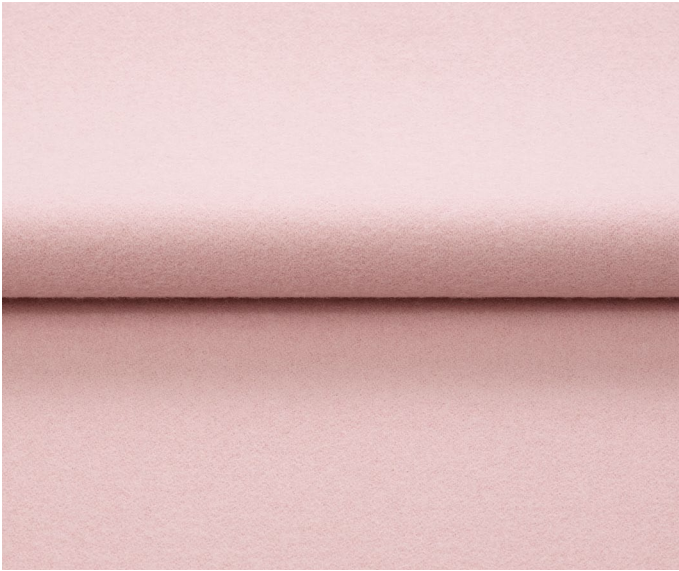


**Hero**  
Patricia Urquiola



**kvadrat**



**Hero**  
96% wool, 4% polyester  
28 colourways  
140cm wide

## Hero

*Hero* is a full-bodied upholstery textile designed by Patricia Urquiola. It particularly stands out for its uniform look and feminine, yet sporty colours.

Though *Hero* is a woven textile, due to its finishing treatment, it has a felt-like surface, which is smooth and directionless. As a result, the textile shows colours at their very best and complements the shape of furniture well.

The extensive palette for *Hero* reflects Patricia Urquiola's distinctive approach to colour design. It consists of muted, yet vibrant hues, which explore tonal associations, including a series of non-traditional interpretations of red.

Patricia Urquiola: *'I felt the need to combine the plain fabric with vivid colours. The result is a warm, neutral palette inspired by spring, earth and water. This originates with reds, then moves through pastel and earthy tones into a range of the darkest blues.'*

### Patricia Urquiola

Spanish artist and designer Patricia Urquiola attended the School of Architecture of Madrid Polytechnic and Milan Polytechnic. In 2001 she opened her own office in Milan, working on product design, architecture, installations and concept creation.

Patricia Urquiola's work has won several international design awards, including the prestigious Red Dot award and the Chicago Athenaeum Good Design Award. She has been named Designer of the Year by the magazines *Wallpaper* and *Elle Deco*. Her designs are exhibited at a number of museums, including the Museum of Modern Art in New York.

For further information, please contact  
[press@kvadrat.org](mailto:press@kvadrat.org)

[www.kvadrat.dk](http://www.kvadrat.dk)