

filzfelt •

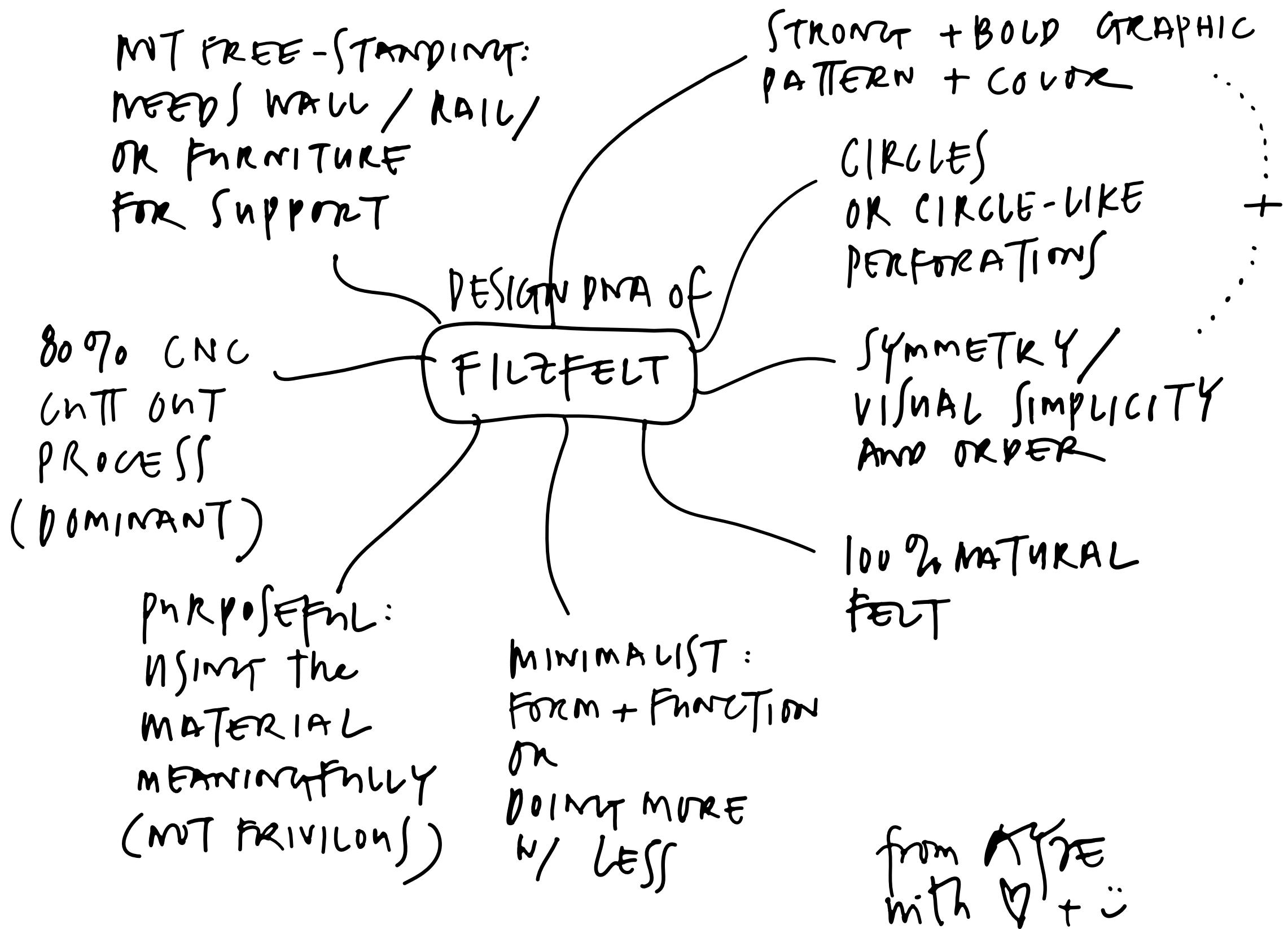




## About Ayse Birsel

Ayse Birsel thinks differently. Simplicity, human-centeredness, and pragmatism are central to this Turkish-born designer's methodology. Her process, termed Deconstruction:Reconstruction™, breaks down old paradigms, shifts points of view to a different perspective, and reconstructs by creating new values within existing constraints. Building on this process, her Design the Life You Love™ project examines the user's experience at a much broader scope—life.

