

Roros

TWEED

Lookbook



2024

News

Juli Throw by Anderssen & Voll

"Juli" is the result of our latest collaboration with Anderssen & Voll. The journey began with a desire to utilize a white warp on our dobbie loom, aiming to bring out the sheen of Norwegian wool.

Anderssen & Voll embraced this vision and drew inspiration from different embroidery techniques, creating a design where the weft creates stitches of color. The white warp acts as the canvas making the vibrant hues of greens, blues, and fresh pastels bloom.

The outcome is a collection of throws that embody the essence of Norwegian wool, creating a lively interplay of color and simplicity.

Torbjørn Anderssen and Espen Voll have distinguished themselves with a portfolio of numerous designs over recent years, demonstrating their continuous commitment to innovation and aesthetic refinement. The Juli series is available in blue, green and pastel.



Juli throw - blues



“Juli is a series of soft throws in a light colour scheme. The initial design drew inspiration from another textile technique: embroidery. The yarns run through the white base like random stitches of colour.”

— Anderssen & Voll

Juli throw - blues



Juli throw - pastel



Juli throw - pastel





Juli throw - pastel

Juli throw - pastel



In Norway we have a long and proud tradition of breeding sheep. For centuries wool has been harvested and handled as a valuable resource. This heritage combined with Røros Tweed's efforts to refine the wool even further, has resulted in the quality interior products we make today. Produced in Norway, from Norwegian wool.

Palette extension by Skogstad & Wærnes

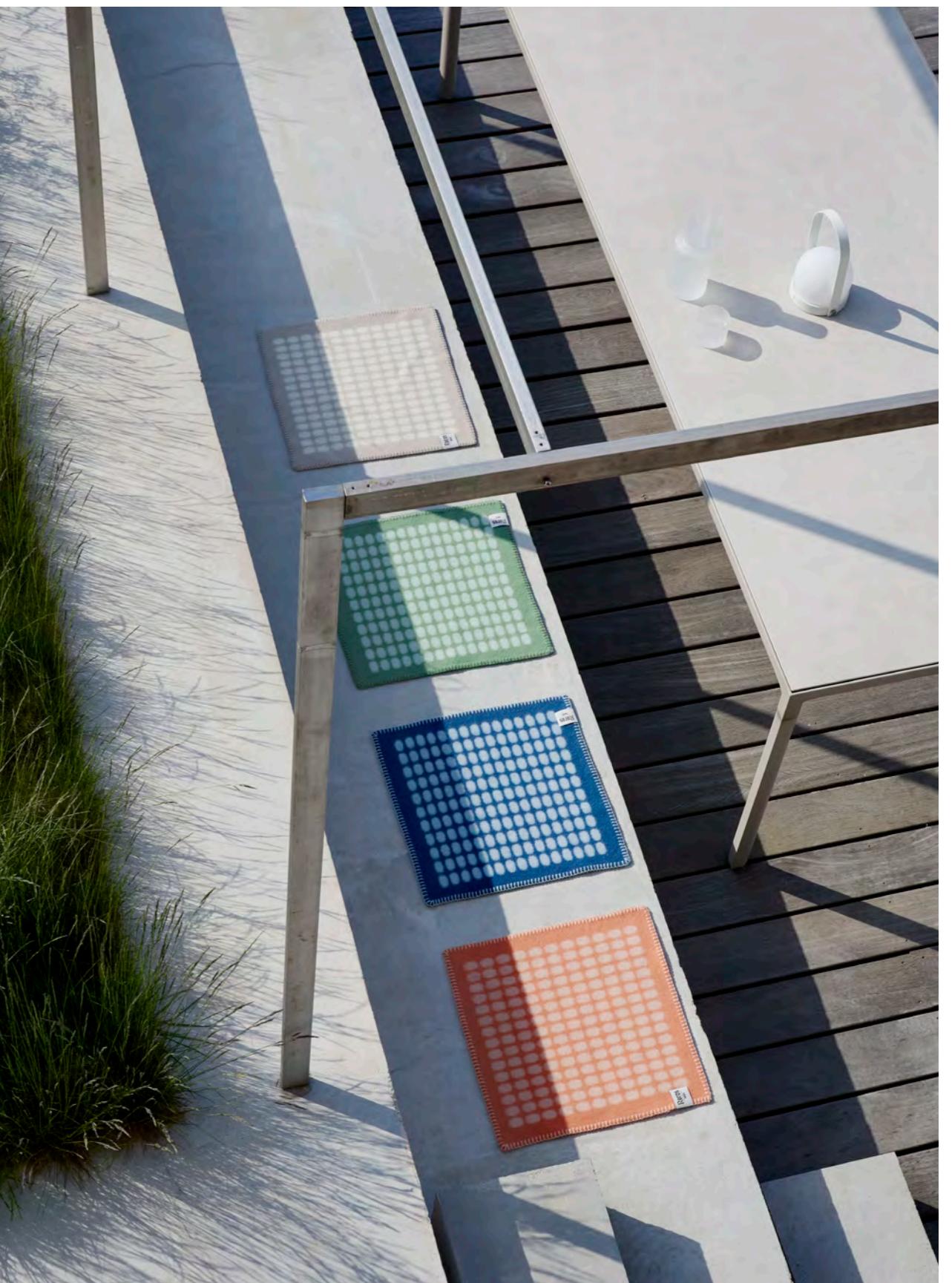
The Palette series now offers more options in the same harmonious design with the launch of seating pads, baby and half blankets.

The starting point for Skogstad and Wærnes was to create something subtle, organic, orderly and structured. Something that's understandable and pleasant from afar or up close, nicely folded or unfolded.

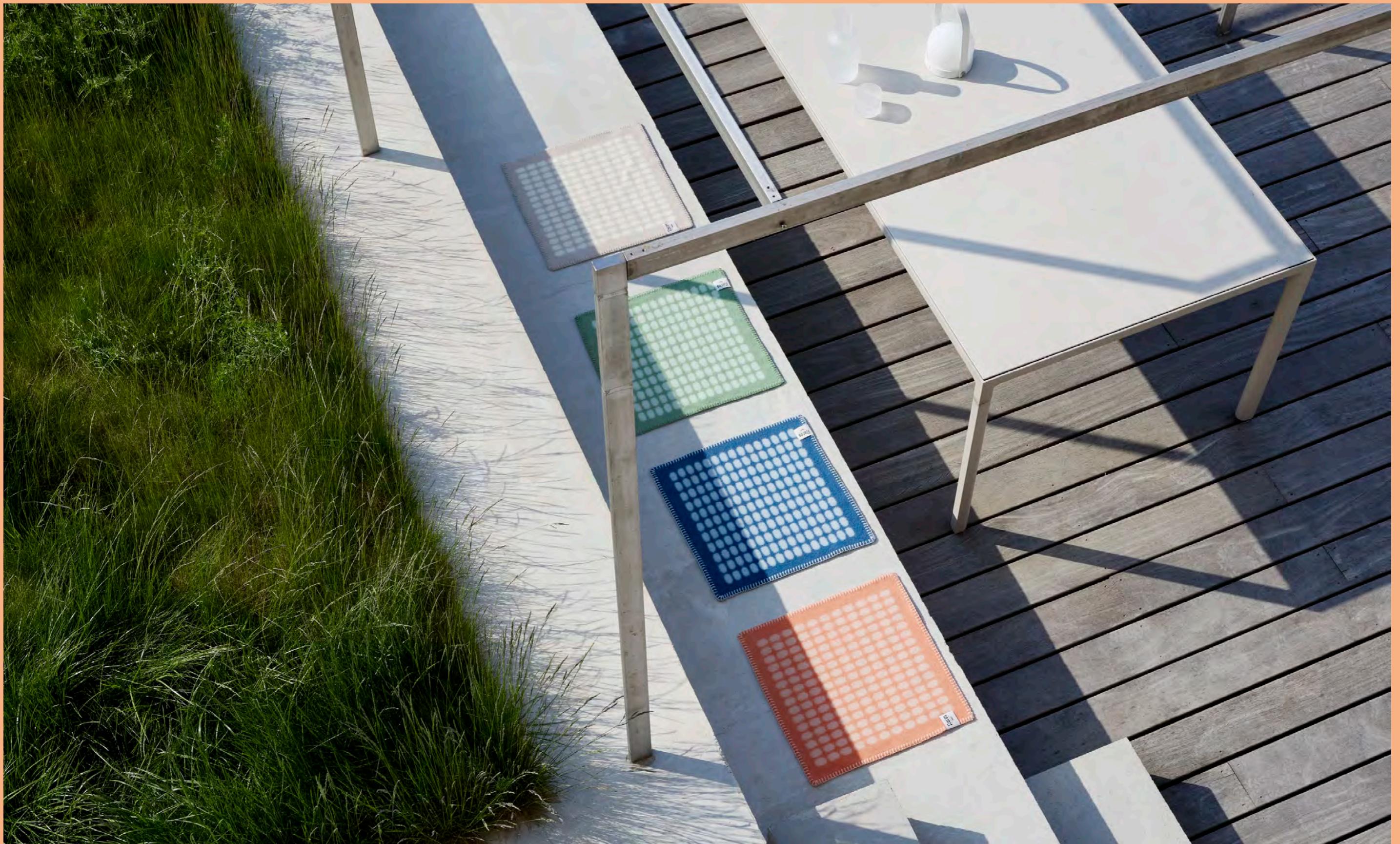
"As designers, we find it interesting to seek order in chaos – finding a balance between sense and sensibility. Something we wanted to express in this product"

Although the pattern is weaved into the blanket, it almost appears as printed onto the woolen surface, giving associations to classic printing techniques such as stencil, silkscreen, lithography, raster and block prints. The pattern and colouring is inspired by graphic prints and visual arts.

The collection comprises of four colours: Clay, Sage, Sea and Coral. Each colourway unites two subtly contrasting or tone-in-tone yarns.



