

BOLON LAUNCHES A NEW FLOORING COLLECTION DESIGNED BY PRITZKER PRIZE-WINNING ARCHITECT JEAN NOUVEL

Swedish design company Bolon will unveil its latest collaboration – a flooring concept designed by Pritzker Prize-winning French architect Jean Nouvel – at the architect’s upcoming retrospective exhibition at Musée des Arts Décoratifs in Paris.

With its clean material expression and flexible application, the collection Bolon by Jean Nouvel Design is an architect-driven flooring concept comprised of six colour signatures. A departure from Bolon’s typically designer-driven flooring, this architectural edition was conceived with spatiality in mind. The result is a flooring with a textural, hand-woven effect created of woven vinyl in combinations of black, grey, red and blue.

“The freedom is yours to use the flooring to play with color and light, and engage the windows of the space,” says Jean Nouvel. “It is not a decorative carpet, but an architectural floor.”

Jean Nouvel came to prominence in the 1980s, with groundbreaking projects like the Cartier Foundation for Contemporary Art in Paris and the Cultural and Conference Center in Lucerne, Switzerland. World-class projects followed, establishing Nouvel as one of the great architects of the century, and in 2008, he was awarded the coveted Pritzker Prize.

“Jean is not a designer – he is first and foremost an architect. He began the project by assessing the space, and suiting the flooring to the spatial needs of the project”, Annica Eklund CEO at Bolon explains.

This collaboration marks Bolon’s first ever architect-driven flooring concept and directly addresses the concerns of architects in its concept and execution. Color panes make it possible to have complete control and flexibility within the interior. The flooring amplifies the interior geometry, making it possible to experiment with the layout and the natural circulation within an interior space.

BOLON

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**ABOUT JEAN NOUVEL**

Born in Fumel in southwestern France in 1945, Jean Nouvel is known for his diverse architectural portfolio, which includes the Torre Agbar in Barcelona, and the Arab World Institute in Paris, for which he was awarded the prestigious Aga Khan Award for Architecture. In 2008, he won the Pritzker Prize.

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bolon.com**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 Radisson Red. 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 2015: 278 million SEK. Number of employees: 100. bolon.com

ABOUT BOLON BY JEAN NOUVEL DESIGN

Rolls are available in six colorways:

Black warp with red, blue or grey weft, or grey warp with red, blue or dark grey weft.

Tiles: 50 x 50 cm tiles available in two colorways:

Black warp with blue weft, or grey warp with dark grey weft.

Material: woven vinyl

Bolon by Jean Nouvel Design will premiere at the Musée des Arts Décoratifs in Paris in October 2016

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