

# INSPIRO

HANGING TEXTILES

*Piet Hein*

by almedahls



# INSPIRO

HANGING TEXTILES PIET HEIN BY ALMEDAHLIS

A harmonic visual appearance. A contemporary expression combined with technical performance in acoustics, hygiene, sustainability, and daylight well-being.

INSPIRO offers a delicate openness that invites serenity with an organic but definite pattern that flows along the fabric.

Piet Hein by Almedahls interprets the work by one of the greatest minds of the 20<sup>th</sup> century. His eclectic approach to design is embodied in his work with the Superellipse®. An innovative shape that is a facilitator of Harmony, Creativity, Equality and Interaction.







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### A MOMENT'S THOUGHT

**"As eternity  
is reckoned  
there's a lifetime  
in a second."**

*Piet Hein*

# 01

## Piet Hein by Almedahls

A collection that depicts the compelling qualities of the Superellipse®.

**The first result** of our co-operation with the trustees of Piet Hein is **AVGO**, a Superellipse® Rug Collection. It contributes to a harmonious setup in a room as it invites new forms of interaction and creative thinking.

**The second result** is **INSPIRO**, a collection of hanging textiles. The design of the texture, the pattern and transparency create an inspirational play of highlights and shadows. It reminds us of the unique angles of the Nordic light whilst the colour range mirrors scenes from Nordic nature. The openness of the textile inspires a feeling of being at ease and to connect.





AVGO combines the best traits from our Creative Rugs offer with the power of the Superellipse®.

# 02

## INSPIRO

**Versatile and pleasing in both appearance and functionality.**

INSPIRO will provide Daylight well-being with a combined average solar absorption and reflection value of 45. These qualities enhance the ambiance in the room by softly controlling light whilst creating harmony. INSPIRO's properties stimulate a pleasant indoor environment. It contributes to an enjoyable temperature in the room during both the colder seasons and warmer periods.

The acoustic (alfa) value of 0,15 subtly filters disturbance from noise, allowing communication and interaction in a space to flow freely. In addition, INSPIRO is a suitable choice for hygiene spaces (washable at 70 degrees) meeting the requirements in health care spaces. In terms of sustainability, it is both Oekotex- and Five Zero Green-certified.

The soft contrast of the simple lines of the pattern on the fabric are a joy to combine with other textiles as it easily accompanies different textures and colours.






The colour concept and the subtle pattern form a perfect base that is suitable with our Uni Coloured textiles. You will find a combination depending on the amount of contrast and variation you desire.

Combining with more dense textiles can enhance the amount of solar absorption and acoustic performance.

You will find these significant properties within our offer of hanging textiles, solar protection fabrics and rugs.



The pattern is based on the shapes of 5:6 & 4:6 Superellipse<sup>®</sup> which constructs a regularity. The rhythm is directed by the folding of the textile. It is like a creative process of endless exploring, cited in an elegant and contemporary design.







# 03

## About Piet Hein

**Piet Hein (1905 – 1996) was born in Copenhagen as the son to an engineer and an ophthalmologist.**

He studied philosophy at the University of Copenhagen, he was a student at the Royal Swedish Academy of Fine Arts in Stockholm and he studied theoretical physics at the Technological University and at the Niels Bohr Institute. He chose his own course in life and is often cited as a modern polymath. He had a remarkable circle of acquaintances such as the comedian Charlie Chaplin and scientists such as Albert Einstein and Niels Bohr. These close friendships were an important source of inspiration in Piet Hein's life. Piet Hein was a man of eclectic talents: a mathematician, scientist, a designer, and a poet - he strongly believed in the synergy between these skills. This characterizes his style of expression in language and material, turning design into art.



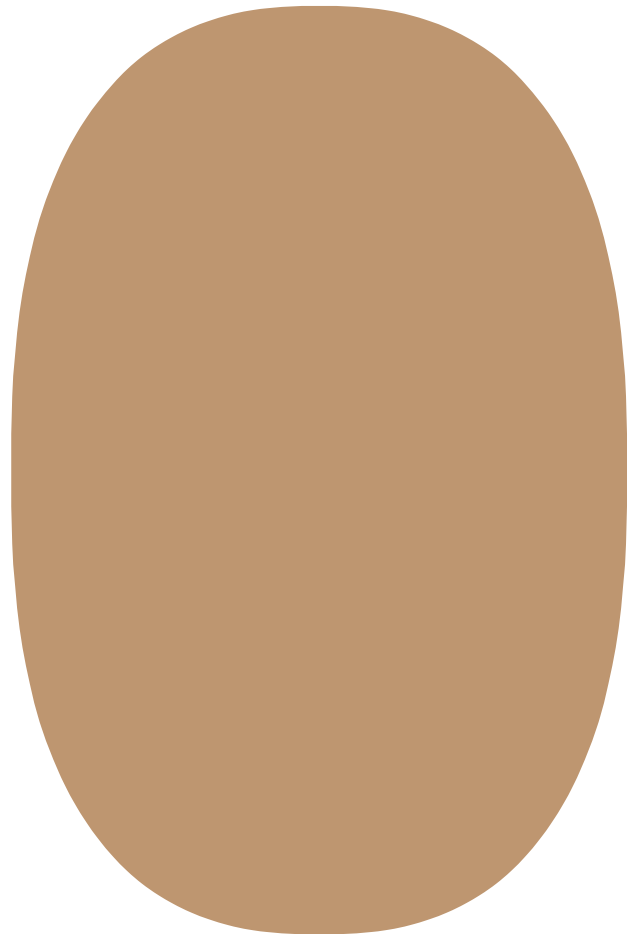
**As a mathematician and designer, Piet Hein has defied the contrast between the circle and the square and between the ellipse and the rectangle with the Superellipse®.**

The Superellipse® is the result of when mathematical precision and harmonic visual appearance meet. It breaths a form of freedom but it is still fixed. It lives between the shapes that we are exposed to daily, but it has unique proportions, a well-balanced symmetry and long concaved curves. Curves that almost seem infinite, and this attracts our awareness and guides our behavior.