Palette seating pads - clay, sage, sea and coral



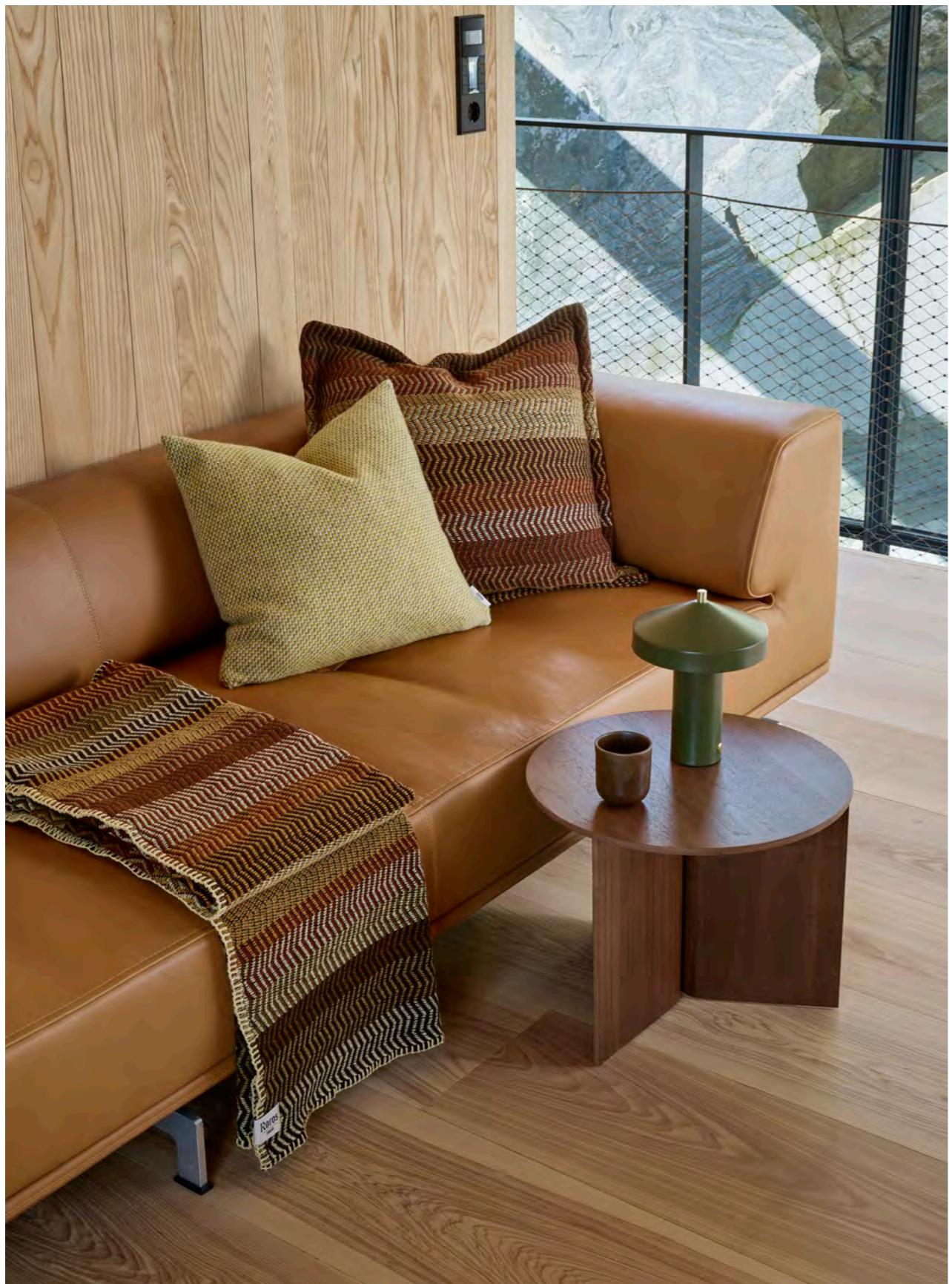
Palette seating pads - clay, sage, sea and coral



“The orderly and neatly composed pattern and colouring is inspired by graphic prints and visual arts.”

— Skogstad & Wærnes

Selected
favourites



Fri throw & cushion - stubble field



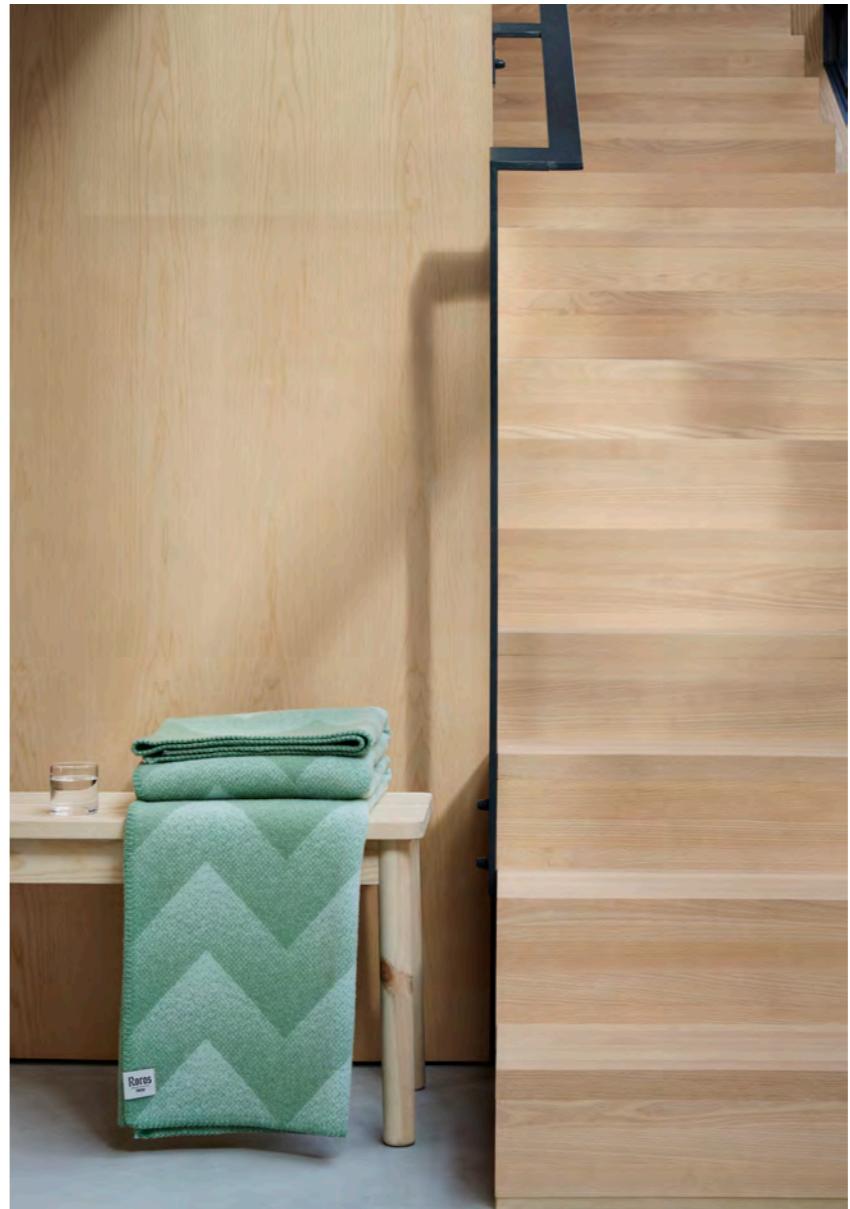
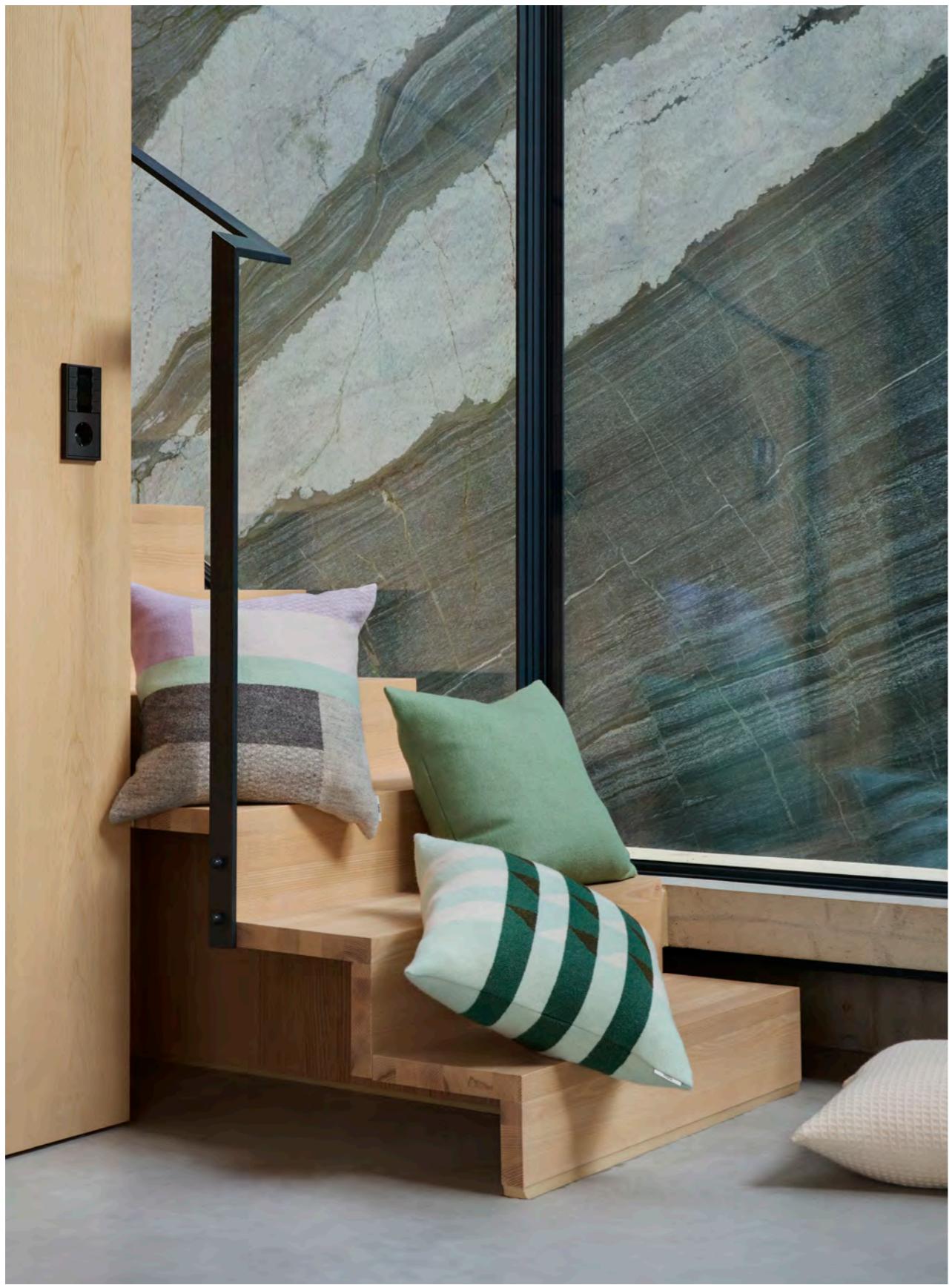


