

SUN, SHADE & LIFESTYLE

BY DICKSON®



OUTDOOR LIVING

Summer's nearly here. Time to press the pause button!

NEW COLLECTION

The highpoint on the solar protection calendar.

FABRIC QUALITIES

Highly resistant superior-quality fabrics.

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EDITORIAL

**HAVE FABRIC
AWNINGS HAD
THEIR DAY?**

Leaf through your old holiday snaps and you're bound to find one with a moth-eaten yellow-and-brown striped awning lurking somewhere in the background. Are awning fabrics still stuck in a time warp? Have they had their day? We beg to differ. Over the last few years, awning styles and technologies have undergone something of a revolution, in keeping with the latest outdoor living trends. Ninety percent of awning owners are very satisfied with their decision. Because awnings not only extend your living space, they give you more terrace time with family and friends too. And they're miles better than sunshades. Fabric awnings effectively filter the sun's harmful rays and protect you on rainy days and chilly summer nights. No sun? No problem.

Today's awnings come in solid fabrics, trendy colors, textured or with graphic designs. Traditional, contemporary or designer: there's a style to suit every façade. And they add to our architectural heritage: terrace cafés just wouldn't be the same without deep fabric awnings to protect them.

In short, fabric awnings are the latest outdoor living accessory!

Hélène DECLERCK
Awning products manager

AT A GLANCE

“Outdoor fabric awnings allow us to create comfortable open-air spaces. Like a protective forest canopy, they provide us with cool, mild surroundings, without preventing light breezes from further heightening our well-being. Of course, an awning allows for much more sophisticated control over the atmosphere than a canopy of leaves!

UV filter standards, temperature, luminosity and color all vary with the fabric. Tested in a laboratory, each has predetermined qualities. We conducted a joint study with Dickson to explore the various properties of their fabrics. Based on these findings, it is now possible to choose the color and qualities you need to achieve a desired level of comfort, according to where the awning is going to be installed.

”

Peter WINTERS,
President of the European Solar Shading Organization

87%

of customers want to spend more time on their terrace



Dickson fabric awnings block at least

90%

of UV rays

90%

of awning owners are satisfied



70%

of solar energy

#1

Awnings guarantee optimal solar protection



28%

of transmitted light

Dickson Solar Protection consumer survey – June 2016
Dickson Light and Comfort survey – 2011



OUTDOOR LIVING

When life gets stressful, it's great to head outdoors. Where better than the terrace to catch your breath, put your feet up and simply relax? Summer's nearly here. It's time to press pause!

A DIFFERENT PACE

W eekday or weekend, midsummer or early autumn, the vacation starts right here at home. In a world where our free time is as precious as it is scarce, outdoor living is the new art of living. It's a chance to hunker down, gather round the table for a meal with family or friends on the terrace, leaf through a book in a lounge, have fun with the kids... or do simply nothing at all!

Cozy and relaxed, and furnished like a regular room with a sofa, coffee table, table lamps or even a barbecue, the terrace is the place to enjoy life to the full, far from the stress of our everyday lives.



When life gets stressful, it's great to head outdoors. Where better than the terrace to spend time with family and friends under an awning or sail shade?



ORCHESTRA
Potiron Piqué from €22/MIL



● ●
BS ORCHESTRA
Canard Chiné from €22/ML



● ●
ORCHESTRA
Maïs Piqué from €22/ML

PRODUCTION SECRETS

Building on 180 years of expertise, Dickson has always followed the thread of developments in the French weaving industry.

Dickson's story starts in 1836, when a young spinner, David Dickson left his native Scotland and set up France's first linen mill near Dunkirk, in northern France.

