

# HEYMAT IN COLLABORATION WITH TEKLA EVELINA SEVERIN: MIX IN NEW COLORS



One of Norwegian Heymat's first and most popular collections *Mix* was first launched in 2016. Now *Mix* is being presented in a brand-new edition, created by Tekla Evelina Severin, better known as Teklan. With a nod to 70's color palette, gemstones and the Mediterranean, Tekla has created a contemporary color scheme in earthy pastels that welcome you home.

Since the start in 2015, Heymat has collaborated with contemporary Norwegian designers working innovatively with color and pattern. In January 2021, the brand is delighted to announce the launch of its latest collaboration – this time with Tekla Evelina Severin.

A colorist, interior designer, and one of the brightest stars in the design world, Tekla Evelina Severin is known for her strong color compositions and graphically playful artistic expression – often monochrome. Her use of unexpected color combinations keeps her relevant and in demand for new projects all over the world. When developing the new colorway, Tekla's starting point was a calm color palette of earthy pastels.

First launched in 2016, *Mix* was originally designed by Norwegian designer Kristine Five Melvær, whose design plays with different rectangles in contrasting colors combined with each other. For Tekla Evelina Severin, it was important to show her appreciation for the original design in her new creation, contributing something new in her personal interpretation.

"I wanted to create a new version of *Mix* that feels harmonic and inspiring to come home to. I drew great inspiration from the soft and almost meditative color scale of gemstones," says Tekla Evelina Severin.

For Heymat, the collaboration with Tekla Evelina Severin marks their first collaboration with a designer outside Norway. All mats from Heymat are made in sustainable materials suitable for a long life in the harsh Scandinavian climate.

Heymat's CEO Sonja Djønné, looks forward to seeing Heymats in even more Swedish homes in the future. "Seeing Tekla create new hues into Kristine's design, one of our must popular collections, is testimony to our shared interest in beautiful design and the environment. It's wonderful to see the co-creation of beautiful, sustainable things – by good design neighbors," says Sonja Djønné.



### **About Tekla Evelina Severin**

Tekla Evelina Severin has a BA in interior architecture and furniture design and is most famous for her distinguished work with colors. With Stockholm as her basecamp, her role and assignment shift fluently between working as a photographer, art director, interior architect, set designer and colorist.

Recently listed by German AD as one of the most influential people within the design industry today and by Deezen as one of the top ten architectural photographers in the world. Her broad use of colours equals the variety in her client list; Vogue Brazil, NCS Colour Institute, IKEA, Sightunseen, Air France, Levi's, Another Magazine, Institut Kunst Basel, Elle Interior UK and Matter Matters, amongst others.

### **About Heymat**

Sonja Djønné and Thoralf Lian established the company in 2015, with the goal of offering the

home market decorative design mats of the same quality as an industrial mat. Thoralf's solid knowledge about mats goes back three generations. Combined with Sonja's passion for interior and design, Heymat quickly established themselves as an important part of Norwegian homes and the design industry, with the global market at their feet. Heymat seeks to give every customer a high-quality product that they can cherish and enjoy for a long time. The mats are made of 100% recycled PET that are easily and efficiently maintained. The designs are developed in collaboration with some of Scandinavia's leading designers, whose timeless motifs also ensure visual longevity. Heymat launched their first collection in 2016, and today the mats are available in Europe, the U.S. and Asia. Valuing functionality, sustainability and contemporary design, Heymat's mission is to make rooms a pleasure to come home to.