Picnic throw - dark petrol



Fri cushion - november view, Picnic cushion - dark petrol



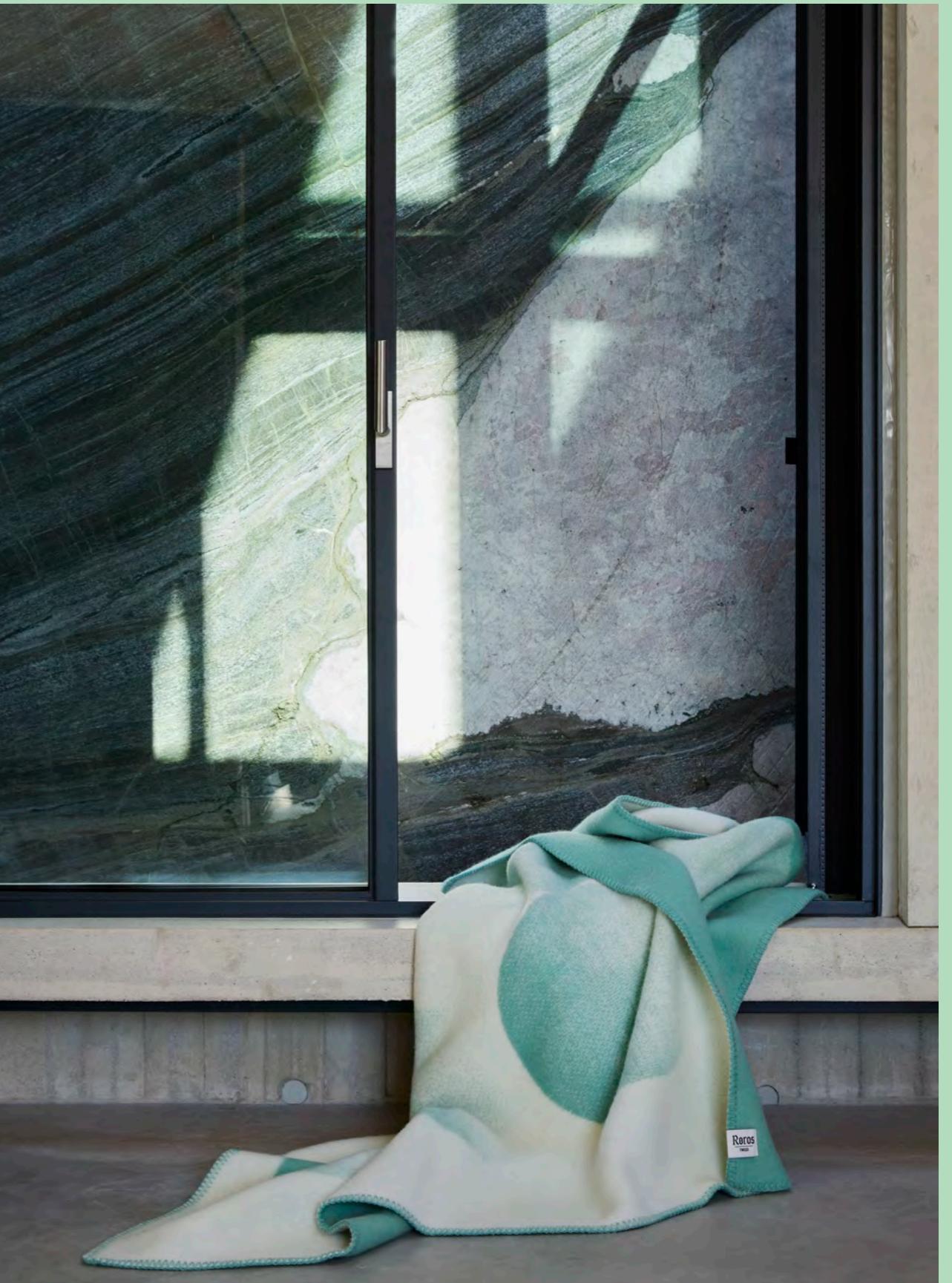




Syndin throw - slate



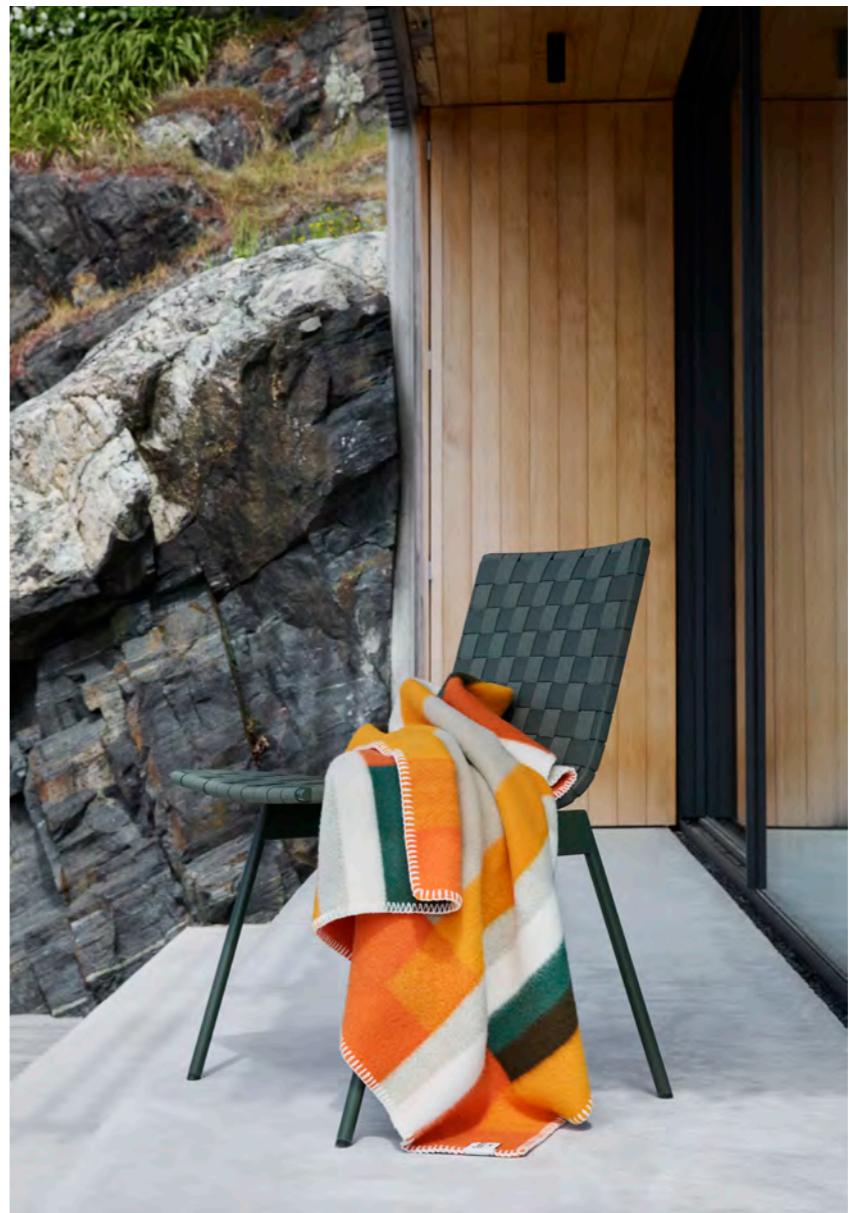
Vega cushion - grey, Pastille cushion - black and white, Vega cushion - natural, Flette cushion - natural





Fri throw - gray day, Picnic cushion - natural, Fri cushion - gray day

Selected favourites



Mikkeli throw - orange

Selected favourites

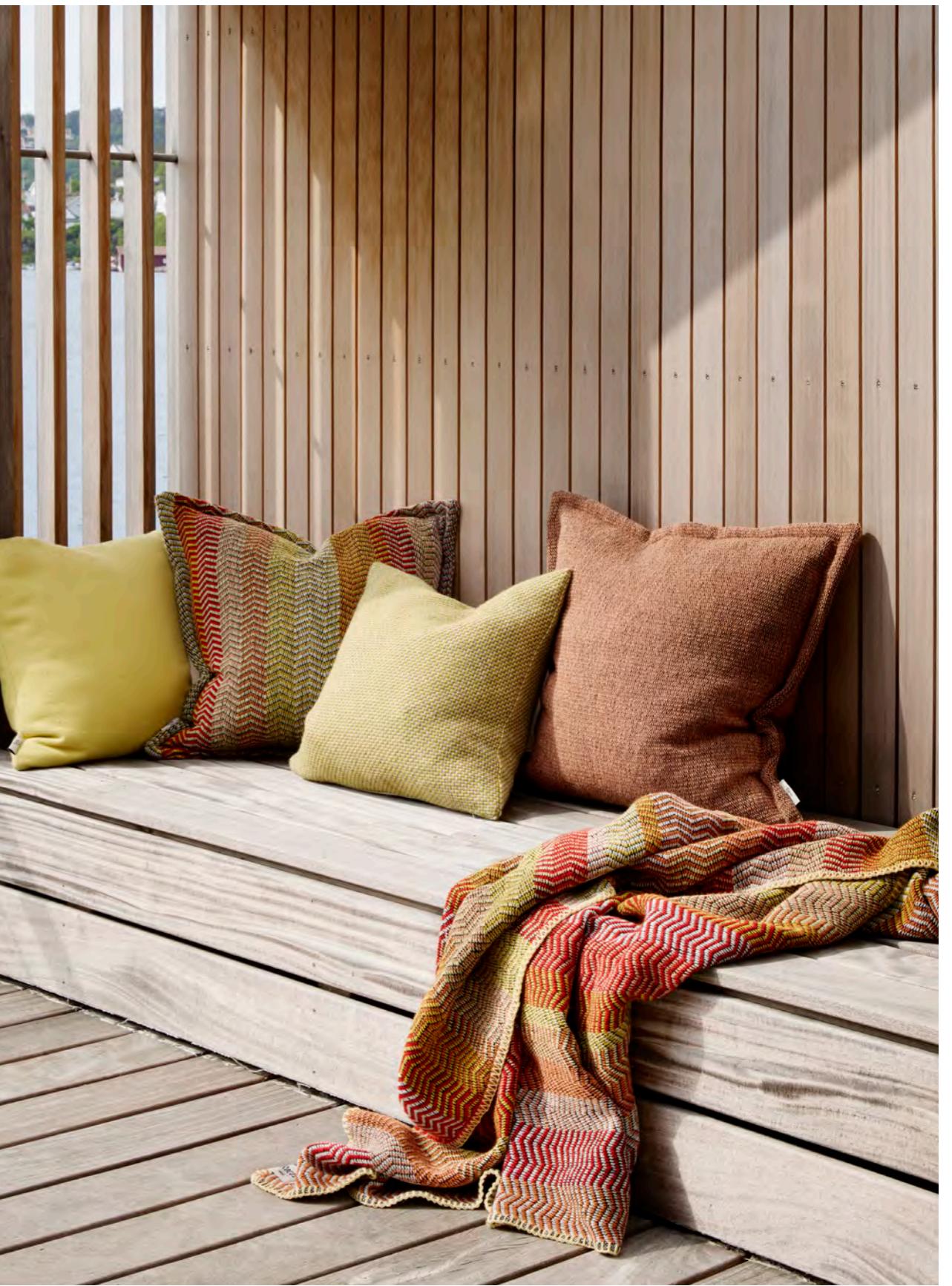
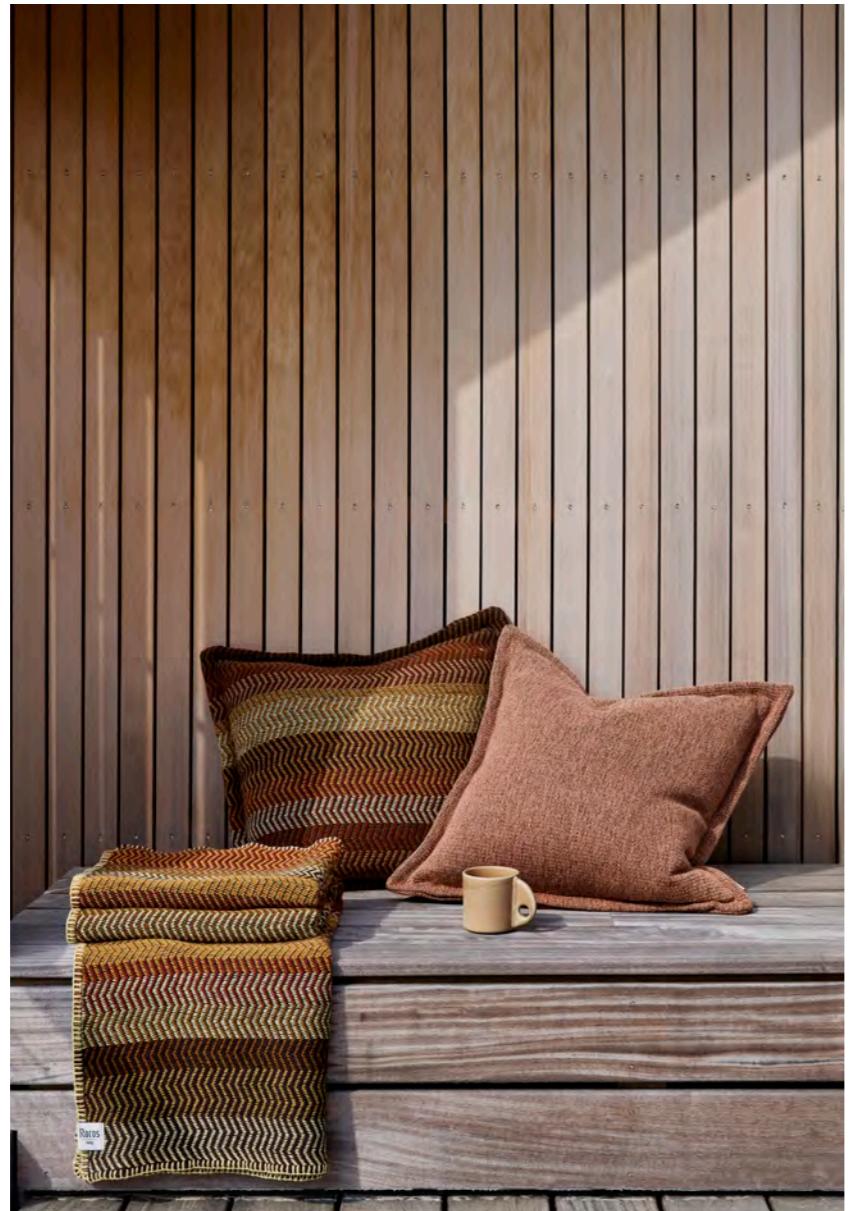
Stemor cushion - sunshine yellow, Fri cushion - summer red, Una cushion - summer red, Una cushion - ochre, Picnic cushion - coral, Fri throw - summer red

