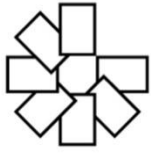


Ogeborg

Press Release 2023-09-01





Ogeborg

## Ogeborg celebrates its 60<sup>th</sup> anniversary and launches a new hand-tufted collection in collaboration with Tekla Evelina Severin – *Segment Rug Collection*

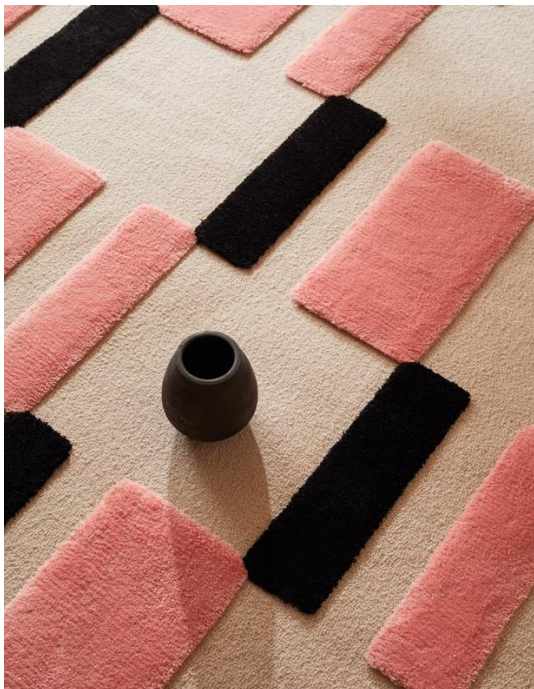
*Segment Rug Collection* is a collection of hand-tufted rugs, launched in collaboration with Tekla Evelina Severin for Ogeborg's 60<sup>th</sup> anniversary.

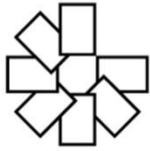
As a historical tribute, Tekla has interpreted two of the most classic patterns; the square and the stripe. In her interpretation, the two-dimensional patterns get new divisions, heights and extends outside the format.

*"The collection consists of three different patterns and was named Segment Rug Collection, which both refers to the meaning of the word, a contiguous geometric surface, but also a part of something bigger, a totality, as a part of time."*

– Tekla Evelina Severin

The idea is that these three graphic patterns should be able to be adapted in both scale and colour – depending on the person, room and time – and stay relevant for many years to come.



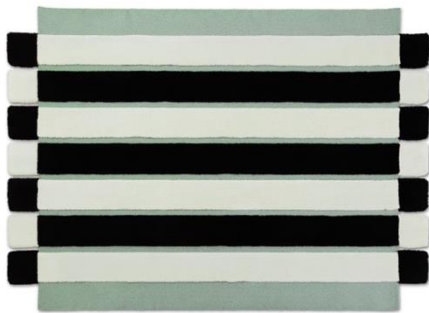


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*“The starting point for the collection was precisely a discussion about design in relation to time and where I then landed in a tribute and interpretation of two of the perhaps most classic patterns we have, the square and the stripe. The rugs and patterns will of course be completely different depending on how the colours are combined and whether they are tonal or more contrasting. Colour is always relative and never absolute, as I always point out.”*  
– Tekla Evelina Severin

The rugs are hand-tufted and made in Portugal. The yarn is a mixture of mainly wool and viscose/tencel, but also has elements of bamboo.

*Segment Rug Collection* is showcased in an exhibition curated by Tekla Evelina Severin, in Ogeborg showroom during Stockholm Design Week, September 5<sup>th</sup>-9<sup>th</sup>.  
Address: Maria Skolgata 81



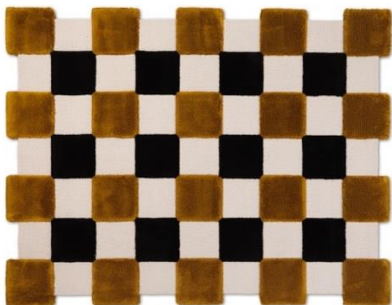
**Stripe Chess**

Colour: Mint White Black  
Size: 1.78 x 2.50 m (floor)  
Material: Wool and viscose/tencel  
(cultivated eucalyptus)  
Price: 630 EUR/m<sup>2</sup>



