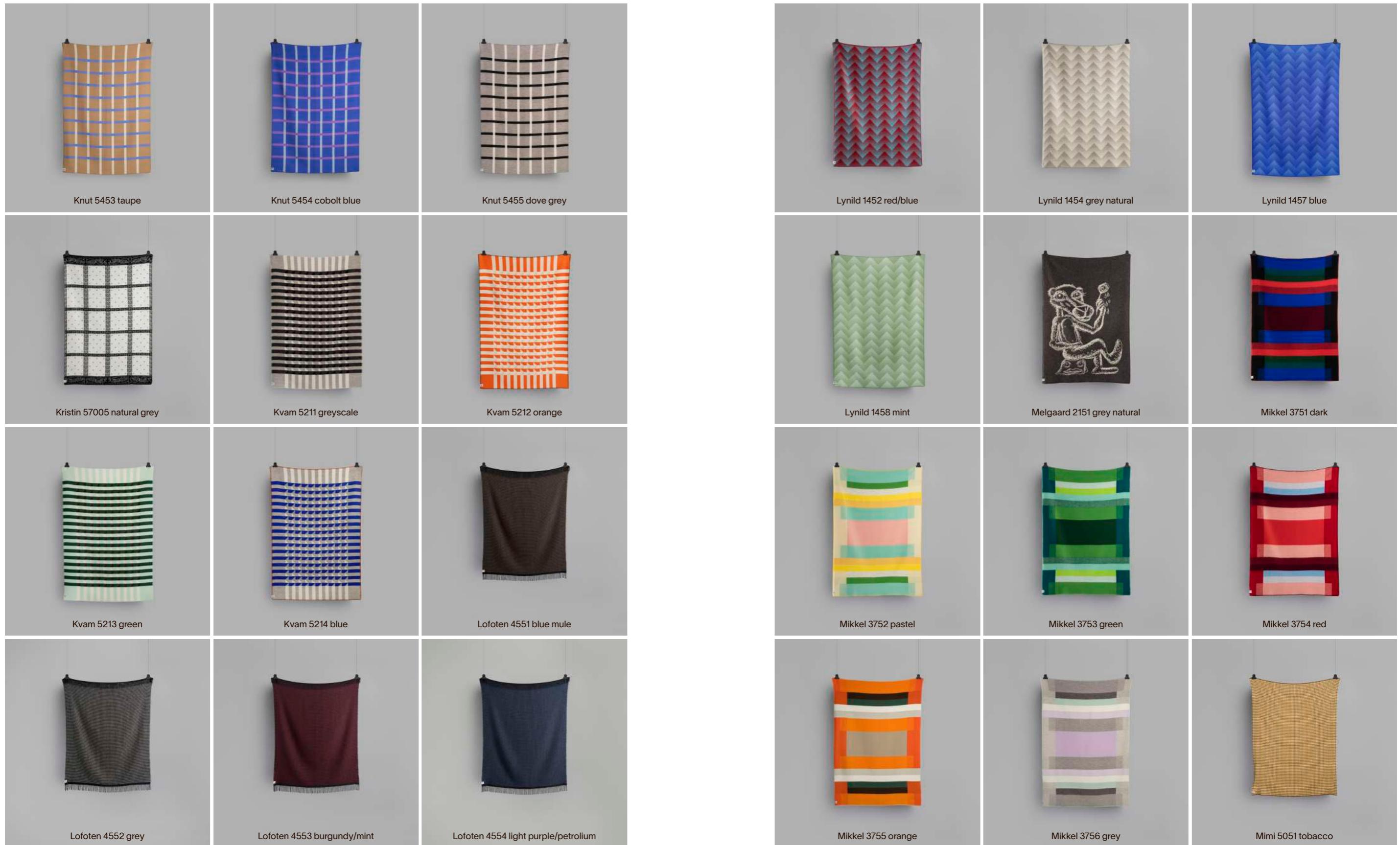


Fri 3455 november view

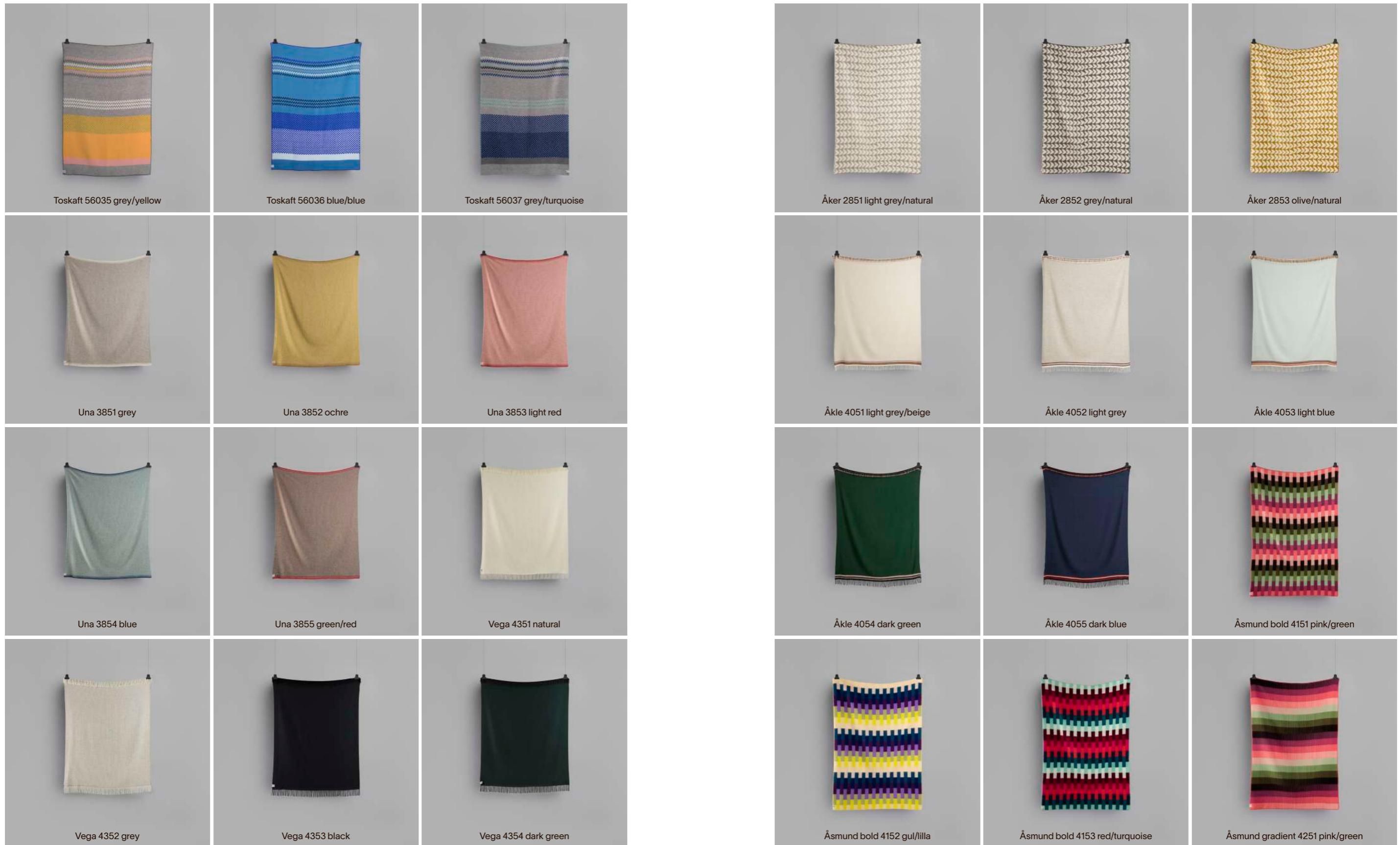


Fri 3456 gray day









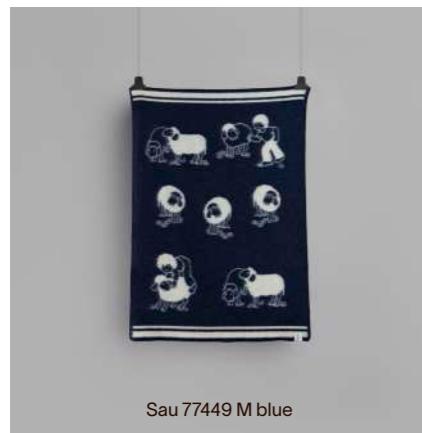


## Kids' throws

Our products are made from Norwegian lambswool. Wool is a natural material, products may differ somewhat in depending on temperature, treatment and weaving methods.







Sau 77449 M blue



Una 3851 M grey



Una 3852 M ochre



Una 3853 M light red



Una 3854 M blue



Una 3855 M green/red

Røros Tweed AS  
Tollef Bredalsvei 8, 7374 Røros  
[post@rorostweed.no](mailto:post@rorostweed.no)  
[rorostweed.com](http://rorostweed.com)

Fotograf: Inger Marie Grini  
Stylist: Line Dammen  
Graphic design: Mos