Selected favourites



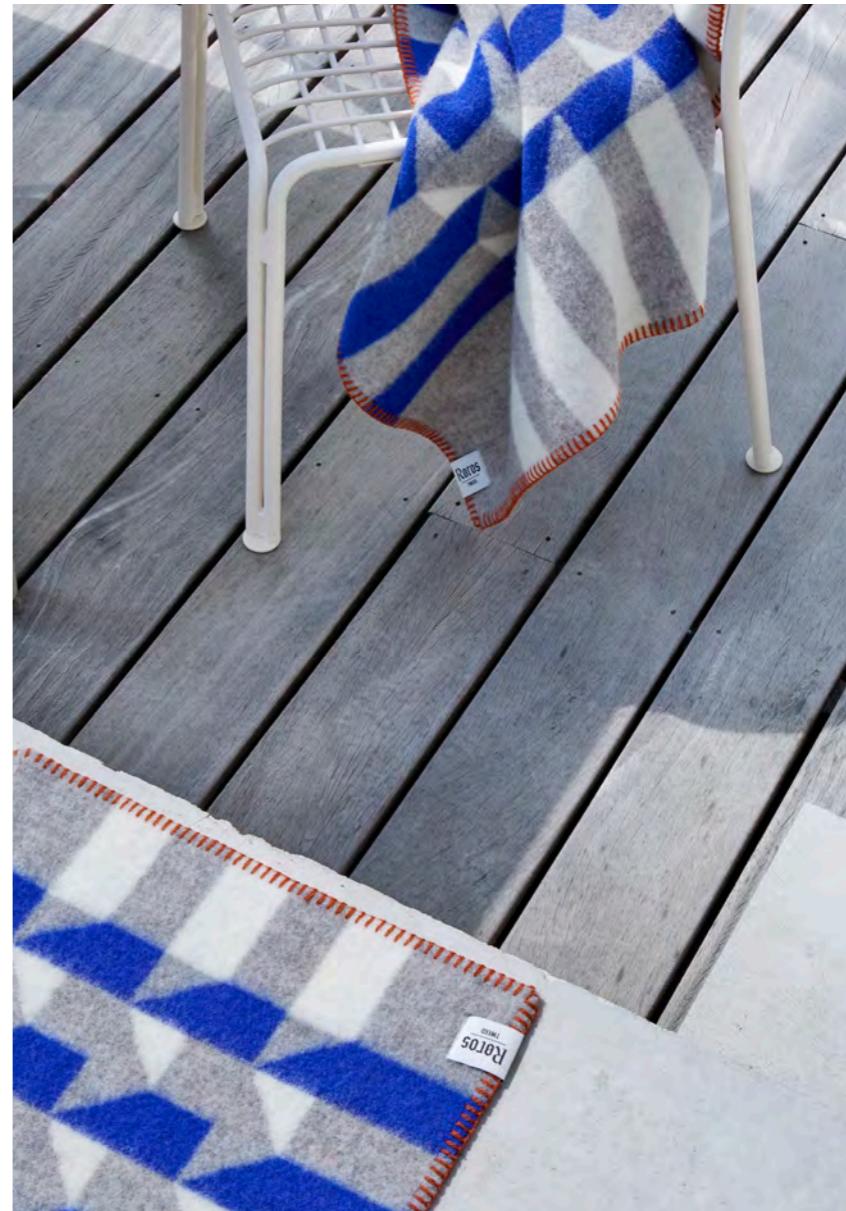
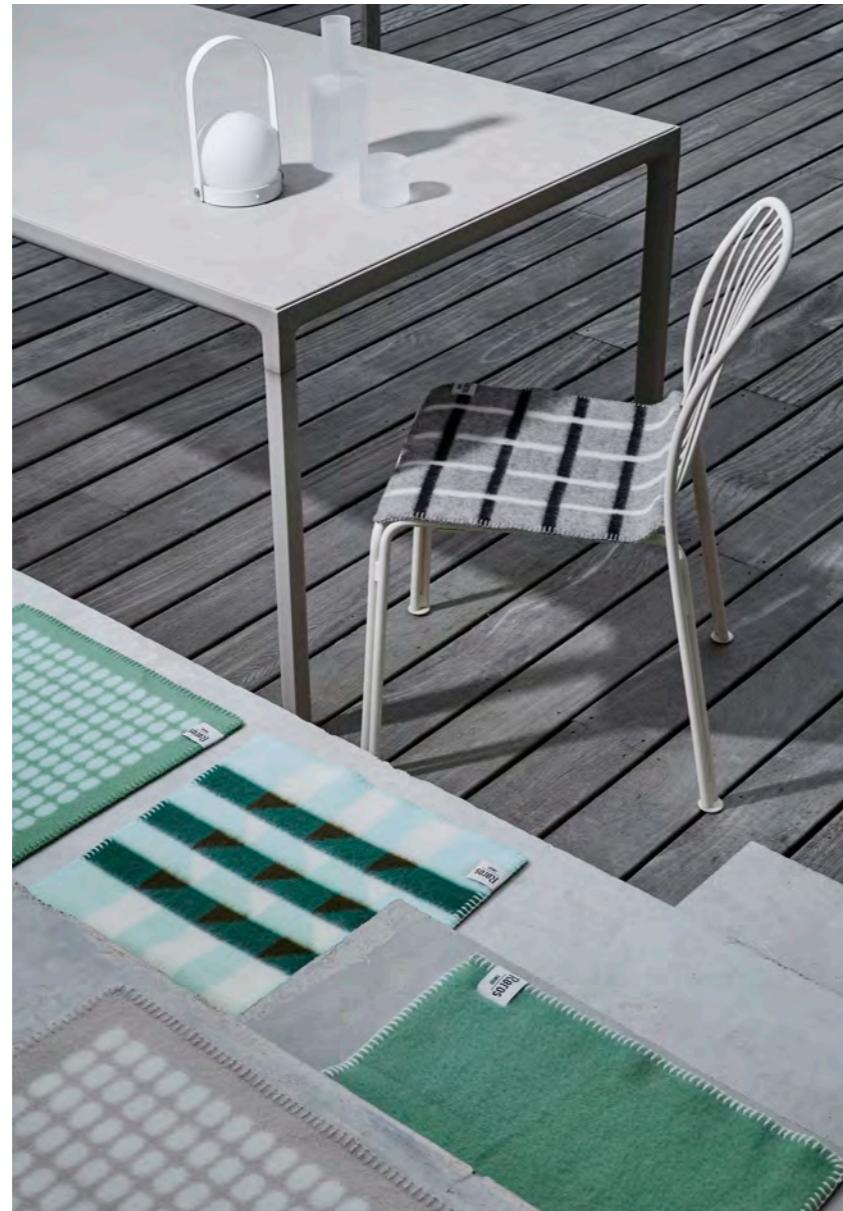
Stemor cushion - sunshine yellow, Fri cushion - summer red, Una cushion - ochre, Picnic cushion - coral, Fri throw - summer red

Selected favourites



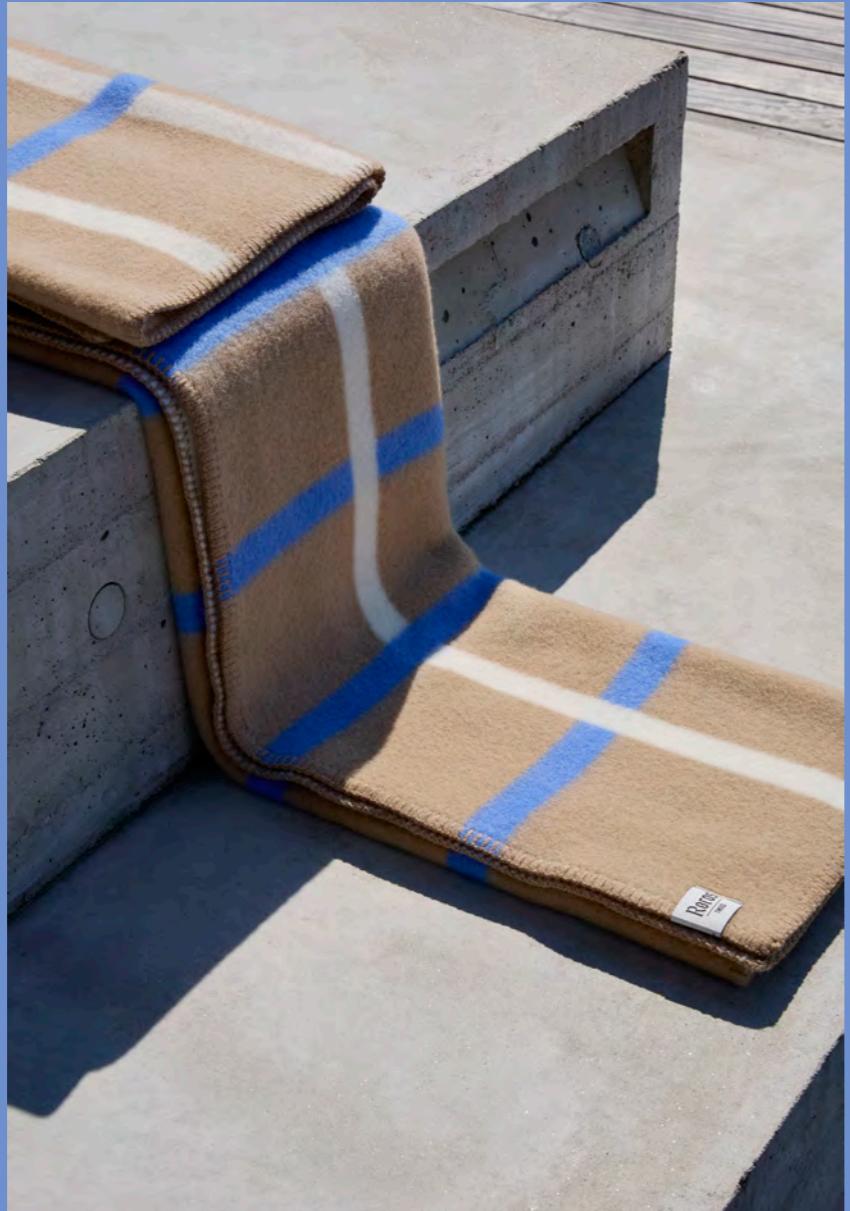
Knut seating pad - dove grey, Palette seating pad - sage, Kvam seating pad - green, Stemor seating pad - misty green, Palette seating pad - clay

