

The Dwelling Lab, 2010



kvadrat





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About the project

Textile manufacturer Kvadrat, star designers Patricia Urquiola, Giulio Ridolfo, BMW designers and light company Flos created the spectacular design installation “The Dwelling Lab” for the Salone del Mobile Milano 2010.

The project was featuring the new BMW 5 Series Gran Turismo, designed by the team of BMW Group Design Director Adrian van Hooydonk. Urquiola and Ridolfo translated the car into a design sculpture whose huge cone-like structures seem to be growing out of the car’s body, drawing the viewer inward just as they reveal the usually sealed-off interior to the outside gaze. Collaborating partner Flos developed a bespoke OLED solution for internal soft lit features.



The spectacular “entrance” to the BMW 5 Series Gran Turismo is an ensemble of four cone-like elements. The result is a dynamic statement introducing unconventional notions about the worlds of inside and outside. *“The Dwelling Lab allows you for the first time in history to see the interior of the car before you see the exterior. It highlights the growing importance of a car’s interior”*, says Adrian van Hooydonk,

The stunning installation includes an array of innovative products and interior details in various hues and materials. Several unexpected details and accessories were integrated to create sensory experience and a mood of leisure and gentle surprise.

Textile is the fundamental material: the geometrical cones are coated with 700 meters of Kvadrat’s upholstery textile *Max* in a colour designed especially for the project, and the car’s interior are upholstered with various other Kvadrat fabrics.



Kvadrat design projects

The Dwelling Lab is one in a series of projects which illustrates how textiles can be used in innovative ways.

Kvadrat continuously pushes the boundaries of textiles and its uses, actively engaging in projects with artists, museums, galleries and designers. The artist or designer is given complete freedom to do whatever they want, as long as the project involves textiles and investigates their usage.

Other Kvadrat art projects include

Aamu Song at Louisiana, Humlebæk (2005), Rosemarie Trockel at the Museum Ludwig in Cologne (2006), Olafur Eliasson and Kjetil Thorsen at the Serpentine Gallery (2007), Liam Gillick at the Whitechapel Gallery, London (2009) and Thomas Demand at Neues Nationalgalerie, Berlin (2009).