

# FABULA

L I V I N G

*Press Release*

## **Fabula Living launches the Ea rug designed by mid-century icon Mogens Koch**

*Timeless aesthetic and modern craftsmanship come together in this new Scandinavian collaboration.*

The Danish design company Fabula Living introduces the timeless work of architect and furniture designer Mogens Koch, a master from the mid-century golden Scandinavian design era. The new, exclusive handwoven Ea rug is an original 1959 design, previously only produced in limited editions.

“We are proud to work with the design heritage of such an iconic designer. I had the pleasure of browsing through Mogens Koch’s original designs and was struck by the timeless quality. In particular his many graphic patterns, like the asymmetrical angular pattern on Ea, are clean, crisp, contemporary and very compatible with the our pared down Scandinavian style, “says designer and founder of Fabula Living Jens Landberg Schrøder.

Mogens Koch was known for his wide range of acclaimed projects; from church designs and renovations to his elegant and simple pieces of furniture. Classics such as the bookcase and folding chairs sum up his design ethos. Inspired by his wife Ea Koch, who was a weaver, he also designed more than 60 rugs, which she wove by hand in limited editions for individual customers. From their living room she produced between 300 and 400 rugs, some of which are still in the family’s possession, while others are sought-after vintage objects. His meticulous attention to detail and elegant geometry was always evident in his rugs and other pieces. Fabula Living works in this same spirit; a Scandinavian tradition of functional beauty, creating modern rugs and opting for only the best quality.

“Ea has provided an opportunity to promote our uncompromising passion for quality and fine craftsmanship. We have developed a very exclusive quality of the best New Zealand wool. The top-of-the-line quality of this rug makes possible the perfect balance of contrasts and harmony honouring the beautiful mid-twentieth-century design, “explains Jens Landberg Schrøder.

Together with Koch’s son he chose the name Ea for the rug, after the designer’s wife.

### About Ea

Hand-woven loop rug in New Zealand wool on cotton warp  
160x240, 200x280 cm, made to measure  
Comes in beige, charcoal, green and ocean.

Download photos [here](#).

### About Fabula Living

Fabula Living has established itself as an international design company deeply rooted in traditional techniques, craftsmanship, uncompromising quality and Danish design. We aim to tell stories with our modern rugs by bringing together design, tradition and simple style with the oriental techniques. The careful selection of wool, linen, cotton and other raw materials; shades of colour, the passion and patience, the thickness and the details in the weaving are present like invisible threads in all our rugs.

fabulaliving.com

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