Selected favourites

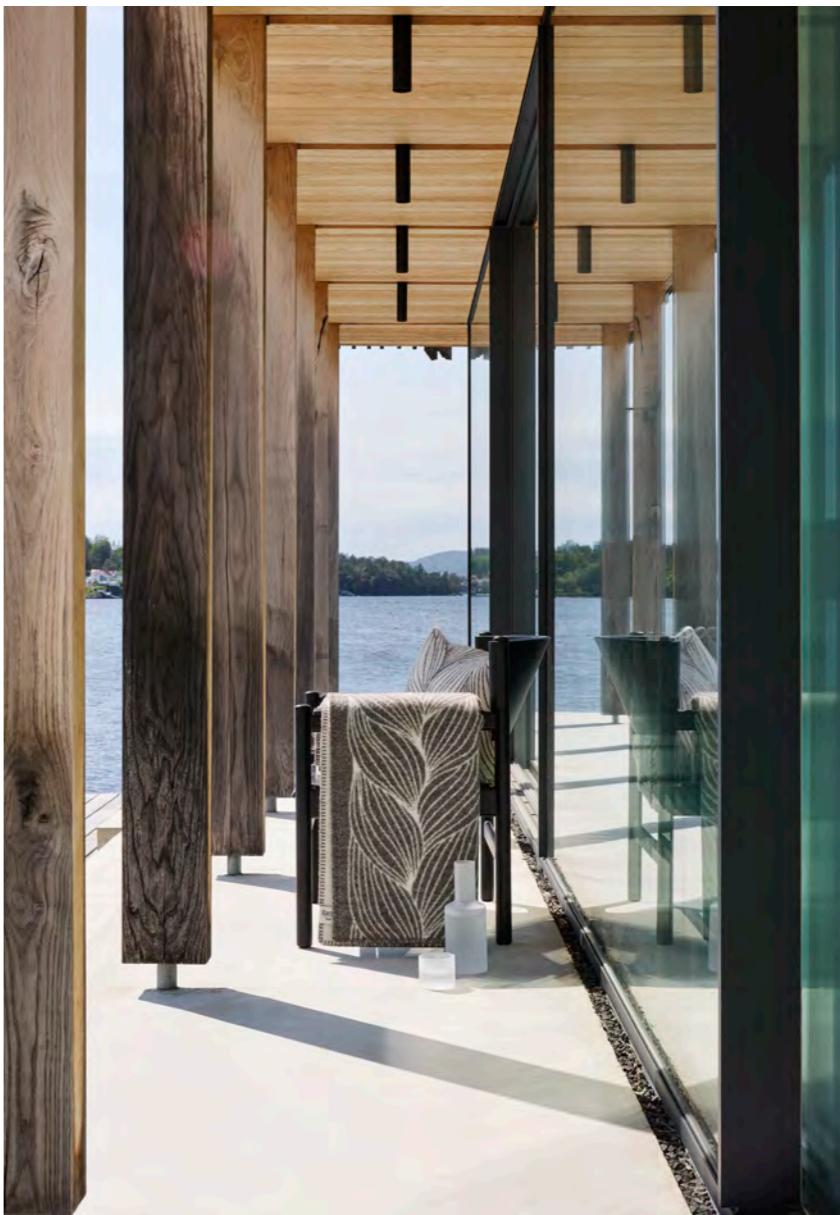


Kvam throw & seating pad - blue

Selected favourites

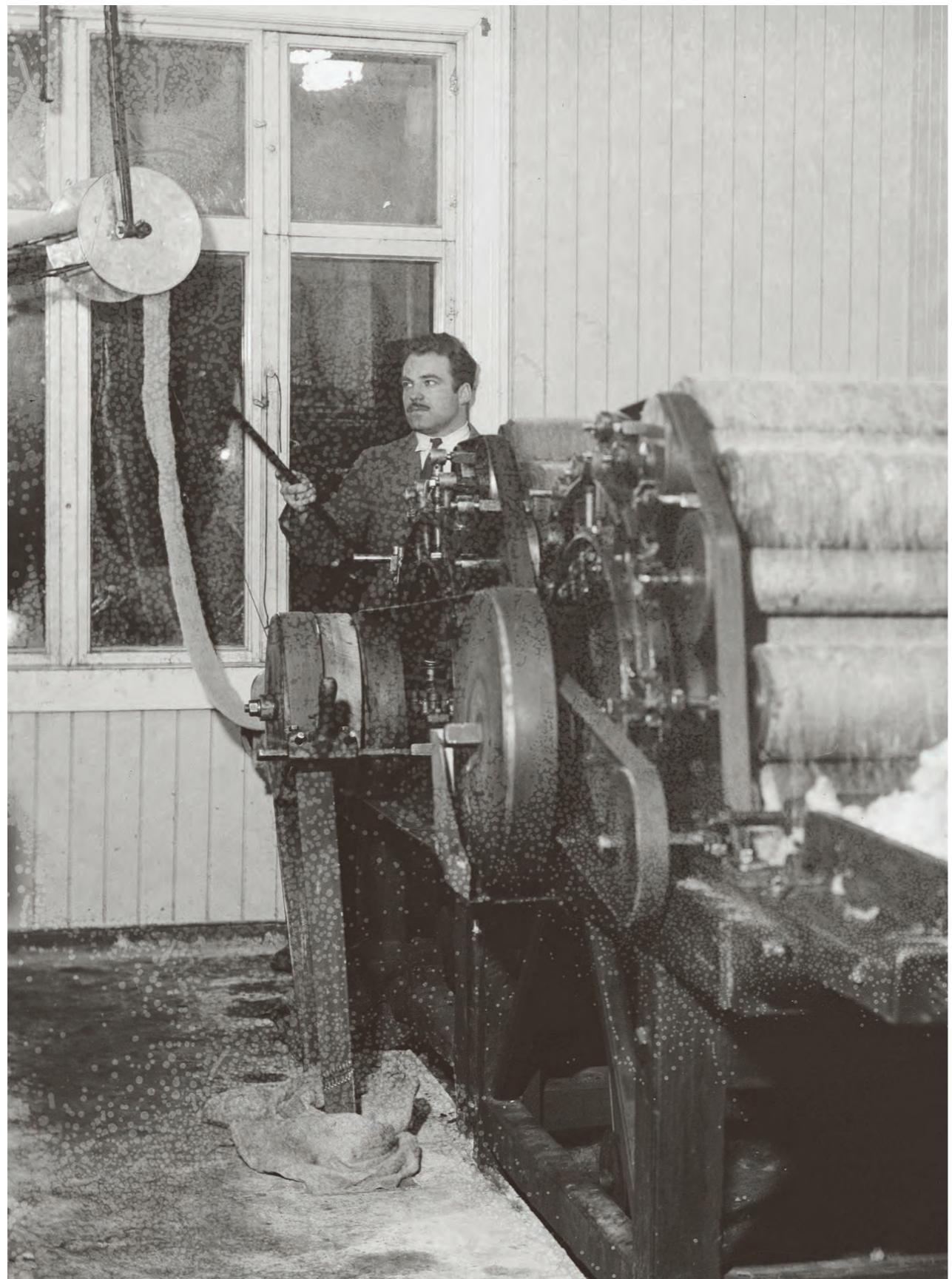








Our story



The history of Røros Tweed

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

The finest Norwegian lambswool

At Røros Tweed, we have proudly produced high-quality wool products since 1940, inspired by local craft traditions that span centuries. Our Norwegian sheep graze freely along our coastlines, hillsides, and mountains. The exceptional Norwegian climate and its pastures make our wool one of the most animal-friendly textile fibers globally.

Norwegian wool meets the criteria for Cradle to Cradle – for good animal welfare, low energy

consumption, and minimal use of chemicals. In 2015 Norilia was the first wool producer awarded with the Svane certification, the official Nordic ecolabel. Norilia's wool washing supplier has developed a process where 96% of the water is cleaned and reused, making the process even more sustainable. This means that our wool is a completely biodegradable and renewable resource that does not require to be washed or treated in the same way as other fibre types.



Designers

Throughout the years we have worked with a vast selection of design talents. They have all contributed with their creativity and individual 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.

Kristine Five Melvær

Melvær is an Oslo-based designer working with tableware, lighting, furniture, textile objects and graphic design. Melvær holds a Masters degree in industrial design and a Masters degree in visual communication. She explores the subject of object communication, bridging the disciplines of product design and graphic design. She focuses on the communicative potentials of objects as a means to create emotional bonds between object and user. By searching for the sensual essence of phenomena, she translates these qualities into sensuous objects with a Scandinavian simplicity. The Kvam series is characterized by its playful geometry, which is based on the possibilities and limitations of jacquard weave. The motif clearly relates to the weave's horizontal and vertical directions, while the diagonal lines create rhythm and dynamics. The pattern can be associated with both Norwegian and Japanese motifs.

Clara von Zweigbergk

Von Zweigbergk graduated from Beckmans School of Design in Stockholm, and continued her studies at the Art Center College of Design in Pasadena, USA. After five years as a founder and partner in Rivieran, a Stockholm based multidisciplinary design studio, followed by four years as a senior graphic designer at Lissoni Associati, Milano, she opened her studio in Stockholm. Beside her passion for paper, colour and form, she has always been interested in textile, playing with different techniques like crochet, weaving and embroidery. With the Moon throw, von Zweigbergk wanted to explore the reversibility of the woven patterns. Using a gradient between two contrasting colours, the design reminds of the moon or the sun, emphasizing the throw's duality. It can also be read as a play between a convex and concave shape.

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.

Karen Staver

Staver is 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.

Judy D Lundin

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 best-seller. This classic fringed throw is available in six different colours.

Ingunn Birkeland

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 fluorescent 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.

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 500m² large floor carpet. Røros Tweed's contribution to the exhibition inspired Bjarne Melgaard to further collaboration.

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 have created five playful and exciting new artworks for the kids collection.

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.

