



## *georgina wright*

Born 1962

**"It is important for reproduced products to be of the highest possible standard of artistry and quality and at an affordable price."**

A talented English designer who graduated from the Royal College of Art in London in 1987. Despite her young years, she already enjoys an international reputation and has worked in Italy, Switzerland, Spain, the UK, the Netherlands and Germany as well as Denmark. Georgina Wright has also acted as a consultant and adviser on major interior design projects.

As a child in the 1960s in England, she was particularly fascinated by old textiles in museums. Her father had a German friend who fled to England during the war and had a little haberdashery shop in Oxford. Visiting the shop with her father was always a real inspiration to Georgina. To her, exploring the shop was like stepping into a fairytale world.

She has always drawn a lot and her talent did not just appear from nowhere - a lot of hard work was needed to hone it. Today, however, Georgina Wright regards her talent as a possibility for playing. Creativity is experimental play with materials and idioms.

With her thorough knowledge of weaving, she has been able to add exciting new designs to Kvadrat's basic collection. For instance, working with Kvadrat and with yarn manufacturers, she has developed a number of advanced, synthetic yarns for a collection of textiles with a metallic feel. Her inspiration mainly comes from architecture. According to Georgina Wright, she sets out to create new surfaces that represent what is taking place in architecture, yet without being hard. Thus, the textiles enter into a dialogue with architecture.

Georgina Wright's flair for colour is a unifying factor in her textiles. She describes her colours as calm, yet market-oriented, because the colours create a positive atmosphere while still reflecting current trends for colour schemes.

Ideas for patterns and colours come from observing the world around her.

"I use my senses like an objective lens and filter," she says, adding that, with experience, memory also becomes an important tool in the actual creative process.

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The artist, artisan and designer are all rolled into one in Georgina Wright. The creativity, artistry and the professional market orientation all combine to form a complete whole. Georgina Wright designs for an industrial market, but also emphasises how important it is for her mass-produced products to be at a high level of artistry and quality, yet without becoming exclusive.

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