pappelina®







PAPPELINA SPRING | SUMMER 2022

BACK TO THE ROOTS – THREE NEW GRAPHIC PATTERNS

Pappelina's design has always been recognizable, mostly by the simple and graphical patterns, the joyful colours and the fact that a design can be placed in so many different contexts. An expression that can speak to everyone.

When head designer Lina Rickardsson started the drawing process for the Spring/Summer Collection 2022, she wanted to accomplish just that. The new collection consists of three new patterns that individually have strong identities but together creates a unity. Patterns that have a hint of retro and at the same time a feeling of Scandinavian elegancy. A new color was also added to the collection, Pine. A green shade that gives additional harmony to the wide colour card index of Pappelina and that appeals to many of our senses.

STEN
With a pattern with round shapes and a large-scale motif, STEN has all the features to become a Pappelina classic with its flirtation towards the retro style. The rug was named based on the shape of the pattern as STEN means stone in Swedish.

FRED
FRED was based on the idea of creating something that could speak of todays world and the longing for peace, both within ourselves and globally. The name FRED means just that in Swedish – peace. The design is made up to a model that makes every size unique but still has the same pattern.

ILDA
ILDA first appeared in Pappelina's range in 2013 in one larger size only. Discontinued in 2017, but the pattern never left the designer Lina Rickardsson mind and was always one of her personal favorites. Super simple, timeless, graceful, and reminiscent of haute couture, it has been brought back to life in a new updated edition with additional colors and sizes.

The STEN rug comes in 5 different color combinations and is available in 4 different sizes, from 70 x 100 cm to 70 x 400 cm. The FRED rug comes in 3 different color shades and is available in 4 different sizes, from 70 x 90 cm to 70 x 360 cm. The ILDA rug comes in 6 different color combinations and is available in 5 different sizes, from 70 x 120 cm to 180 x 260 cm.

Launch date January 18th, 2022.



Images taken by photographer James Stokes and stylist Maria Nordin in a private villa in Stockholm.

A PAPPELINA RUG IS

- Manufactured in Sweden.
- Made of certificated phthalate and toxic free PVC material manufactured in Sweden, fully approved by REACH®.
- Indoor and outdoor compliant.
- UV- and water resistant.
- Easy to clean, can be washed in a machine.
- Soft to stand and walk on.
- Excellent grip on hard surfaces.
- Reversible.
- Allergy friendly.

COME AND SEE US AT THE FAIRS

MAISON & OBJET
January 20-24th, 2022

AMBIENTE
February 11-15th, 2022

PRESS IMAGES
Pappelina image bank: media.pappelina.com

FOR MORE INFORMATION
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Pappelina was founded in 1999 by Lina Rickardsson. All Pappelina rugs are made at the local weaving mill in Leksand, Dalarna. To the sound of wooden shuttles rushing forth and back – a well-coordinated interplay between loom, warp and weft – create the pattern of choice. Each rug we make represents a piece of Swedish craftsmanship. Pappelina is sold in some 40 countries and strives to have as much local production as possible. Since 2021 Pappelina is a part of Embellence Group founded in 1905 in Borås Sweden. Embellence Group is a European leader in the premium wallpaper segment and at the forefront internationally with sales in over 60 countries. The company owns Cole & Son, Wall&decò, Perswall, Pappelina and Borástapeter.