

**BOLON**

## PROJECTS WE LOVE



**COLLECTION** Bolon Now; Tangerine, Silver, Anthracite, Carnation, Cerulean, Champagne in rolls and Bolon Studio™ Triangles

**AREA** 1500 sqm

**LOCATION** Stockholm, Sweden

**CLIENT** Svensk Filmindustri

**ARCHITECT** Geco Architects

### BOLON AND SVENSK FILMINDUSTRI - AN INNOVATIVE COLLABORATION

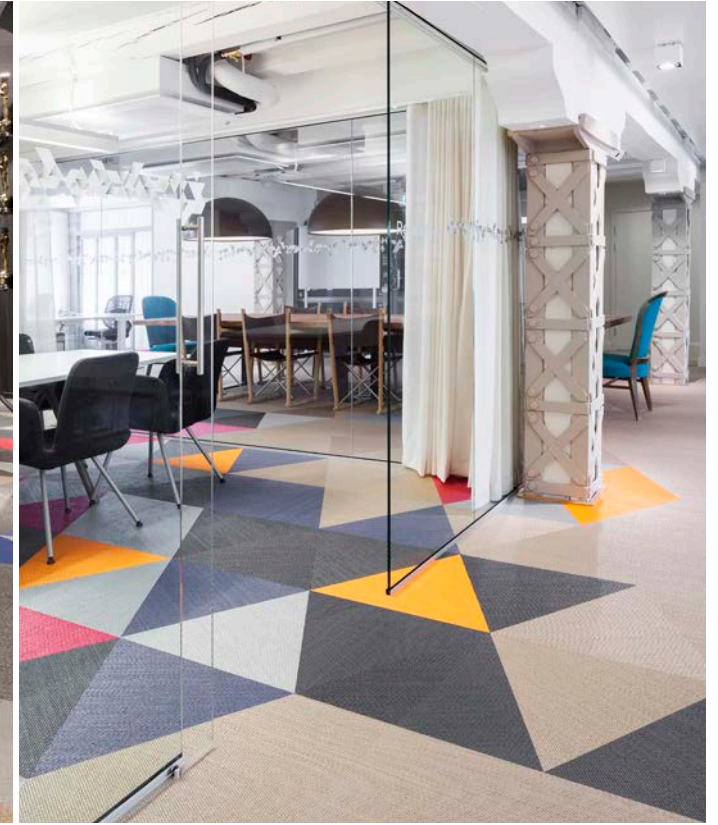
Flooring presents one of the biggest challenges to contemporary open-plan office design. An expansive floor space naturally draws the eye. Overly bold, and the flooring risks overwhelming the other design elements. Not bold enough, and the space can feel drab and lifeless.

For the new Stockholm headquarters of Swedish film production and distribution company Svensk Filmindustri (SF), Bitte Granlund of Geco Architects opted for a balanced, refreshing flooring palette featuring triangular Bolon tiles in red, blue, orange and grey tones. While communicating a fresh and confident corporate approach, the tiles also subtly recall the coloured digital pixels of a movie screen.

"We wanted to send out the message that we are digital, innovative and forward-looking," explains Elsa Berg, head of corporate communications. "Our headquarters should feel like home, but better."

The circulation of these bright tiles throughout the different meeting and work areas eliminated the hierarchy between public and private spaces within the office, further conveying Svensk Filmindustri as an open and transparent company.

The Bolon flooring had the added function of communicating Svensk Filmindustri's commitment to environmental sustainability. Pollutant-free, recyclable and easily cleaned with eco-friendly products, the flooring's texture and colours worked well with Svensk Filmindustri's existing furniture, thus eliminating the wasteful need for entirely new interior furnishings



## VISION

A new Stockholm headquarters for a historic Swedish film production company, using existing furniture and a strict commitment to environmental sustainability. Bold lines and geometric shapes should convey the company's forward-thinking values while opening up the space to flexible use.

## CHALLENGE

To prevent this large, 100-person office from looking drab or corporate, interior architect Bitte Granlund used playful colours and forms, transforming the space into a vibrant, open contemporary work and meeting place with a commitment to environmental sustainability. "Altogether, it's just what we wanted – a mix of the past and future," says Elsa Berg, head of corporate communications at Svensk Filmindustri.

