



PROJECTS WE LOVE



<i>Objekt:</i>	<i>Telenor - refurbishment of all stores</i>
<i>Land:</i>	Sweden
<i>Arkitekt:</i>	Petra Wendels
<i>Arkitektbyrå:</i>	Inhouse Telenor AB
<i>Kollektion:</i>	Bolon Graphic
<i>Area:</i>	6000 m ²
<i>Year:</i>	2011/2012

LEADING ROLE IN TELENOR'S NEW STORE CONCEPT

In 2011-12, Norwegian telecommunications operator, Telenor, refurbished the 70 plus stores that it operates in Sweden. Central to its new store concept is the Swedish design brand Bolon and its Graphic flooring collection. Telenor was looking for an innovative flooring material that is designed for commercial and public access environments and would create an inviting and warm interior to complement the company's products and modern architectural concept.



"Bolon's flooring fits *perfectly* into our concept. It's *fresh, contemporary* and *welcoming* which is exactly what we want our customers to feel when they step inside our stores"

Petra Wendels

Challenge:

FLEXIBILITY, INNOVATION AND DESIGN

"Bolon represents attractive, contemporary designs and superior quality. Another important parameter was the **flexibility**. The material is also available as tiles for areas where it is necessary to access in-floor electrical and data wiring," explains Petra Wendels, who is an architect at Inhouse Telenor AB and is responsible for this project. Petra continues, "Another extremely important consideration was appearance. We want floors to stay clean-looking and retain their finish for a long time. We have huge numbers of visitors in our stores every day and it's essential that they look fresh, clean and inviting at all times".

Vision:

INSPIRATIONAL AND INDIVIDUAL

Telenor introduced its new store concept in the spring of 2011. The aim was to create an inspiring in-store environment to guide customers to the offers and services that suit their individual needs. Petra says, "Bolon's flooring fits perfectly into our concept. It's fresh, contemporary and welcoming which is exactly what we want our customers to feel when they step inside our stores".

Solution:

ATTRACTIVE PRODUCTS, CREATIVE PARTNERSHIP

Petra explains why they chose Bolon's Graphic collection, which is a **visually vibrant floor**, specially designed for modern architecture. "Graphic is very suitable for high-traffic areas and brings an exciting look and sober feel to the store interior. We already knew that Bolon has an attractive range of products, but it was the responsive and creative partnership that evolved as the project progressed that really fired our enthusiasm and excitement. We would like to develop a completely unique flooring product for Telenor's brand at some point in the future."