

VILLA NOVA

NORRLAND
Press Release 2017





Into the woods...

This season Villa Nova explores a connection with nature and the unassuming aesthetic of Scandinavian folk art and textiles. Introducing organic inspired prints, embroideries and decorative weaves complemented by Villa Nova first exclusive cushion range.

The Norrland collection captures the rawness of nature embracing the misty stillness of forest landscapes and a desire to connect with the outdoors. The essence of 'hygge', the need for a sense of wellbeing, is instilled in the collection. Norrland encapsulates a relaxed approach to combining a myriad of textures punctuated with handcrafted inspired elements and timeless folk patterns that translate into a casual warmth.

Norrland and Norrland Weaves will launch at London Design week taking place from the 12th – 17th March in the Romo Group Showroom, Chelsea Wharf.





NORRLAND

Prints, Weaves and Embroideries

The collection includes atmospheric forest landscapes printed with the fluidity and intensity of colour of the original ink paintings. A folk art inspired print with a modern twist sits alongside a printed sheer resplendent with weathered metallics. This is balanced with a devoré sheer inspired by tree bark and comforting wool mix embroidery that exudes warmth and simplicity. Adding a soft focus to the range is a geometric sheer and a soft jacquard weave that depicts a lino cut printed tree, capturing the rugged beauty of nature.

9 designs





NORRLAND WEAVES

Decorative Upholstery Weaves

Norrland Weaves is a rustic and textural collection of small-scale weaves featuring geometric designs and organic textures, drawing inspiration from the simple patterns found in Scandinavian textiles. These five tactile, heavily textured weaves are suitable for upholstery and drapes and presented in a colour palette that is designed to sit with the Norrland prints, weaves and embroideries.

5 designs





Based in Nottingham, England, Villa Nova design and produce an eclectic range of furnishing and upholstery fabrics and wallcoverings. Villa Nova is part of The Romo Group and the range is available worldwide through an extensive network of selected interior designers and retail outlets.

Please contact us for price information, samples and images, we are also happy to arrange interviews and offer expert commentary from our designers.

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