pappelina®

SPRING | SUMMER 24





The Elements Collection

A dynamic and vibrant ensemble that pulsates with fresh energy. The collection stands for the urge to explore new shapes and pushing the boundaries of design. The designer of Pappelina, Lina Rickardsson has artfully balanced a spectrum of lively colors and forms to create the perfect combination that represent the spirit of the five elements in a unique Pappelina style. Each piece is carefully crafted to capture the essence of Wood, Fire, Earth, Metal, and Water, resulting in a seamless fusion of energy, style and shades.

THE ELEMENTS COLLECTION AVAILABLE
JANUARY 18TH 2024

FAIRS

Pappelina proudly announces its participation at two prestigious design fairs this spring. Renowned for its Swedish craftmanship and commitment to innovative design, Pappelina brings its latest collection of rugs alongside classic design collections.

Maison & Objet in Paris, from January 18th to 22nd, Hall 6, Stand L95

Ambiente in Frankfurt, from January 26th to 30th, at Hall 3.1, Stand C90.

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URVI Woods

URVI

The heartbeat of the Elements Collection. A design inspired by the ocean and the movement of its waves. The idea stemmed from creating a pattern with features and motions mirroring the dynamic energy of water. The concept of our environment's core extended to the pattern's next phase, resulting in the creation of five distinct rugs. Each elegantly symbolizing the diversity of materials found on Earth's surface, the so called five elements.

"It's about how the eye perceives different shifts, like changes in the ocean, which are never static. There's a constant movement within the elements. My goal was to capture the feeling when the eye gets to rest, when your imagination starts to wander while gazing at the colorful life of an element." -Lina Rickardsson, Creative Director & Founder of Pappelina.

Featuring expansive color fields in every hue, URVI's tone-by-tone colors seamlessly blends vibrant shades, echoing the strength of Mother Earth.

URVI is available in 5 colors and 5 sizes, 70x100, 70x200, 70x300, 70x400 and 180x230cm. Recommended retail price starting from 106 EUR.

HUGO

Dots and stripes are cornerstones in the Pappelina design library, and HUGO is no exception. With its palette of tone-on-tonecolors, HUGO has undergone a contemporary update, now featuring solid, matte colors that harmonize seamlessly with the elements of the new collection. The name 'HUGO' perfectly captures the masculine undertones that resonate within its design.

HUGO is available in 2 colors and 5 sizes, 70x160, 70x240, 70x320, 70x400 and 180x260cm. Recommended retail price starting from 169 EUR.



HUGO Linen | Vanilla



BOB Brick | Cream

BOB

Experience the essence of Pappelina's legacy with BOB, the very first pattern ever created under the brand. Undergoing a subtle yet significant transformation, Lina Rickardsson has fine-tuned BOB to accentuate its perfect essence.

Now showcased as a single-piece woven rug, meaning that BOB gracefully begins and ends with the same color. This updated version also introduces a refined, hemmed edge for a polished finish. BOB's distinctive design features broad stripes carefully crafted carefully crafted to draw attention to the remarkable material and highlight its endless possibilities. Every stripe is woven with meticulous precision, accentuating the rug's durability and timeless allure. The new colors in BOB are in harmony with the spirit of the five elements, perfectly representing the Elements Collection.

BOB is available in 6 colors and 4 sizes, 70x150cm, 70x225cm, 70x300cm and 140x180cm. Recommended retail price starting from 200 EUR.

Pappelina, established in 1999 by Lina Rickardsson, embodies Swedish craftsmanship at its core. Each Pappelina rug is meticulously crafted at our local weaving mill in Leksand, Sweden. Pappelina strives to have as much local production as possible while maintaining a strong international presence, currently being sold in over 45 countries. Since 2021, Pappelina has been a part of the Embellence Group, founded in 1905 in Borås, Sweden. Embellence Group stands as a European leader in the premium wallpaper segment, holding a prominent international position with sales in over 60 countries. Alongside Pappelina, the company owns Cole & Son, Wall&decò, Artscape, and Borástapeter.

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