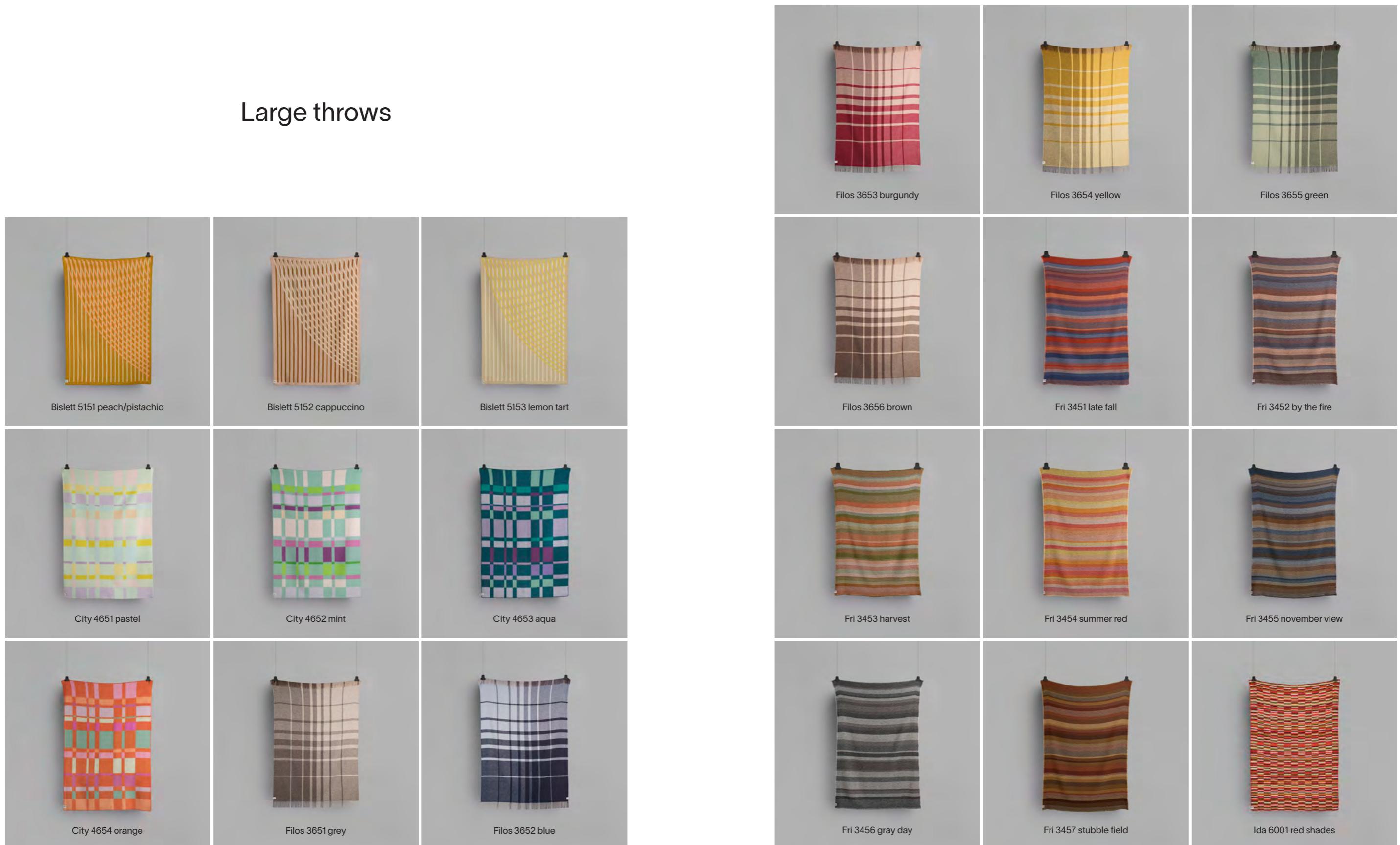
For Røros Tweed he has designed Bislett, a series consisting of three throws in a soft and beautiful colour palette. Inspiration for this collection comes from the Moiré phenomenon, a visual effect that occurs when two repeating patterns are layered on top of each other, creating the illusion of movement.