Ayse's work is included in the permanent collections of the Museum of Modern Art and the Cooper-Hewitt National Design Museum, and she has received numerous awards including the IDEA Gold and ID Magazine Excellence Awards. She is also the recipient of the 2001 Young Designer Award from the Brooklyn Museum of Art and the 2008 Rhode Island School of Design's Athena Award in Furniture Design.



## Natural Material Story

Manufactured in Germany—where the history of FilzFelt's felt mill goes back 155 years—wool felt is one of the oldest man-made textiles. To produce felt, raw wool undergoes a wet felting process that involves matting, condensing and pressing the fibers. Felting, the natural characteristic of most animal fur to entangle and form matts, creates a textile superior to synthetic fibers. Natural characteristics include an inherent durability and resilience, excellent dye ability producing highly saturated colors, and natural flame resistance.

A high standard of dye processes in Germany and content of 100% wool make this product biodegradable and earth friendly. Felt also has a life cycle that is substantially longer than other synthetic materials. And since wool felt is made of sheep's wool and viscous staple fibers, this means that after the felt product has been used or become worn out, it can be disposed of in an environmentally friendly manner as it is 100% biodegradable. In addition, due to the small piece size of the felt used in the Submaterial Collection, remnant material may be repurposed and the yield is highly efficient meaning that little-to-no waste material is produced.





Design the life you love.

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## Ayse Birsel Collection

During the design process of the Ayse Birsel Collection, Ayse deconstructed FilzFelt's design DNA, which she described as 'purposeful, minimalist, symmetrical, natural, graphic, and scalable.' Inspired by this framework, the Turkish-born designer blends a contemporary aesthetic with traditional influences from her homeland in a distinctive and whimsical collection of wool felt products for the home and workplace. Ayse developed playful designs derived from circles and rectangles inspired by the minimal fabrication techniques possible with this nonwoven textile that push the play of positive and negative space. The simple repetition and scaling of these shapes create intricate patterning rendered solely in the physical form of each product.

With user-focused design being a tenet of Ayse's process, the collection concentrates on meeting an increasing need for adaptable, multi-functional spaces within workplaces and homes while introducing bursts of color and pattern. These interchangeable and complementary products add flexibility while softening spaces physically and acoustically, and the bold patterning translates across the collection for a wide range of mix and match options. But most importantly, the Ayse Birsel Collection for FilzFelt is designed to be loved.





## Polka 90 Light Drapery

A softer counterpart to our hanging panels, the drapery in the Ayse Birsel Collection utilizes positive and negative space to create pattern rather than an applied design on a solid textile. Polka 90 Light Drapery subtracts 3 inch diameter circles from the center of each 5 inch circle set in a 90 degree grid. Draperies install on a traditional drapery rod and can provide minimal light control at windows or softly divide an interior space and ship complete with integrated grommets.

## Polka 120 Drapery

Originally designed as a throw, the pieces had a soft drape that seemed perfect for a dramatic drapery solution. The pattern uses the simple repetition of shapes and evoke a softness while draping and moving beautifully. These drapery panels are perfect as a minimal window treatment or can create a soft screening system with plenty of peak-a-boo moments. Forming a dramatic focal point within a space, the pattern can be amplified with a saturated color or muted with a soft natural color.



