

BOLON LAB STORE OPENS IN STOCKHOLM

On June 8th, Swedish design company Bolon premiered its new concept store in Stockholm. The Bolon Lab Store is a living laboratory for flooring innovation, where the concept of the traditional showroom has been expanded to include food, hospitality and community, and where visitors are treated to a fully immersive experience of the Bolon world. A flexible space for showcasing Bolon's latest products and collaborations, the Bolon Lab Store is a hub of design where tactile flooring and textile installations serve as a backdrop for a rotating programme of exhibitions, workshops, lectures and dinners. The full range of Bolon products will be presented in the new store. In addition to flooring and the new collection of Bolon rugs, a limited edition of Bolon poufs will be available for purchase – exclusively for the Bolon Lab Store.

A NEW HUB FOR DESIGN IN STOCKHOLM

The Bolon Lab Store is a space for designers, architects and enthusiasts to meet and exchange ideas. Bolon draws on its collaborative approach to design – which includes partnerships with Jean Nouvel, Missoni, Monica Förster, Doshi Levien, Färg & Blanche, Cappellini and more – to promote creative discourse around its architectural flooring.

The Bolon Lab Store will provide a new forum in which to meet, enjoy a meal or coffee prepared by an in-house chef, engage in dialogue about ideas and plans, and receive advice and support from Bolon's flooring experts.

A PLACE FOR EXPERIMENTATION, INNOVATION AND PLAY

Workshops, lectures and exhibitions invite guests behind the scenes of Bolon's intensive research and development process. At Bolon, environmental, social and material standards are continually examined and improved, providing a platform from which to share knowledge with architects and designers. Bolon is highly responsive to the needs of its community, and products are constantly developed to better serve clients in their quest for innovation, flexibility and visual identity. The Bolon Lab Store is a place where ideas flow freely, and visitors are treated to the latest in product development and research.

COMMUNITY AND HOSPITALITY

Building a community among designers, industry leaders, experts and manufacturers is an integral part of Bolon's DNA, and the new Bolon Lab Store extends this sense of community into a concept store experience. Like guests of Bolon's grand guesthouses in the Swedish countryside and city of Ulricehamn, visitors to the Bolon Lab Store will also be treated like members of the Bolon family. An in-house chef will prepare exquisite meals and exceptional coffee. Visitors are encouraged to make themselves fully at home in the Bolon world and to interact with the exhibitions on display.

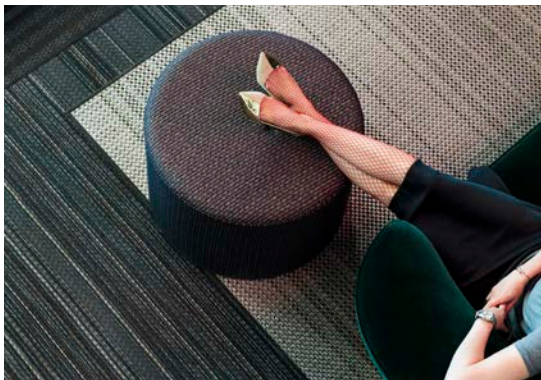
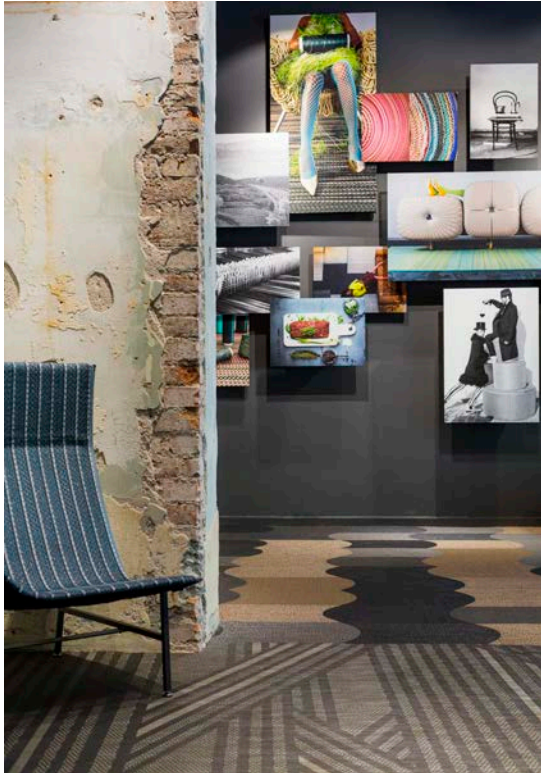
BOLON PIECES

During the start of the year, Bolon launched its first rug collection; Duet and Villa La Madonna, exploring the rug as a site-specific design concept. Villa La Madonna is named from the boutique hotel in Italy belonging to Bolon's owners Annica and Marie, for which the rug collection was originally designed. The rugs are Bolon's first foray into textile production and present a new material comprised of vinyl thread woven with wool and sparkling metalized polyester. For the first time, Bolon is also presenting a limited edition of poufs made of woven Bolon material. The poufs come in three different sizes, suitable for indoor as well as outdoor use, and are sold exclusively at Bolon Lab Store.

For price or more information about flooring and pieces, please visit Bolon Lab Store or contact Bolon.

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).

**BIRGER JARLSGATAN 32 A****Opening hours:**

Monday - Thursday: 8.30 - 16.00

Friday: 8:30 - 15.00

Lunch 12-13

ABOUT BOLON

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces, and run by Annica and Marie Eklund, the third generation to own the family business. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with a list of clientele that includes Armani, Google, Volvo Cars, Adidas, Skype, Missoni and Rezidor Hotel Group. With a strong commitment to sustainability, we design and manufacture all our products at our facility in Ulricehamn, Sweden. Today, Bolon is recognised worldwide for our award winning flooring and our collaborations with some of the world's most acclaimed innovators and creatives. Turnover 2016: 298 million SEK. Number of employees: 105. bolon.com

For more information, please contact:**Alexandra Pérez****Hanna Belleus**

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).