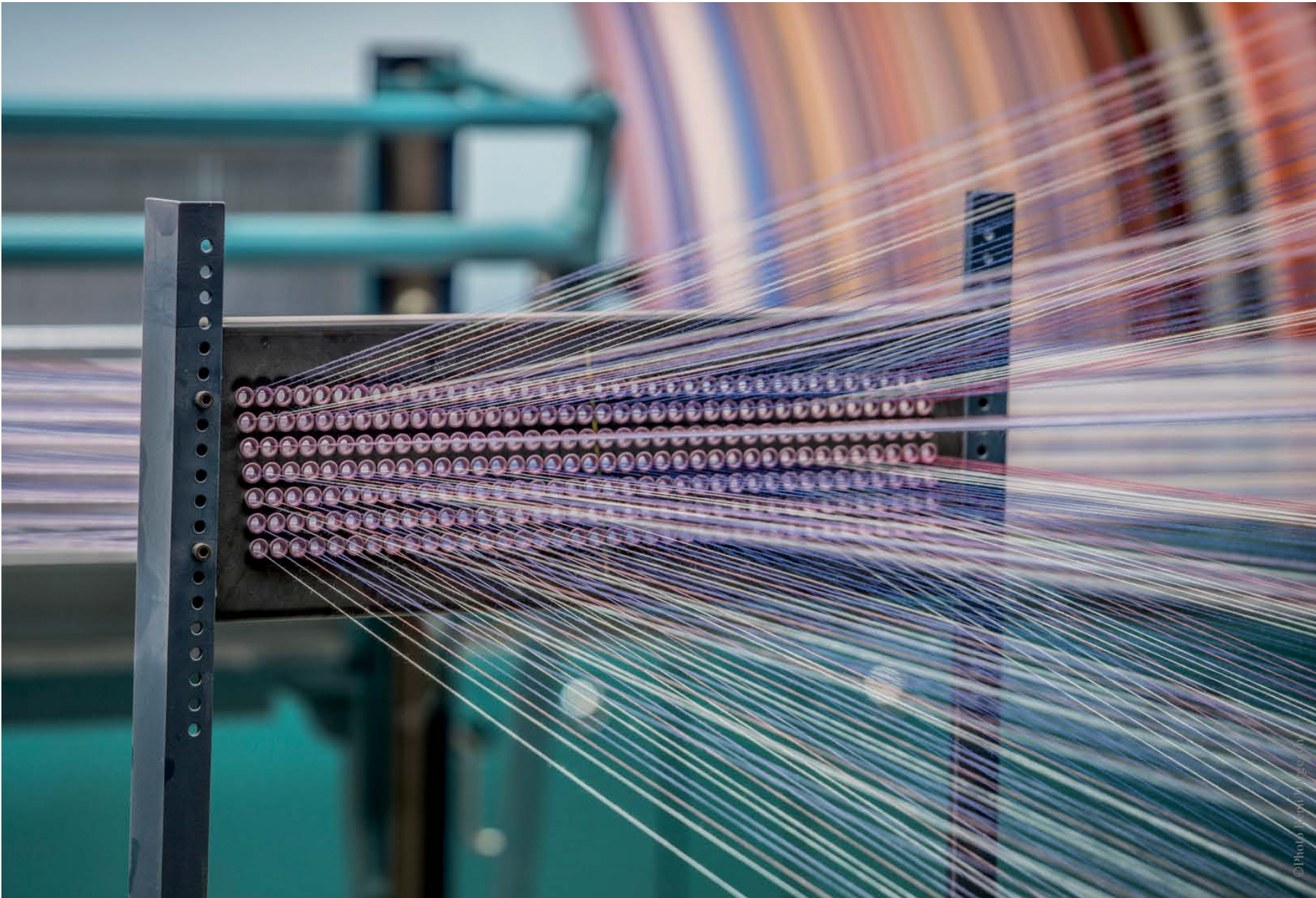
In 1840, Dickson twinned thread-spinning with fabric-weaving and invented a new rot-proof fabric resistant to seawater, beginning a quest for innovation that continues to this day. Heirs to this internationally-renowned expertise, Dickson's teams are devoted to bringing its weaving traditions into the 21st century. To produce the finest outdoor textiles, they constantly hone weaving techniques developed over the millennia. Produced on machines that reproduce a million intersecting, detailed movements to weave kilometers of yarn, our loom-woven fabrics are a work of precision and a feat of staying power.



SINCE 1836

Based in Wasquehal in northern France, Dickson's weaving plant has a production area of 27,500 sq.m. Every month, we use nearly 250,000 spools of yarn. Our collections are woven on 100 state-of-the-art looms under optimal humidity and temperature conditions to prevent yarn-breakage. Once the fabrics have been woven, they are washed, dried and treated using a cutting-edge technique for maximum durability.

