

BOLON



BOLON BY YOU – Grid Grey Lavender Gloss

PRESS RELEASE FREE FOR PUBLICATION

Versatile new collection from Bolon challenges architects and designers to create bespoke flooring

Bolon By You enables the realisation of aesthetic visions and previously unattainable levels of personalisation

With six new patterns, twelve new colours and for the first time, the opportunity to create and order personal design expressions through an interactive web tool, acclaimed Swedish design company Bolon are about to launch a breakout flooring collection, Bolon By You.

The idea behind Bolon By You is to offer designers and architects the chance to create flooring that truly reflects the requirements of their projects – both aesthetic and functional. Through the web tool, users can select a pattern, play with the two design components, weft and weave, save their designs and create a moodboard which can be used together with the other elements of their project. Bolon Designer Petra Lundblad explains –

“As its name suggests, Bolon By You is all about you - the person designing. We have created a series of new patterns we believe represent aesthetic variation and by using these, personal results can be achieved. What we hope to create is a situation where architects and designers can realise their visions with Bolon flooring as a dynamic, central design element.”

SIX EXCLUSIVE PATTERNS

The collection consists of six patterns of diverse character – Weave, Geometric, Dot, Lace, Grid and Stripe – from these, a wide spectrum of visual identities can be created. From graphic, linear expressions to organic, softer forms and playful elements, Bolon By You encourages designers to explore and create. However, it is not only the patterns in Bolon By You that release creativity. Petra Lundblad elaborates -

“The four warp colours in the collection are earthy and natural and change perception of the patterns. The warp is made of a profiled yarn, a thread with a textured surface that can be used for jacquard weave. This method lets the floor release three-dimensional effects and light reflecting patterns that bring any interior environment to life.”

TWELVE ALL-NEW WEFT COLOURS

Weft, the other element of Bolon flooring, also offers up some exciting new possibilities. The collection features twelve all-new weft colours not available in any other Bolon collection. These represent a wide palette, from light pastel shades to vibrant, confident primary colours and darker, more sober tones. Petra explains how the Bolon Design Team see the harmony and potential in the interaction between the three design elements, pattern, warp and weft -

“The collection is all about releasing creativity and expressing vision. As such, we created the patterns and colours in Bolon By You in such a way that they are not limited in terms of the type of environment in which they can be used. There are no rights or wrongs when it comes to how they’re applied and we’re very much looking forward to seeing the results of other people’s imagination. The magic of the collection is its capacity for interaction – between the design elements but also between the architect or designer and Bolon via the web tool.”

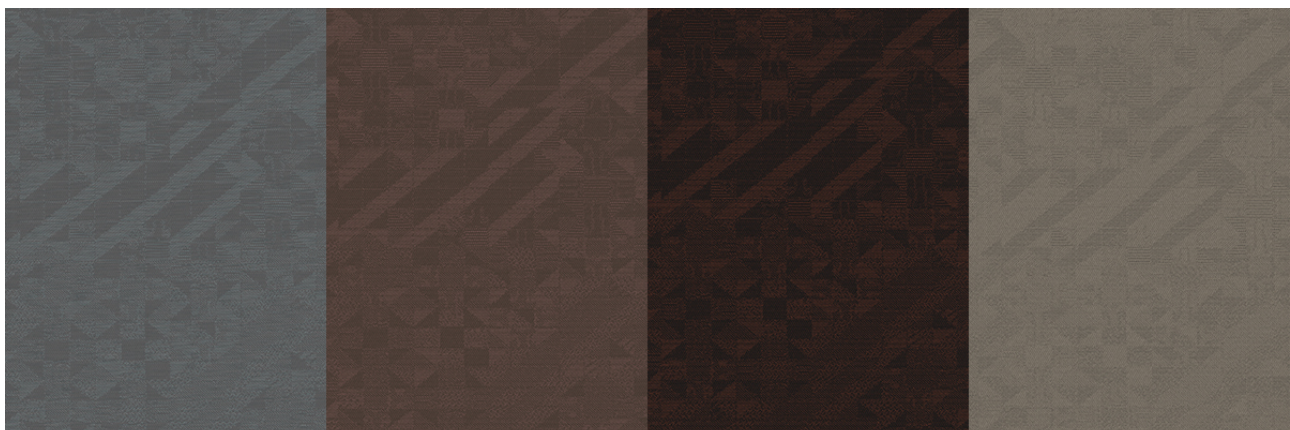
Bolon’s Chief Creative Officer Marie Eklund says –

“Materials and how they interact is central to the work of the architect or designer. They also define the architectural spirit of a space. Bolon By You recognises this and offers more creative flexibility, which ultimately leads to interiors with increased design synergy.”

To communicate the new collection, Bolon has collaborated with London-based designers Doshi Levien to make an architecture-infused creative campaign, ‘Material Interventions’. This striking visual treatment supports the versatile new collection with a series of vignettes, and also includes the stand design at the Stockholm Furniture and Light Fair on 9th February 2016

Bolon By You will have its world premiere at the Stockholm Furniture & Light Fair on 9 February 2016.

@Bolonflooring #bolonbyyou #bolon2016 #madeinsweden
@Sthlmfurnfair #2016sff #2016sdw



Geometric Grey Ocean Gloss

Geometric Brown Dusty Pink

Geometric Black Peach Orange

Geometric Beige Liquorice Grey



BOLON BY YOU – Geometric Beige Sand Gloss

BOLON

Bolon is a Swedish cutting-edge design company managed by sisters Annica and Marie Eklund, the third generation of the family to own the company. They have developed the company from a traditional weaving mill into an international design brand, with a focus on innovative flooring and creative interiors. Bolon's list of clientele includes Armani, Google, Mercedes, Adidas, Reebok and Sheraton, as well as leading architects and designers such as Jean Nouvel and Cappellini. All design and production is carried out in Ulricehamn, Sweden. www.bolon.com

**For more information, please contact:
Camron**

Hannah Cox / Raquel Fonseca Cambeiro
Tel: +44 2074201700 Email:
bolon@camronpr.com
www.camronpr.com

Doshi Levien is an internationally acclaimed design studio founded by designers Nipa Doshi and Jonathan Levien. Nipa grew up in India and studied design at the National Institute of Design, founded on the manifesto by Charles and Ray Eames. Jonathan trained in fine cabinet making followed by industrial design. They met at the Royal College of Art and have been working together for over 10 years in their London studio. Nipa and Jonathan bring together many worlds in their work. Nipa's approach is rooted in her plural upbringing and astute eye for visual culture. Jonathan's approach is rooted in industrial precision, combined with the sensuality of a makers hand and deep understanding of materials. Working across disciplines and industries, Doshi Levien's work celebrates the hybrid and explores the coming together of cultures, technology, industrial design and fine craftsmanship. They have created work for industry leaders Moroso, Kvadrat, B&B italia, Cappellini, Camper, Swarovski, Galerie Kreo, museums and cultural institutions. www.doshilevien.com