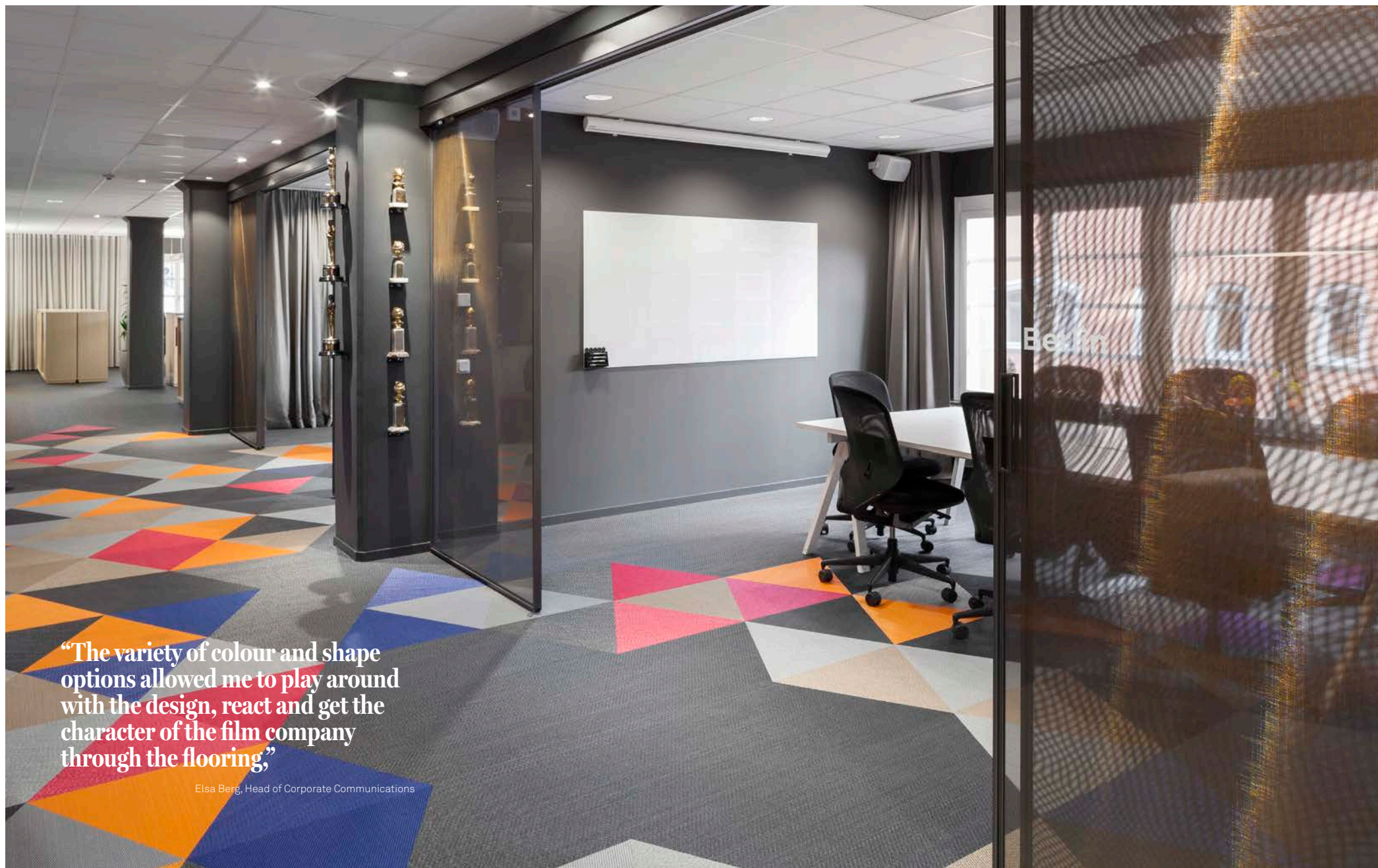
## SOLUTION

Triangular Bolon flooring tiles in rich shades of Tangerine, Carnation, Silver, Cerulean and Champagne formed the material foundation upon which the other design elements were based. "The variety of colour and shape options allowed me to play around with the design, react and get the character of the film company through the flooring," says interior architect Bitte Granlund.

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