The technical properties of our fabrics are systematically controlled in laboratory tests. Each square meter produced is subjected to a battery of on-site tests. One fabric sample may be tested up to 12 times. Thanks to its demanding standards, applied at each stage of the production process, Dickson offers a 10-year guarantee on most products.





THE NOBLE ART OF WEAVING

Dickson's awning fabrics are produced by our weavers in Wasquehal. Drawing on centuries of expertise, every day they reinvent one of the oldest crafts in the world. Weaving first emerged in the Paleolithic Age and traces of textiles have been found in the remains of stilt houses in Switzerland and on digs in Fayum, Egypt. If its secrets had not been handed down through the generations, this traditional craft would not be what it is today.

CLAUDE CAILLARD

“I’ve been a weaver since I was 16. I’m 61 now. I’ve worked for Dickson for just over 20 years. Over the course of my career, weaving techniques have changed almost beyond recognition. Modern shuttle looms are much faster than when I started out. The mechanism at the top of the machine, where we used to put the pattern card, demanded a lot of precision. If you didn’t get the position right, the card would tear and designs were very expensive back then. All of those old machines have been replaced over the last thirty years and technology has had a huge impact on our work.

Although looms are largely automated now, quality weaving still requires a high degree of expertise. Apprenticeships are vital. As with any trade, if the job isn’t for you right from the start, it never will be. You need to be really motivated.

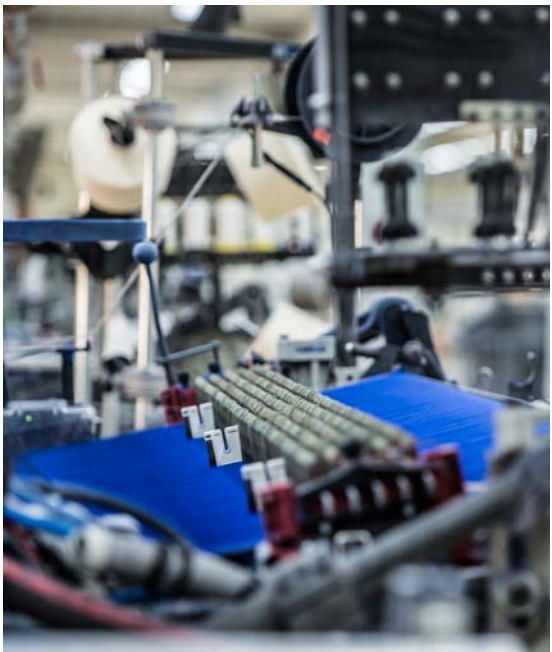
I trained at a textile college, but they don’t exist now. They don’t teach weaving anymore. We train young people in-house and pass on our expertise before we retire. It’s important to hand it down from generation to generation. That’s what I did with Thomas and the other youngsters here.”

THOMAS LECONTE

“I’ve worked for Dickson for two years. I had no idea what a weaving company did. But I quickly noticed that, if you were really motivated, you could make a difference and climb the career ladder. It takes three months before you can manage by yourself, and a year before you’re totally independent. But you never stop learning.

We learn about warping first, then looming and weaving. We’re also given quality control training to identify faults - pick, missing pick, loops, and so on - and to avoid them.

I’m fully autonomous now. But if I’m not sure about something or I’ve got a question, I can always ask one of my colleagues for advice. We don’t do theory anymore. The more experienced weavers pass on their knowledge.”



DESIGNING THE FABRICS OF THE FUTURE

More than a weaver of technical textiles, Dickson Constant is equipped with an integrated design studio staffed by a team of experts specialized in outdoor furnishings and home improvements. Awning fabric is not a simple “decorative filter”: it’s an inspiring medium that can be used in countless new ways. And there are plenty of innovations in store. We talked to Dickson’s design manager, Mélanie Bernard and Antoine Fritsch from the Fritsch et Durisotti design studio about what the future holds.

“We keep an eye on the latest trends, but not just in the field of home design. To develop our concepts and reflect on the innovative products of the future, we take a 360° view of design, architecture and social attitudes. When you apply innovation and design to solar protection, you open up a vast range of possibilities.

A few years ago, Dickson developed a prototype of a photovoltaic awning fabric. We also launched a new awning collection made from recycled yarn. In the future, we’re looking to develop awning fabrics that

change color as the day progresses. It might take on bluish tones in intense sunshine and sunnier hues in the evening, when you’re relaxing with family or friends. We’re also doing research into protective fabrics to provide a safe space for people sensitive to electromagnetic waves.”

