



helene vonsild

Born 1964 in Aarhus

“My items tell the story of the material and the idiom. I call it signal value, when things have a self-explanatory simplicity and naturalness about them, when the material almost tells its own story.”

Helene Vonsild was already one of Denmark's top merchandisers when she graduated from Kolding Kunsthåndværkerskole as a textile designer. She has worked as a Visual Merchandiser for Esprit as well as carrying out merchandising and interior design projects for Mexx, Lindberg Optik and Woolford of Aarhus, to name a few. She has exhibited her textile designs and carried out decorative projects. She set up the “1+1 Design” company in 1997 and received the Statens Kunstfond two-year start-up bursary two years later. As a brand-new venture, Helene Vonsild designed some textiles for Kvadrat in 2001.

The ability to find exactly the right mode of expression is vital to Helene Vonsild. Before actually carrying out a work project, she needs to go through the preliminary work of focusing her thoughts and ideas. There are some very practical considerations underlying how an object relates to a space or how an item can become functional and meaningful.

The materials have a story and Helene Vonsild tries to tell that story through her designs. The story of the material and the idiom has only been told once the whole process has been thought through, when there are no further questions remaining and when the shape the concrete objects have taken on looks completely natural.

Helene Vonsild prefers weaving to print because there is logic to the weave. She finds the logical combination of the threads fascinating. This logic is also found in her patterns. She translates architectural lines and compositions into weaving and the deep consideration that she gives to the number of threads in the weave and their interrelationship emphasises the consistency of her style.

One important source of her inspiration is the relationship between loose and tight. She cites the trunk of a tree and its many branches as a specific example. Transferred to textiles, this is the relationship between a close weave and transparency. When it comes to curtain materials, the relationship is one of being able to see out and yet providing a screen.

For further information, please contact:
Kvadrat A/S T +45 89531866 F +45 89531800
www.kvadrat.dk

Something very peculiar to her is the fact that she ascribes meaning to the sounds of the textiles. She brings musical intuition and perception into her work with textiles.

According to Helene Vonsild, curtains can replace art as art, while also having something calm, simple and pure about them. As a trained merchandiser, she thinks in relation to rooms, which is an advantage for a textile designer. Curtains can be used more spatially as surfaces and decor in architecture and in specific rooms.

The dialogue between textile designer and architect is important to Helene Vonsild. She believes textiles should be integrated into the process early on. It is a matter of getting architects' attention by pointing out that textiles – and especially curtains – are much more than just a means of blocking out light.