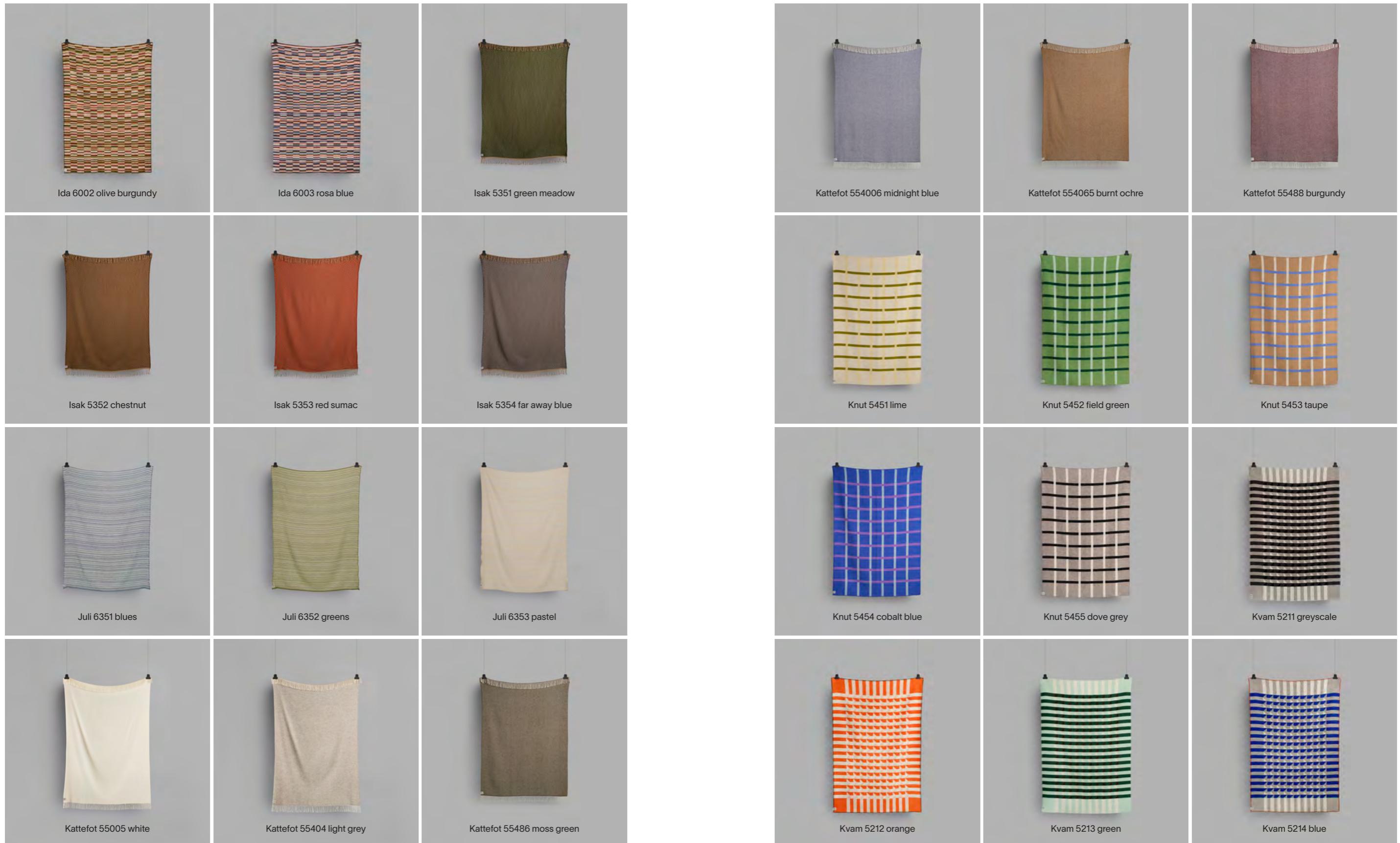


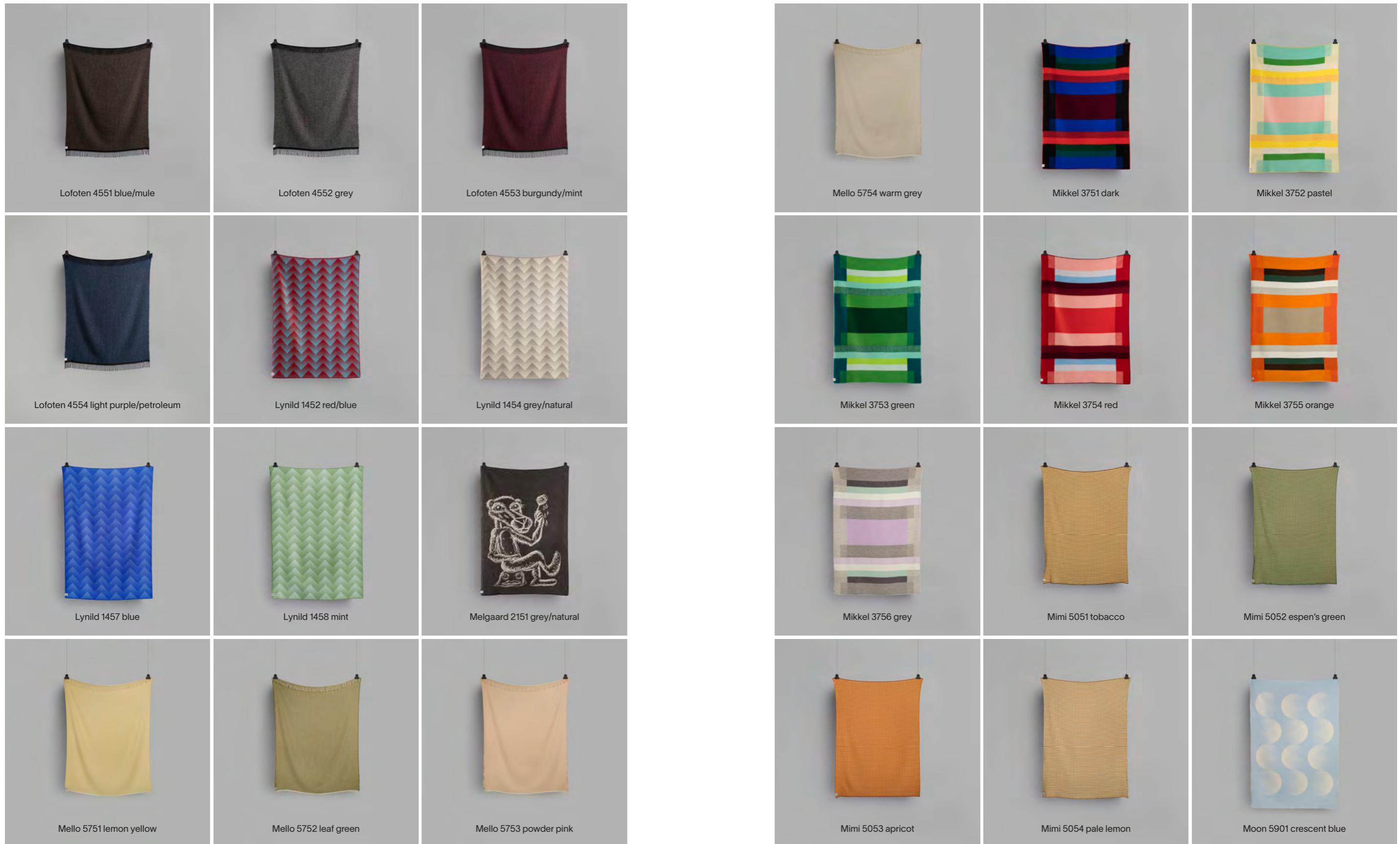
City throw - orange

Product overview

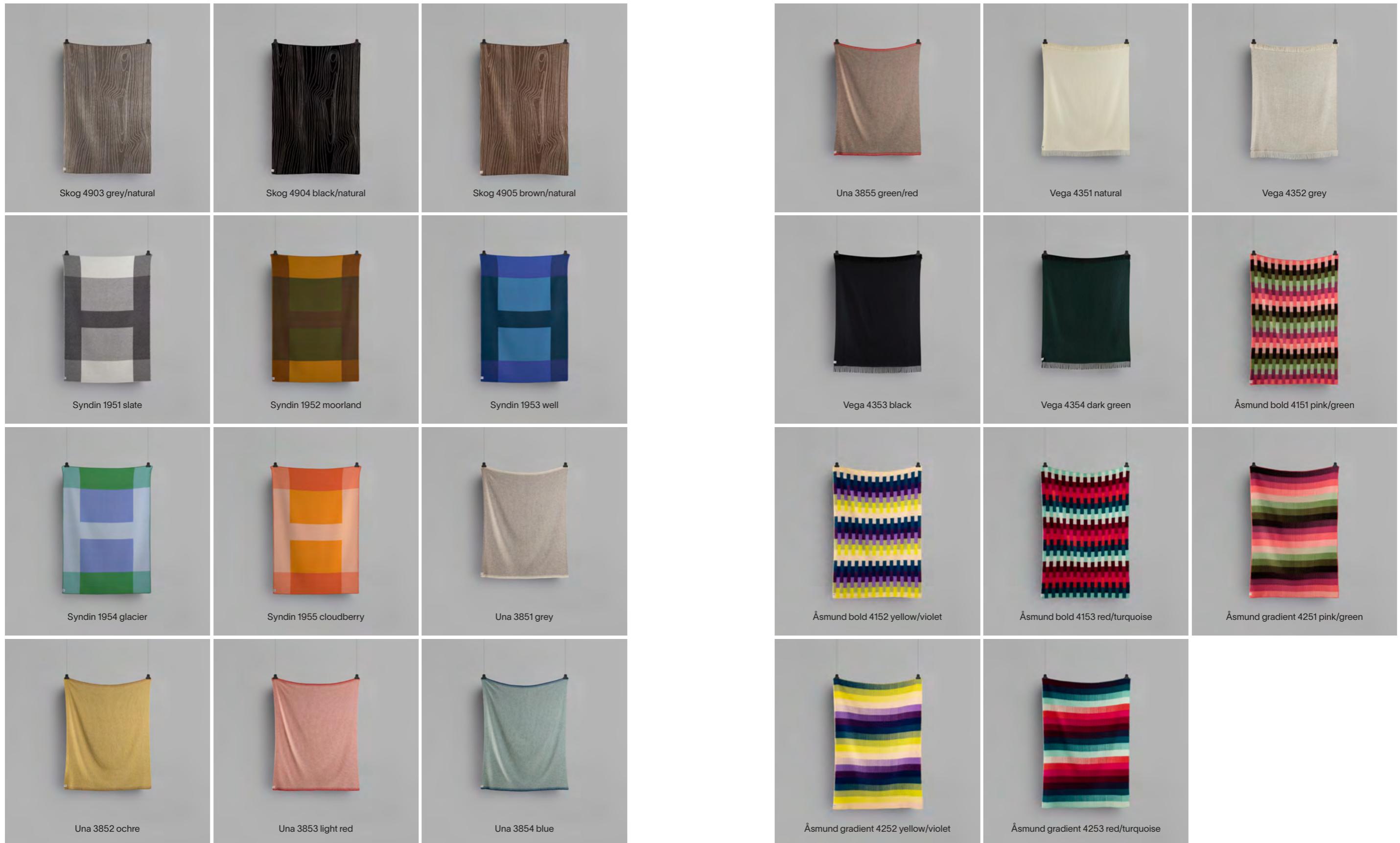
Large throws











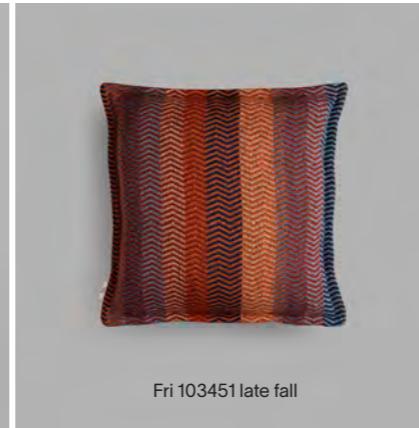
Cushions



Flette 103051 natural



Flette 103055 grey



Fri 103451 late fall



Fri 103452 by the fire



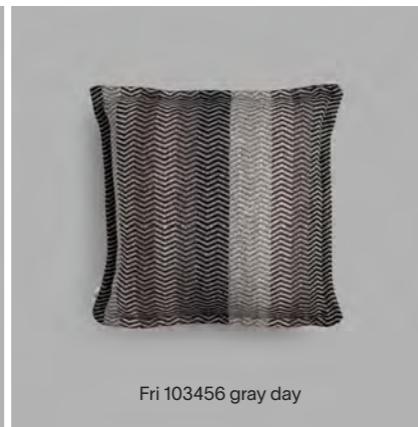
Fri 103453 harvest



Fri 103454 summer red



Fri 103455 november view



Fri 103456 gray day



Fri 103457 stubble field



Ida 106001 red shades



Ida 106002 olive burgundy



Ida 106003 rosa blue



Isak 105351 green meadow



Isak 105352 chestnut



Isak 105353 red sumac



Isak 105354 far away blue



Kvam 105211 greyscale



Kvam 105212 orange



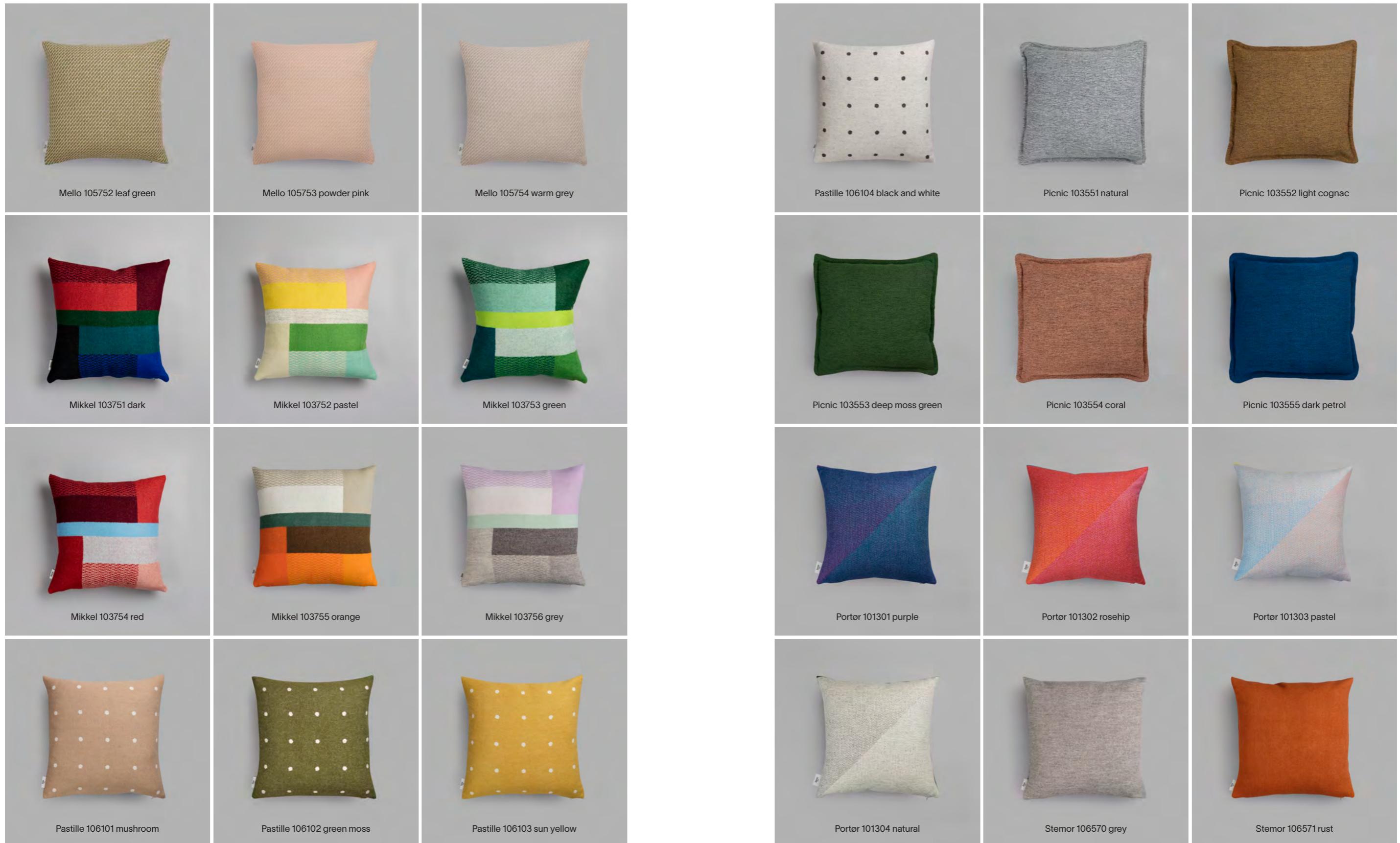
Kvam 105213 green