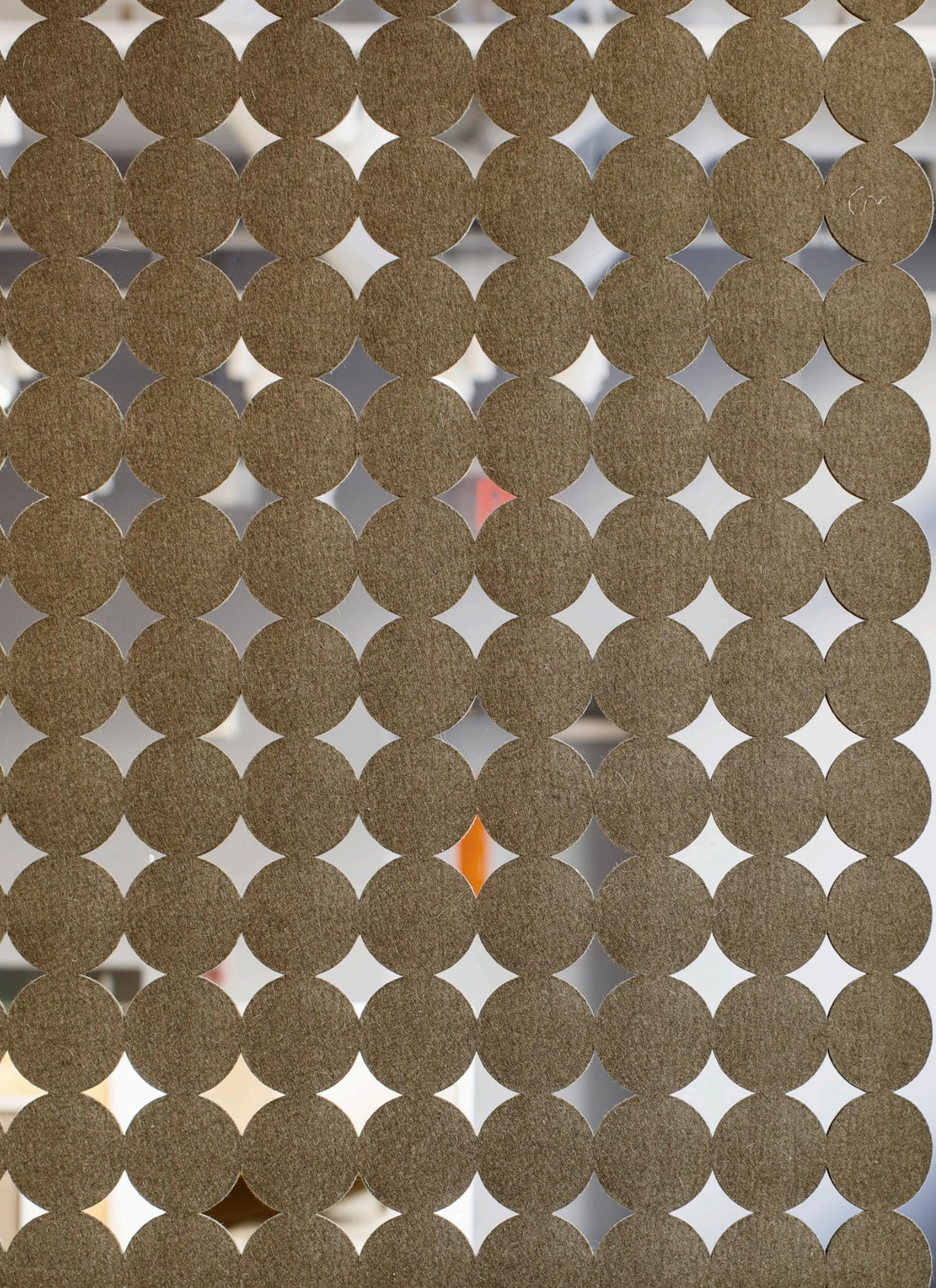


## Fringe Hanging Panel

Inspired by the repurposing of offcut felt strips in the FilzFelt warehouse and the edging on traditional Turkish rugs, Ayse Birsel blended old and new and scaled it up for the design of these movement filled panels. It will be impossible to resist poking your head through this interactive and playful felt screen.

## Polka 90 Hanging Panel

The Polka 90 Hanging Panel highlights the small-scale circle. The play of addition + subtraction and positive + negative creates a simple, yet powerful pattern. This design is comprised of a grid of 3 inch diameter circles aligned on axis vertically and horizontally.