**Stripe**

Colour: Golden Blush Black  
Size: 1,54 x 2,00 m (wall)  
Material: Wool and viscose/tencel  
(cultivated eucalyptus)  
Price: 630 EUR/m<sup>2</sup>



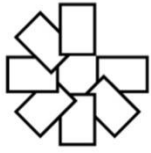
**Square**

Colour: Ochre Beige Black  
Size: 1,96 x 2,52 m (floor)  
Material: Wool and viscose/tencel  
(cultivated eucalyptus)  
Price: 630 EUR/m<sup>2</sup>

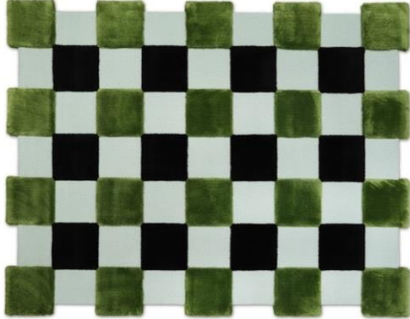


**Square**

Colour: Apricot Rose Olive  
Size: 1,42 x 1,98 m (wall)  
Material: Wool and viscose/tencel  
(cultivated eucalyptus), bamboo  
Price: 630 EUR/m<sup>2</sup>



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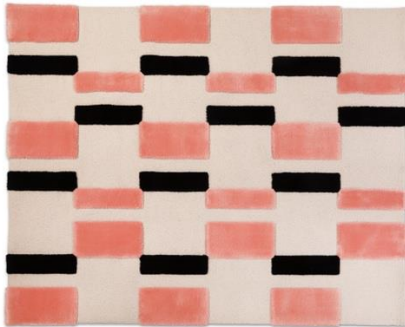
**Square**

Colour: Green Black Mint  
Size: 2,33 x 3,00 m (floor)  
Material: Wool and viscose/tencel  
(cultivated eucalyptus)  
Price: 630 EUR/m<sup>2</sup>



**Irregular**

Colour: Green Mint Black  
Size: 1,20 x 2,00 m (wall)  
Material: Wool and viscose/tencel  
(cultivated eucalyptus), bamboo  
Price: 630 EUR/m<sup>2</sup>



**Irregular**

Colour: Coral Crush Cream Black  
Size: 1,99 x 2,55 m (floor)  
Material: Wool and viscose/tencel (cultivated eucalyptus)  
Price: 630 EUR/m<sup>2</sup>

The sizes and colours of the rugs are specially designed for the anniversary exhibition in connection with Stockholm Design Week but can be made in other sizes and colours upon request.





### **About Tekla Evelina Severin**

Tekla Evelina Severin is based in Stockholm and founded her own multidisciplinary studio in 2015. She has a background in the University of Arts, Crafts and Design and is a trained interior architect and furniture designer. Today she works multidisciplinary with and between interior design, set design, creative direction and photography, but always with colour as a common basis.

Her broad and at the same time specific way of working with colours is reflected in the breadth and variety of the different companies she has worked with. Some examples are; Danish Montana Furniture, Louis Poulsen, and Stilleben Architects, Norwegian Heymat, Swedish Fjällräven, NCS Färginstitut, SL, IKEA, Apoteket, American Apple, Spanish furniture company Sanca, Italian kitchen company Very Simple Kitchen (for which she was also awarded the Kitchen Designer of the Year 2022 by the international ELLE DECO jury), to name a few.

### **About Ogeborg**

Ogeborg is a Swedish, design-driven family company that has delivered carpets and textile floor materials to office environments since the early 1960s. The range today includes products for both public and private environments, such as hand-tufted and hand-woven rugs, leather, cork and textile tiles for wall and floor, as well as countertops and tiles in Italian quartz stone.

Quality, environmental thinking and service are the company's keywords and since 2007 Ogeborg has been a climate-neutral company.

### **For further information, please contact:**

Sara Sporre, Trendgruppen PR  
Telephone +46 76 647 22 42  
Email [sara.sporre@trendgruppen.se](mailto:sara.sporre@trendgruppen.se).

High-resolution images are available at [www.trendgruppen.se/imagebank](http://www.trendgruppen.se/imagebank)