

BOLON LAUNCHES NATURE-INSPIRED FLOORING COLLECTION, ELEMENTS

Set to launch in 2018, Bolon's new flooring collection brings the harmony of the natural world to interior spaces. Discreet and versatile, the Elements range acts as a bridge between objects and their surroundings, demonstrating the positive effect that good design can have on our senses and wellbeing.

NATURAL AESTHETICS

The Elements collection reflects the tonality and textures of the natural environment. Its two warp threads have a grey and beige base, inspired by the warm and dusty melanges found in nature. These are woven into weft threads, whose shades evoke elements such as linen, oak, ash, cork, birch, marble, walnut, flint, wool and silk. The flooring has an artisanal appearance and a tactility reminiscent of linen.

"Elements is based around nature and is an example of quite classic design in the Scandinavian or East Asian sense. It doesn't shout, but it still has presence. It's all about the feeling of harmony that it gives you and its allusion to our design heritage," says Marie Eklund, CEO of Bolon. Annica Eklund, Bolon's CCO, adds: "We want to help create spaces that give you a warm, welcoming feeling, but which still speak of good contemporary design. And that's what the Elements collection and Bolon are really all about: the people who experience them."

INCREASED DURABILITY

Elements is based around a new type of yarn that Bolon's R&D team has developed and the backing is made from up to 33% of recycled materials. The new profiled H-thread has a soft, welcoming aesthetic, but also ensures greater resilience to daily wear and tear, allowing Elements to withstand the high levels of footfall that are common in large spaces. "Its calm, natural aesthetic means it can be used to great effect across large areas, creating a sense of unity in spaces of all sizes. Elements provides a canvas for people to thrive," says Petra Lundblad from Bolon's design team.

BOLON

Industrivägen 12, SE-523 90 Ulricehamn, Sverige Phone +46 321 530 400,
bolon.com, info@bolon.com, instagram.com/bolonflooring.



NERI & HU

Bolon commissioned the celebrated Shanghai-based interdisciplinary design practice Neri & Hu to create an installation that communicates a contemporary, nature-inspired aesthetic and bridges Scandinavian and East Asian design traditions, based on the concept behind the Elements collection. Neri & Hu's research-led approach to design chimes with Bolon's own philosophy. The installation will be showcased in February 2018 at Stockholm Furniture Fair and April's Salone del Mobile in Milan.

Neri & Hu said of the collaboration: "A tremendous amount of passion is woven into the Bolon fabric, with each thread carefully chosen. It was an inspiring collaboration that we will hopefully extend to future projects."

Elements will launch in February 2018 during Stockholm Furniture Fair. Each of the 10 designs will be available in rolls and in 50 x 50 tiles with acoustic backing as an option as well as in Bolon Studio™.

ABOUT BOLON

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces. It is a third-generation family business run by sisters Annica and Marie Eklund. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with clients such as Armani, Google, Volvo Cars, Adidas, Skype, Missoni and Rezidor Hotel Group. With a strong commitment to sustainability, Bolon designs and manufactures all its products at a facility in Ulricehamn in Sweden. The company is recognised worldwide for its award-winning flooring and its collaborations with some of the world's most acclaimed innovators and creatives. Turnover 2017: 320 million SEK. Number of employees: 120. bolon.com

For more information, please contact:

Alexandra Pérez

Tel: +46 321 530 425

press@bolon.com

bolon.com

BOLON

Industrivägen 12, SE-523 90 Ulricehamn, Sverige Phone +46 321 530 400,
bolon.com, info@bolon.com, [instagram.com/bolonflooring](https://www.instagram.com/bolonflooring).