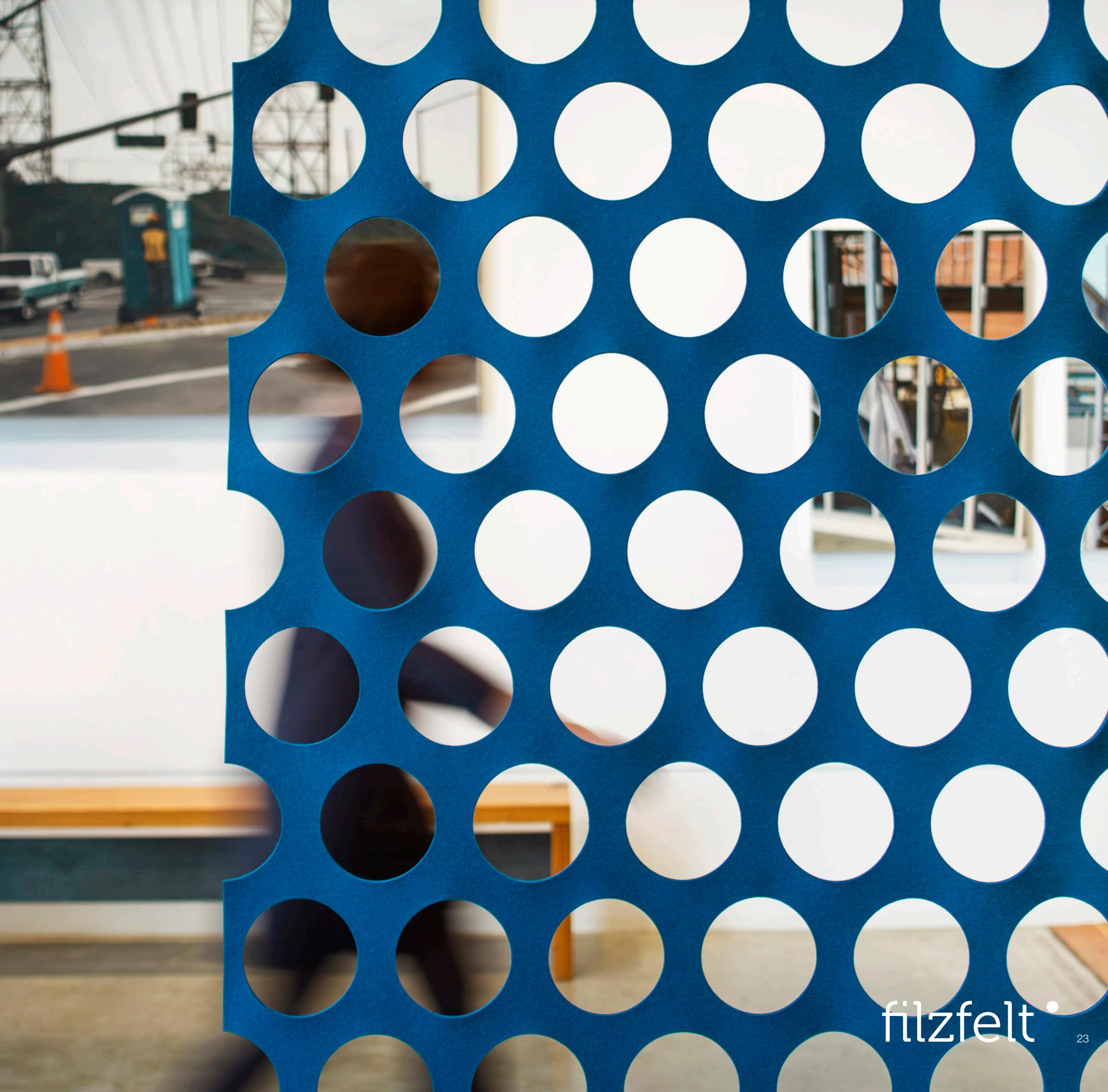


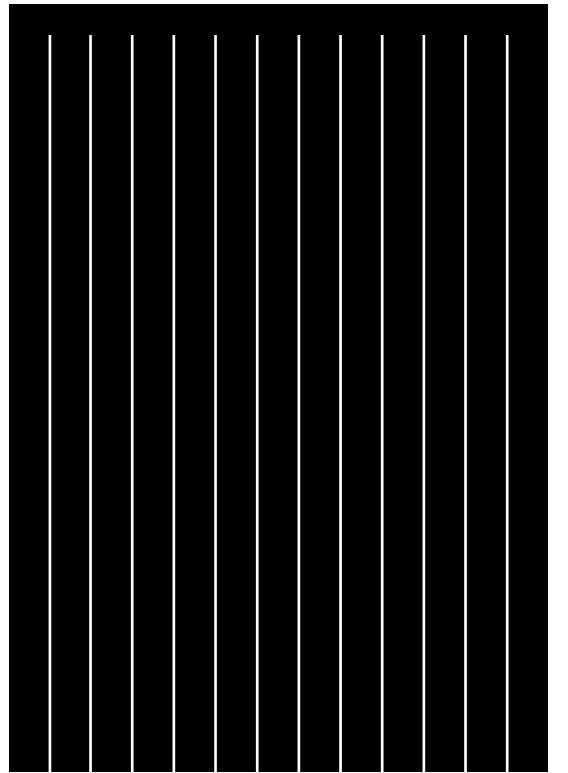
## Polka 90 Light Hanging Panel

Ayse Birsel's initial concept for this collection focused on cutting away material to create lightness and opening. The Polka 90 Light Hanging Panel subtracts 3 inch diameter circles from the center of each five inch circle set in a 90 degree grid. The result is a structured panel with both lightness and stability.