Mélanie BERNARD
Design Manager

MATERIAL DESIGN EXCELLENCE

“Light, atmosphere, brightness and privacy are all factors designers like me have to take into account and fabric awnings provide us with an obvious solution. Apart from its technical performance, I think fabric is a highly contemporary form of expression. Its light, airy feel gives it a timeless look; it’s inspirational in a way that goes beyond the latest trends. I find it really

appealing. You can see it has been shaped by human hand, feel its weave and admire its high degree of perfection. A beautiful material, its special texture reveals the craftsmanship that has gone in to creating it. I love the minimalism of fabric. It’s elementary, sparing, economical yet highly resistant. There’s nothing as simple yet effective as a fabric deckchair, sunshade or sail. It’s very elegant too.

The design possibilities are endless. Fabric opens up so many new avenues to explore. Fabric is the perfect balance between something that’s beautiful, useful and in tune with its surroundings.

Antoine FRITSCH
Designer

Learn more:
www.fristch-durisotti.com



©Photo Patrick Bingham-Hall

● ●
Openwork fabric
SUNVISION
Park Royal Hotel
Singapour



NEW COLLECTION

The highpoint on the solar protection calendar, Dickson's new Solar Fabrics collection takes a fresh approach to classic awning textiles. Developed in the Dickson design studio, the new collection offers a remarkable choice of styles, textures and weave effects.

A TREND-DRIVEN COLLECTION

More than 3,000 sketches
are made for every collection.

Staffed by specialist designers, the Dickson design studio develops the widest and most creative collections in the technical textile sector. Our team identifies and analyzes the latest trends, works on stripes, patterns and colors, then checks the technical feasibility of each design. All in all, a new collection takes more than a year to design. Meeting the specific needs of each market and country, more than 300 products make it to the final cut.

Our new and highly innovative collective falls into three categories: Design Selection, Essential and Professional.

This latest collection turns the awning into an essential home furnishing accessory and provides a targeted response to individual style, decoration and design needs.



GRAPHIC

DESIGN SELECTION

Graphic Design Selection features 32 graphic fabrics with subtle weaving effects and a strong esthetic appeal. Bold stripes have taken on a less striking aspect, giving way to a sketched effect that could almost have been produced by hand. Its powdered pastel hues are spot on trend.



OPERA Brush Hemp
from €22/ML





Graphic Design Selection
from €25/ML

COLOR

DESIGN SELECTION

Color Design Selection offers a choice of 33 fabrics in lively tones paired with bold material effects in bright reds, sunny yellows and natural greens. New colors emerge from transparent, changing solids alongside needlework visual effects. Understated stripes in monochrome hues on white open up infinite opportunities for expression.



● ●
ORCHESTRA
Color Bloc Red
from €22/ML

ESSENTIAL

SELECTION

Composed of 128 fabrics,
Essential solids and timeless
stripes offer lasting solutions for
professionals and homemakers.



