

Press release, November, 11 2014

## **Viktor&Rolf designs table linen for new label by TextielMuseum™**

On November, 21 the TextielMuseum will launch *by TextielMuseum*, an exclusive label for household textiles with table linen and tea towels from top designers such as Studio Job, Scholten & Baijings, Studio Makkink & Bey and Studio Bertjan Pot. Also included is the Graffiti collection, designed exclusively for the label by the fashion duo Viktor&Rolf. The range can be pre-ordered through the new [by.textielmuseum.nl](http://by.textielmuseum.nl) webshop from today.

### **by TextielMuseum**

The rich collection of the TextielMuseum and the craftsmanship of the TextielLab are powerfully combined in by TextielMuseum. This new label presents an exclusive range of household textiles designed by top designers. The museum collection, encompassing more than a century of art and design heritage, is an important source of inspiration. In the TextielLab, modern techniques are used to translate the designer's story into beautiful, distinctive products. The label marks the TextielMuseum's first step in cultural entrepreneurship and an ambition to bring top design with a story into homes. The proceeds from the label will be used to further improve the TextielMuseum's educational and exhibition programme.

### **Viktor&Rolf**

The TextielMuseum approached renowned fashion designers Viktor&Rolf, who enriched the label with typically eye-catching tea towels and a stunning tablecloth with matching napkins. Graffiti is a recurring element in the duo's provocative couture and forms the basis for these designs. Dominating the products is a Delft Blue graffiti tag, which seems almost to drip off the fabric. The floral motif of the table linen and napkins, as well as the tea towels' traditional check, are inspired by the TextielMuseum's rich damask and tea towel collection. These typical Viktor&Rolf designs bring excitement and flair to any dinner party.



*by TextielMuseum* also features designs by Studio Job, Studio Bertjan Pot, Scholten & Baijings, Studio Makkink & Bey, Studio Van Eijk & Van der Lubbe, Studio Wieki Somers, Kiki van Eijk, Raw Color, Studio Formafantasma, Christien Meindertsma, Leendert Masselink, Mara Skujeniece, Pieke Bergmans, Studio Minale Maeda, Marc Mulders, Peter Struycken, Glithero, Kitty van der Mijll Dekker and Ineke Hans.

#### **Launch and sales outlets**

*by TextielMuseum* will be launched on November, 21 from 5pm in the Frozen Fountain concept store in Amsterdam. The webshop [by.textielmuseum.nl](http://by.textielmuseum.nl) will open for pre-orders today. The range will officially go on sale on November, 21 in the museum's TextielShop, the webshop and in Frozen Fountain.

The accompanying exhibition, '*by TextielMuseum presents Bye TextielMuseum*' which can be seen in the TextielMuseum from 14 December, will present the new range in a surprising way.

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#### **Note to press and editors (not for publication)**

**For further information, please contact Anke van den Broeck**

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#### **Register for the press reception and product presentation**

If you would like to attend the press reception from 4pm to 5pm prior to the public opening in Frozen Fountain (Prinsengracht 645), please send a request per email to [by@textielmuseum.nl](mailto:by@textielmuseum.nl), with your name, organisation and contact details.

Space is limited.

For product images and credits, [click here](#)

Webshop

[by.textielmuseum.nl](http://by.textielmuseum.nl)

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