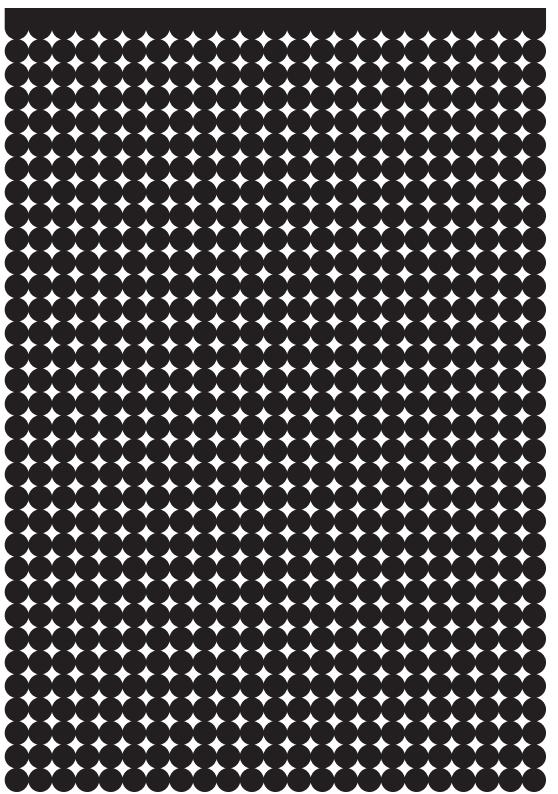
## Polka 120 Hanging Panel

Polka 120 Hanging Panels are bold, graphic, and playful. Shifts in circle patterning at a 120 degree offset create an unexpected, sophisticated pattern. Circles are five inches in diameter and break the edge of the panel, allowing a smooth pattern transition between adjacent panels.