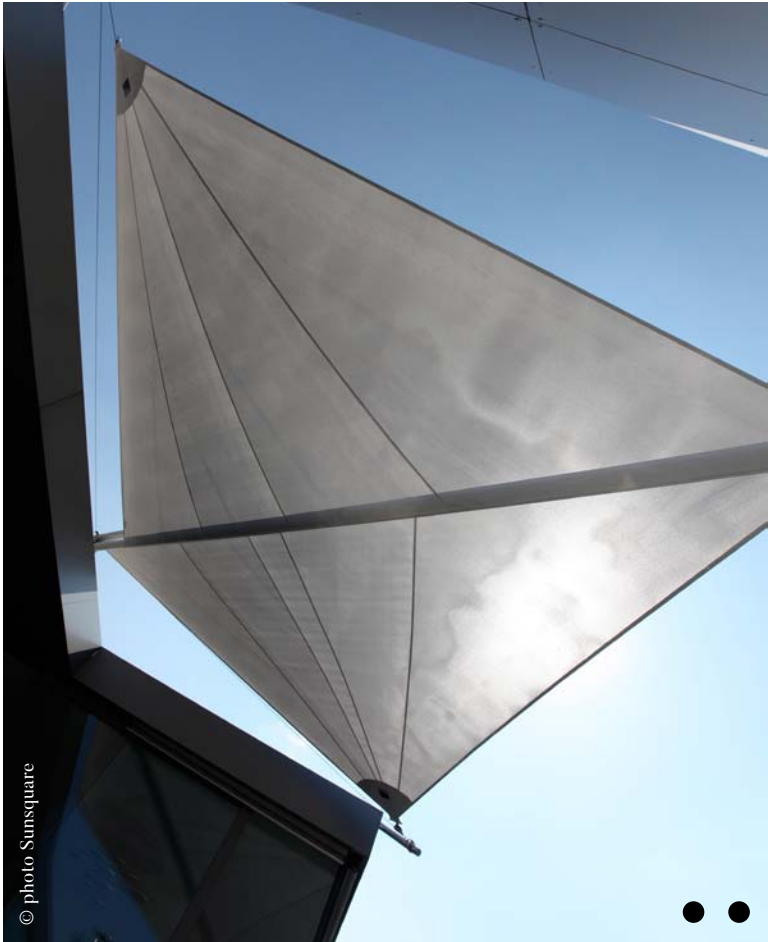


PROFESSIONAL SELECTION

The 117 fabrics in the Professional category meet technical standards for intensive use in shops, hotels, businesses and commercial buildings.



● ●
EXPANSION Ink
from €89/ML



© photo Sunsquare

● ●
SUNWORKER Cristal Grey
from €117/ML



Fitting seamlessly into their surroundings, awnings go almost unnoticed, but the streets of Paris, Brussels or Milan just wouldn't be the same without them. Essential solids and iconic stripes grace the façades of some of the world's most outstanding buildings.

