

SWEDISH DESIGN COMPANY BOLON PRESENTS “INNOVATORS AT HEART”

A COLLABORATIVE EXHIBITION FEATURING RENOWNED DESIGN BRANDS.

In February 2017, Bolon will present “Innovators at Heart” in Stockholm, an exhibition that showcases the company’s experimental and collaborative approach to material production. A new chapter in Bolon’s 70-year history, “Innovators at Heart” is packed with new products, crossover collections and collaborations with some of the most revered international design brands.

EXHIBITION HIGHLIGHTS

BOLON BY JEAN NOUVEL DESIGN

“Innovators at Heart” presents the architectural flooring designed for Bolon by Pritzker Prize-winning French architect Jean Nouvel. The collection is defined by a bold colour palette, subtle striping and strong architectural expression. It was first introduced at Nouvel’s retrospective exhibition at the Louvre’s famous Musée des Arts Décoratifs in Paris in October 2016, and expanded into a full collection in 2017.

“Using Bolon is a bit like choosing the fabric for a suit: It makes you want to look closely and to touch,” says Jean Nouvel. He designed the striped pattern so that it could be arranged at a diagonal from a window to appear as sunlight coming through glass. “I’m a bit of a minimalist, so I enjoy it when the figurative theme disappears and one goes towards the most essential thing: the basis of the texture.”

BOLON MATERIAL

Furthering the collaborative spirit of “Innovators at Heart” is a presentation of furniture by top international design brands. Used as upholstery in design objects by Moroso, Cappellini, Kettal, Thonet, BD Barcelona and Gärsnäs, innovators like Monica Förster, Doshi Levien and Färg & Blanche have interpreted Bolon textiles in voluminous design objects.

BOLON FIRST: RUG COLLECTIONS

The exhibition also marks the debut of Bolon’s new direction toward interior design with its collection of rugs. In alternating stripes in muted tones with a subtle shimmer, the rugs are the result of an experiment to combine glitter thread and wool to achieve a tactile effect characteristic of Bolon’s unique refined look and durable quality. Its colour and material palette – the result of an extensive research and development process – take inspiration from the deep jewel tones and moody neutrals of fashion textiles.

Two first examples of the rugs, Duet and Villa La Madonna, explore the rug as a site-specific design concept. Villa La Madonna is named for the boutique hotel in Italy belonging to Bolon’s owners Annica and Marie, for which the rug collection was originally designed. Like the shimmery geometric pattern that characterizes Villa La Madonna, Duet has a combination of glittery and solid fibers, but in more muted tones of deep blues, greys and greens. It is available in a subtle stripe pattern or a solid. With their softer look and feel, Bolon Rugs are a perfect complement for hotel interiors. Salestart for Duet and Villa La Madonna will be in February 2017 only in Sweden.

BOLON

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NEW BOLON STUDIO TILE: WAVE

Bolon also adds a new tile shape to the Bolon Studio concept in 2017. Wave is inspired by the curvature of terra cotta rooftop tiles. Its graphic profile and organic curvature make it a fluid, versatile flooring tile that can be combined in a wide variety of colours and patterns for a playful yet elegant expression.

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 clientèle 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

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