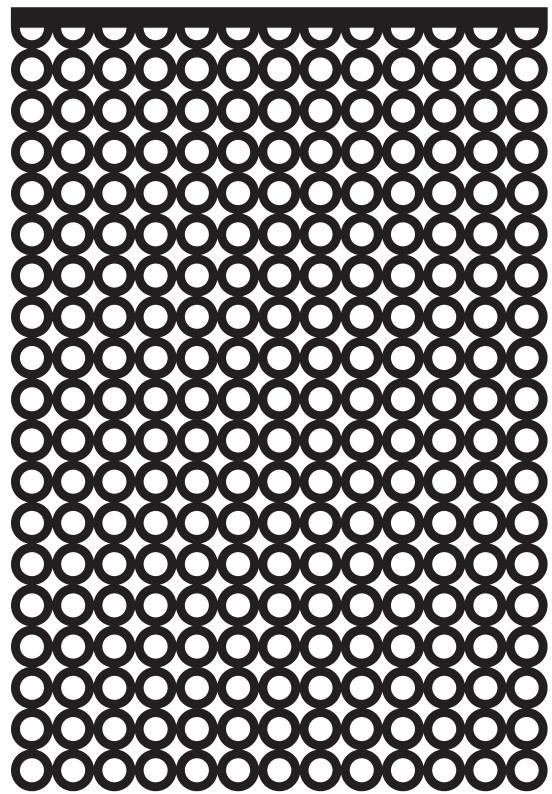




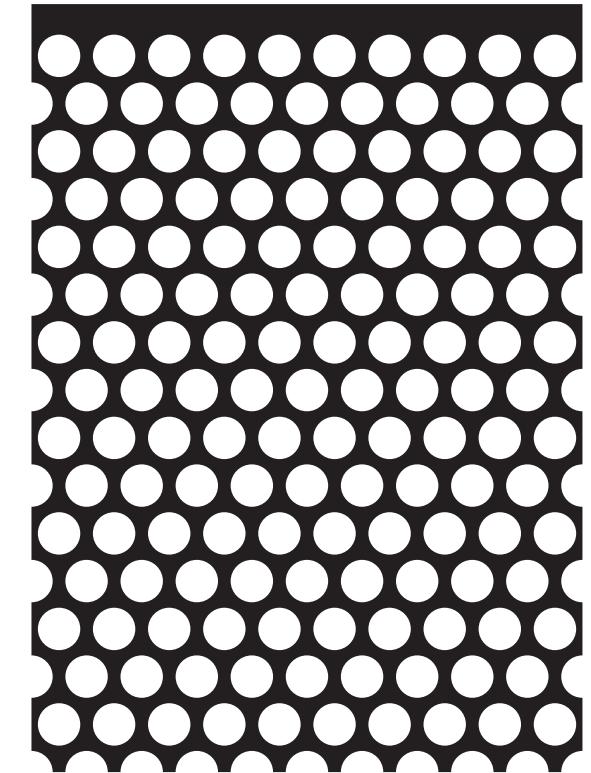
Fringe Hanging Panel



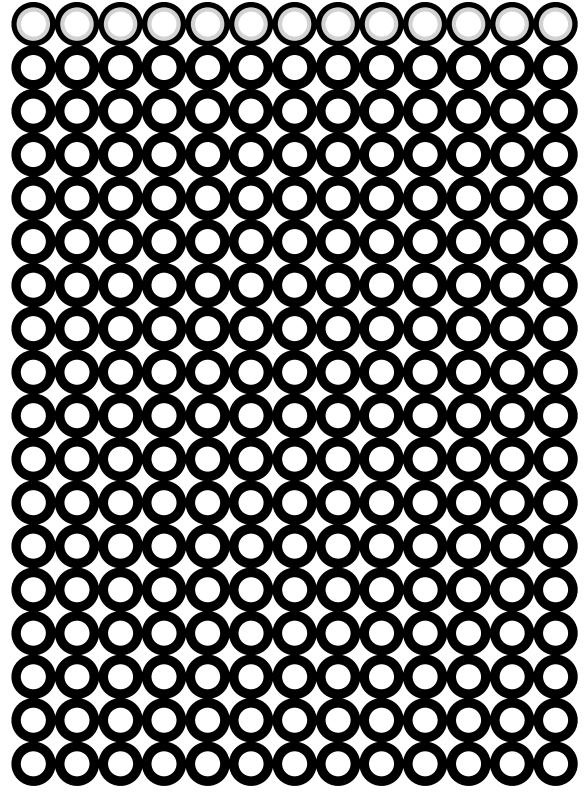
Polka 90 Hanging Panel



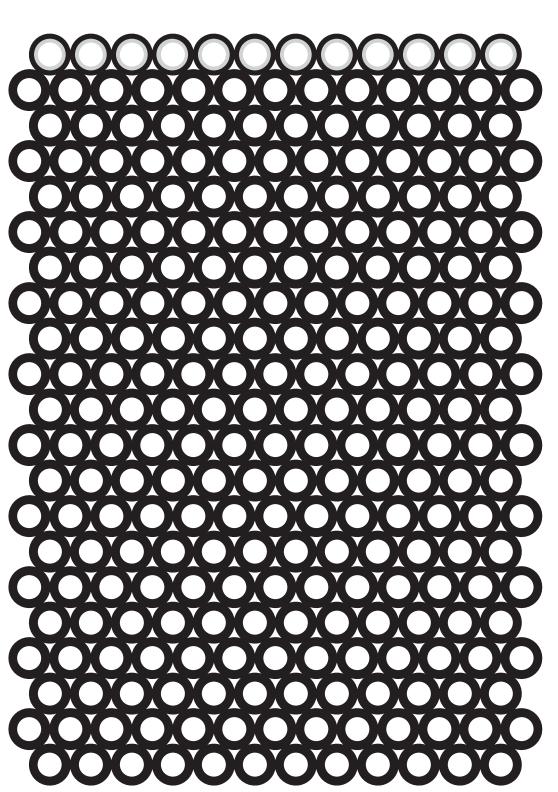
Polka 90 Light Hanging Panel



Polka 120 Light Hanging Panel



Polka 90 Light Drapery



Polka 120 Light Drapery