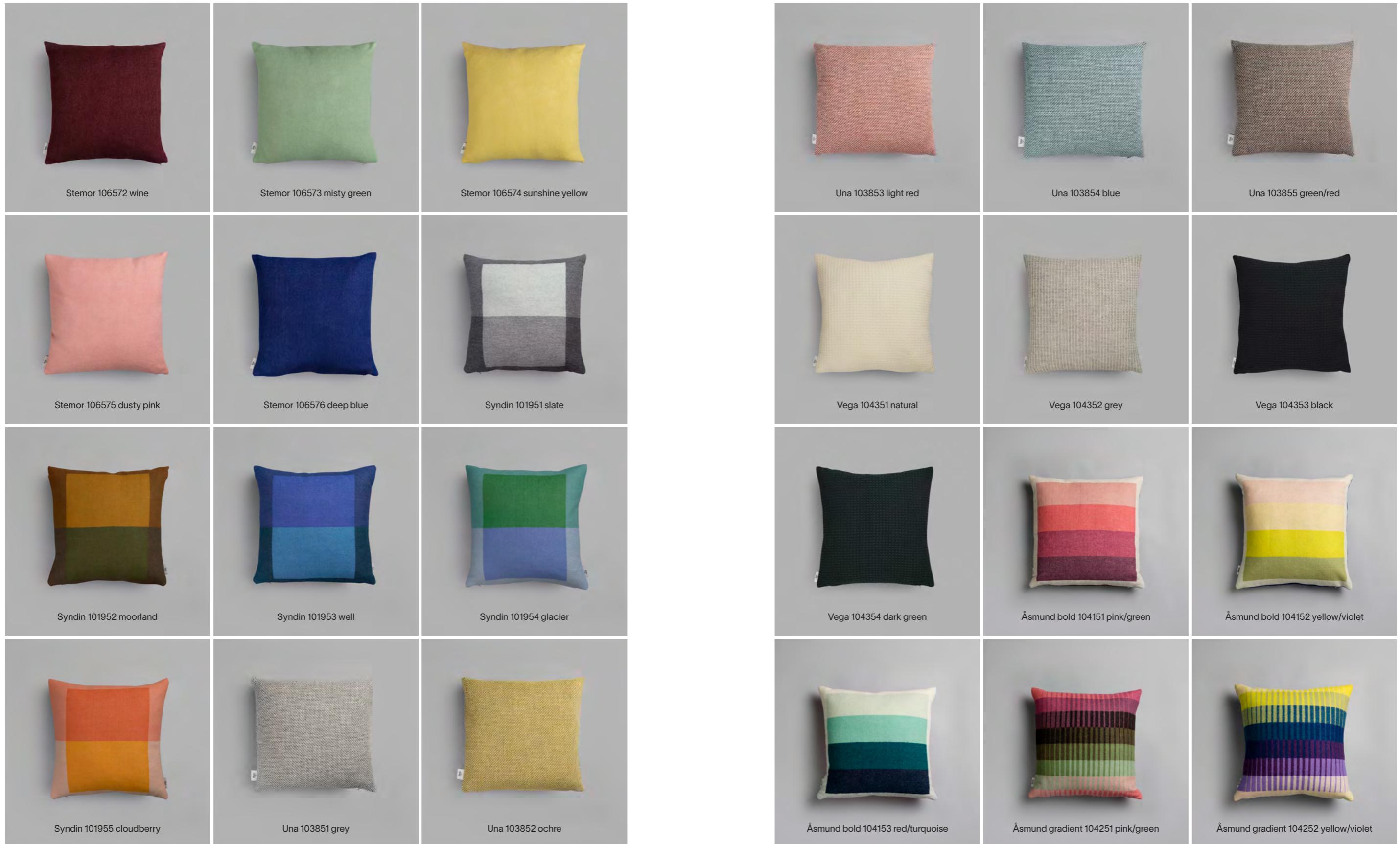


Kvam 105214 blue



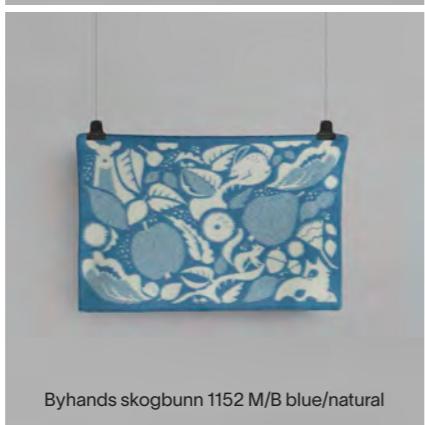
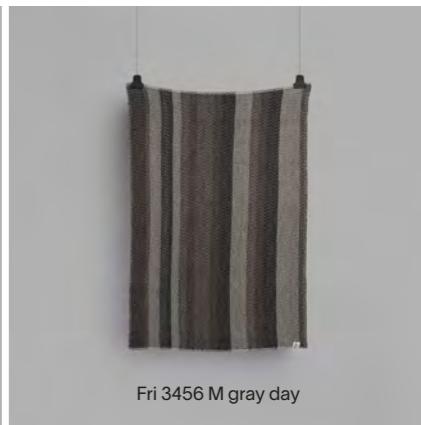
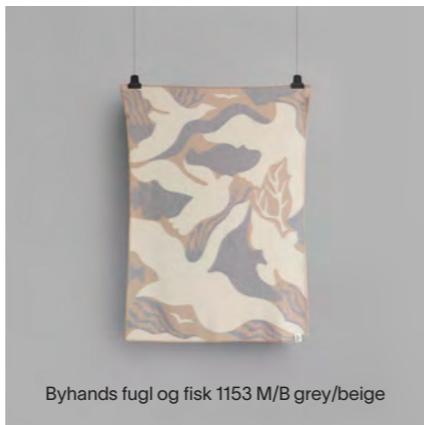
Mello 105751 lemon yellow

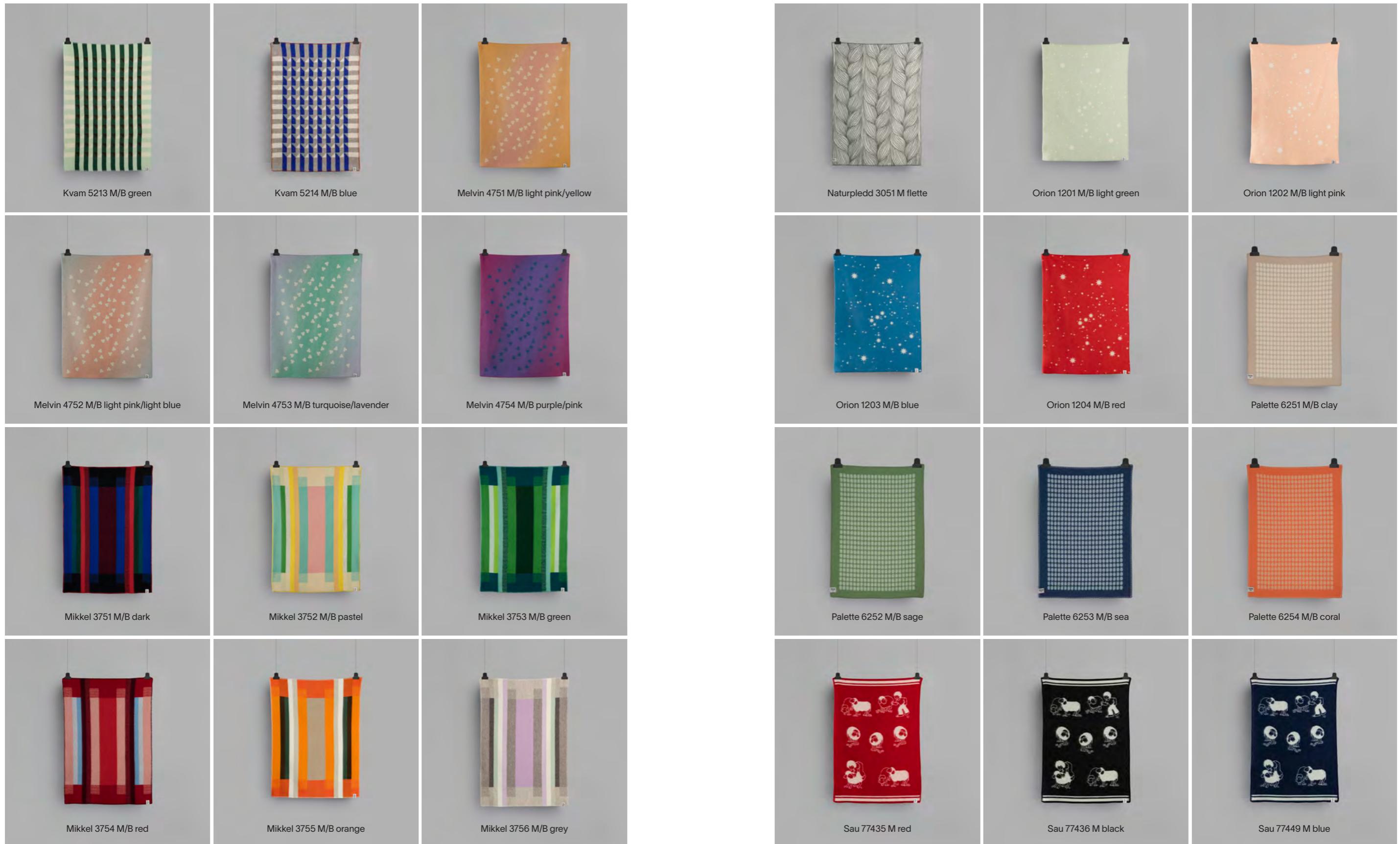






Half size & baby size







Una 3851 M grey



Una 3852 M ochre



Una 3853 M light red



Una 3854 M blue



Una 3855 M green/red

Seating pads



Flette 23051 natural/grey



Knut 25451 lime



Knut 25452 field green



Knut 25453 taupe



Knut 25454 cobalt blue



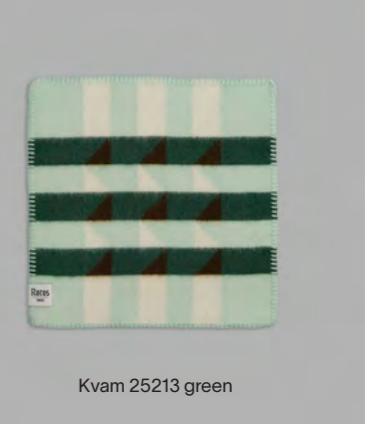
Knut 25455 dove grey



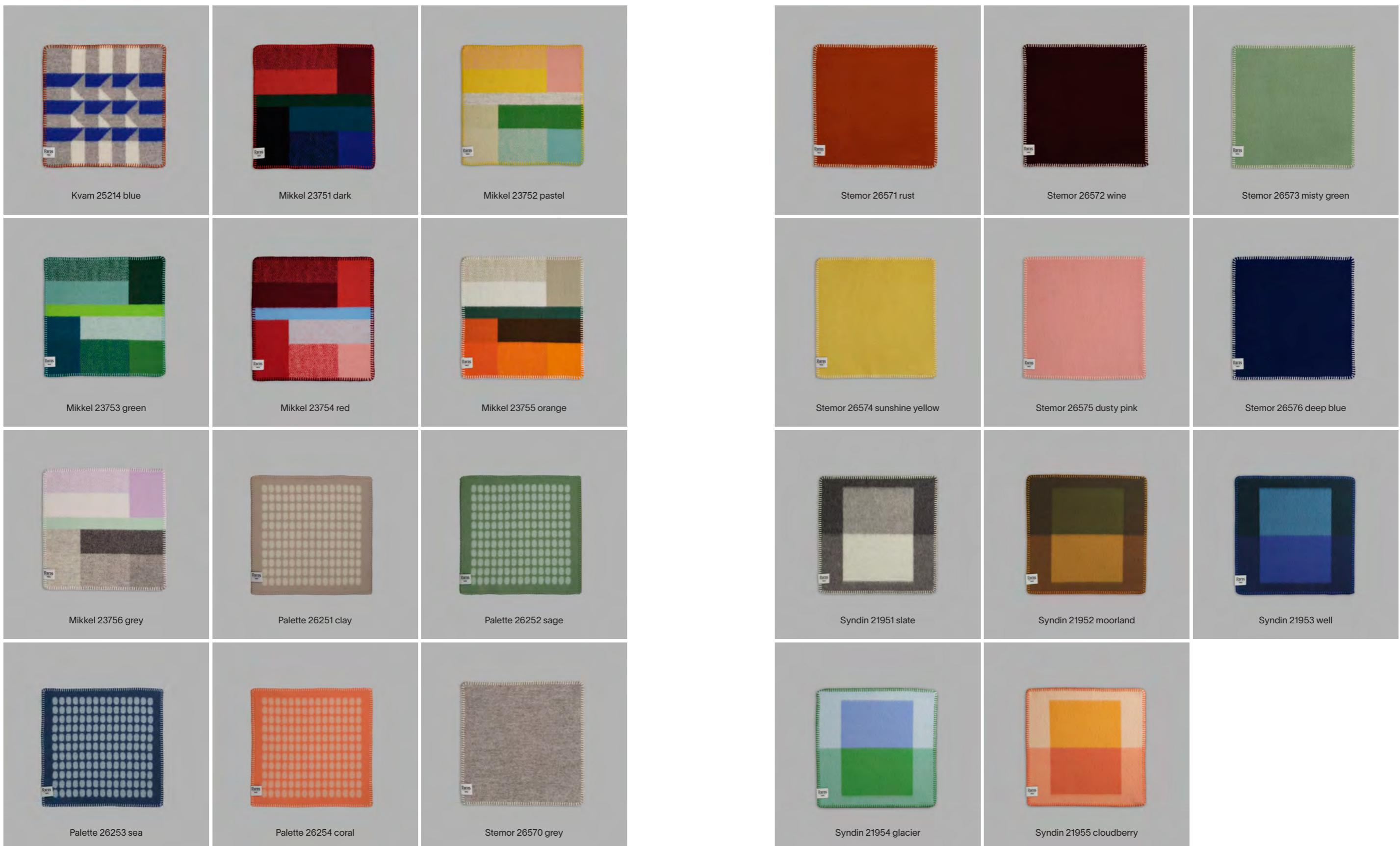
Kvam 25211 greyscale



Kvam 25212 orange



Kvam 25213 green



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Graphic design: Mos AS
Print: Merkur Grafisk

Crafted from the finest
Norwegian wool.