**“Things made with straight lines fit well together and save space. And we can move easily — physically or mentally — around things made with round lines. But we are in a straitjacket, having to accept one or the other, when often some intermediate form would be better.”**

- Piet Hein

The Superellipse® has made its way into everything from urban planning to furniture. In central Stockholm it solved a traffic problem at Sergels Torg. Stockholm's rectangular infrastructure needed a traffic loop to enable flow. When squares or circles could not deliver, Piet Hein saw an opportunity and applied the Superellipse®. The successful solution made way into other countries within the areas of architecture and design. Today we can see the popularity of the shape in tabletops and other interior products but also in planning of city landscapes or sport centres.

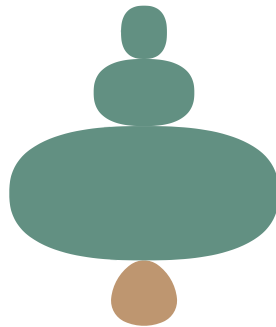


**“It is neither round nor rectangular, but in between. Yet it is fixed, it is definite — it has a unity.”**

- Piet Hein

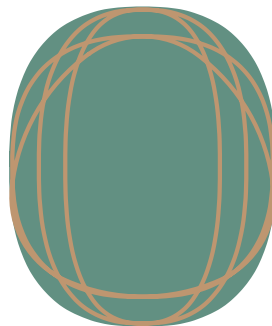
## Harmony

The long concaved curves manifest a bridge and eliminate the gap between what we label as exquisite and what is considered aesthetically displeasing. These are united by the fixed and definite character of the shape and it creates Harmony.



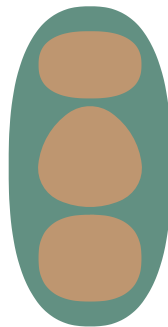
## Creativity

By integrating the Superellipse® in built environments, we can create new dynamics and settings that gently push us to adapt and to innovate. We learn that we are capable to challenge our beliefs and we connect with our true source: Creativity.



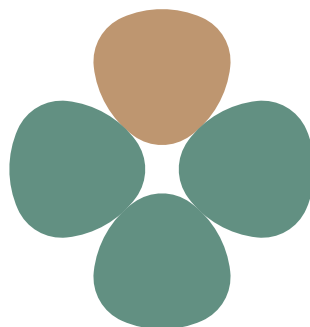
## Equality

The absence of a clear beginning and end in the shape is a crucial element in creating Equality. When the Superellipse® shape is applied, the laws of hierarchy are diminished. There is no given leader present which has been evened out by the soft unique curves.



## Interaction

In public environments the Superellipse® affects us by stimulating interaction between people. The shape enables free interaction with all the participants in the Superellipse® zone. It allows for communication to flow freely to the benefit of mutual understanding and team results.



### 5 different variations of the Superellipse®



# 04

## Specifications and colour range



INSPIRO's colour range takes inspiration from nature and stays true to the spirit of Nordic Living.

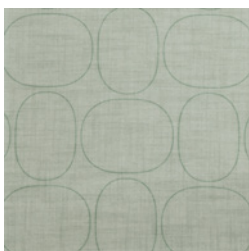


# INSPIRO Piet Hein by Almedahls

<b>Designer</b>	Piet Hein by Almedahls
<b>Material</b>	100% Trevira CS
<b>Openness Factor</b>	25%
<b>Repeat</b>	21 cm
<b>Width</b>	140 cm, 55 inches
<b>Weight</b>	140 g/m <sup>2</sup> , 4.1 oz/yd <sup>2</sup>
<b>Light fastness</b> SS-EN ISO 105-B02 (scale 1-8)	4-5
<b>Colour fastness to laundering</b> SS-EN ISO 105-C06 (scale 1-5)	4-5
<b>Shrinkage</b> SS-EN ISO 6330+A1	<2%

<b>Care instructions</b>	Washable at 70 degrees
<b>Fire resistance standard</b>	IMO part 7
<b>Sound class</b>	E
<b>Acoustics alfa value</b>	0.15
<b>Solar value average Rs + As</b>	45
<b>Ökotex</b>	Yes
<b>Five Zero Green</b>	Yes
<b>Certificates</b>	SS-EN ISO 14001:2004
<b>Other info</b>	Turnable

## 0003



The dusty green lake or long waving straws reaching for the sky.

## 0005



A grey warm stone or a grey moody sky.

## 0006



A dried autumn leaf or the soft tictling sand.

## 0008



The white icy morning snow or the feathers of a seagull.

## 0061



The deep warm earthy clays or shiffes of the pebbles on the ground.

**STRIKING A BALANCE**

**"Mere good intentions go for naught.  
The balance we must strike  
consists of liking what we ought  
and doing what we like"**

*Piet Hein*

**VITA BREVIS**

**"A lifetime  
is more than  
sufficiently long,  
for people to get  
what there is of it wrong."**

*Piet Hein*

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