ICONIC AWNING



Hôtel Peninsula
PARIS



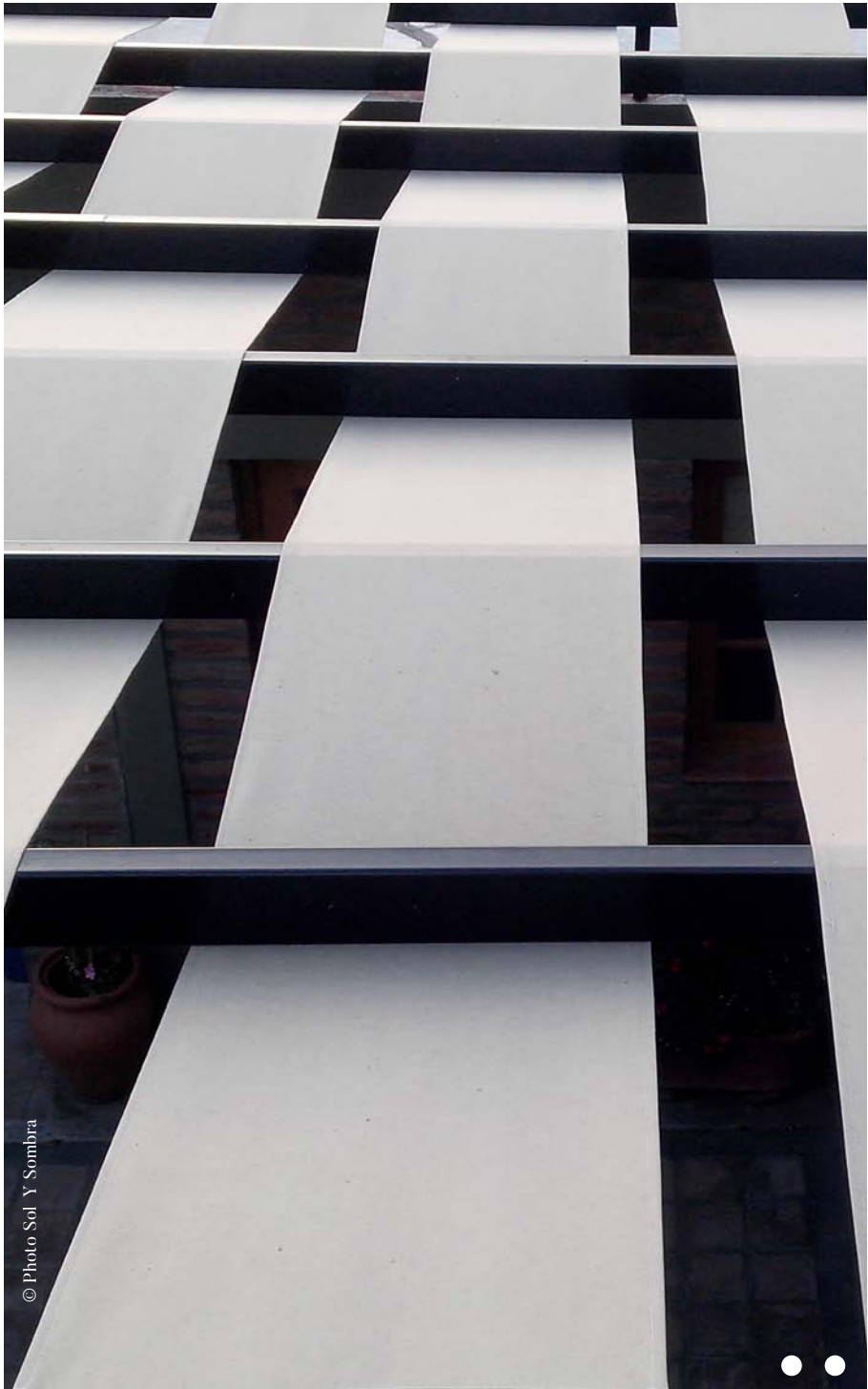
FABRIC QUALITIES

Made from solution-dyed yarn, Dickson's new Solar Fabrics collection offers unrivalled performance. Top-quality fabrics that resist fading even when exposed to the sun and harsh weather, they also provide effective protection from UV rays and regulate heat and brightness.

HIGH-PERFORMANCE TREATMENTS

Our textiles benefit from high-performance treatments that enhance the yarn's properties. The result? Unbeatable resistance and convenience. After treatment, our fabrics are water-resistant, hard-wearing and easy to clean. Each production batch is quality-controlled. A Dickson fabric is guaranteed 350 mm water-pressure resistant - the equivalent of two weeks of monsoon rain in September in Bangkok!

Our treatments improve the mechanical properties of the yarn and increase the fabric's resistance to environmental damage, so dust, moss, exhaust fumes and other pollutant settle on the surface without penetrating the fabric. Superficial stains can be removed using soap and water without detergents, high-pressure hoses or scrubbing.



ORCHESTRA Dune
from €22/ML

CHOOSING THE RIGHT

COLOR FABRIC

Colors enhance our sense of well-being and help create a fresh, temperate or warm atmosphere. The diffusion of solar radiation through awning fabric fibres colours the sunlight and alters our conception of the shaded space by refreshing or warming the light's natural hues. Blue cools natural light, for example, to create a soothing and refreshing sensation. Yellow warms daylight for a mellow, stimulating ambiance. White and grey have little effect on light and produce a calm and temperate mood.



CHOOSING THE RIGHT

AWNING SIZE

For optimal protection, the awning surface should be larger than the protected surface. Shadow varies according to exposure, sunlight, time of day and awning size. That's why it's important to define the shade area before selection.

For an idea of the shadow cast by an awning, we add one and a half metres on average to the desired area. To calculate its depth, we allow one metre on either side of windows and doors for optimal interior shade.

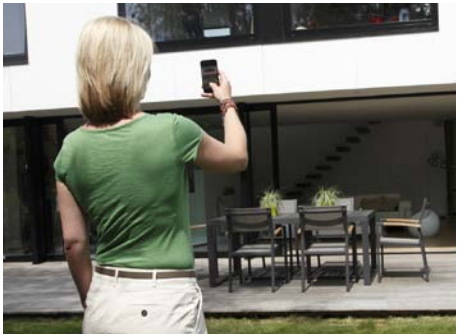


ORCHESTRA
Fancy Stripes Naples Dark Grey
from €22/ML

VISUALIZE YOUR AWNING IN SECONDS WITH THE **DICKSON** DESIGNER

The Dickson Designer allows you to see an image of how your awning will look in seconds on any platform, from web to tablet to smartphone. Ultra-realistic, this tool allows you to choose from the entire Dickson awning catalogue.

www.dicksondesigner.com





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BY DICKSON®

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