

# BOLON

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## Bolon, Alexander Ekman and The Contradiction of Silence

Inspired by the calm, tranquil beauty of the forests, lakes and wide skies of their Swedish homeland, world-renowned design company Bolon is proud to launch their new collection, 'Silence'. Already known for their work with designers and architects such as Missoni, Paul Smith and Jean Nouvel, this launch features a creative collaboration of a different, yet equally exciting kind – with acclaimed choreographer Alexander Ekman. Famous for his modern interpretations of classic dance, his previous work includes projects with the Boston Ballet Company, Sydney Ballet Company, The Juilliard School and The Royal Swedish Ballet. Marie Eklund, Chief Creative Officer at Bolon, explains the background behind this latest partnership.

*“The first time we met Alexander, we were amazed and energised by his personality. We knew straight away we were looking at a new friend of the Bolon creative family. Alexander is a pioneer – his choreography defies conventionality and refuses to be labelled – all these values made him a perfect partner for Bolon and an ideal collaborator for the launch of ‘Silence’.”*

But how did this creative partnership express itself? Annica Eklund, Bolon CEO and sister of Marie reveals details of a truly unique collaboration –

*“Having seen the creative heights Alexander has previously reached, we quite simply set him free. In other words, we pushed the limits – because any other way just wouldn't be Bolon. Together with Alexander, we invited some of Sweden's most talented set builders, costume designers, photographers, film makers and design students to join us - and over an inspiring, uplifting and amazing three days at Spring Studios in Stockholm, we let him weave his magic.”*

The result is the groundbreaking short film 'The Contradiction Of Silence'. A playful piece of art, filled with energy, joy and beauty, it sits at the conceptual centre of the new collection's launch. Marie Eklund explains why working with young, upcoming creative talents is of such importance to Bolon –

“Collaborations with creative talents will be at the forefront of many of our activities in 2014. We love to work this way because we see young minds as untainted, without barriers. They surprise us

and it's the collisions and nuances that these surprises create that push Bolon forward, creatively. Taken from this perspective, these collaborations make perfect sense.”

The 'Silence' collection and 'The Contradiction of Silence' concept will be further interpreted at Stockholm Design Week where Bolon will present an installation created in partnership with Beckmans College of Design in Stockholm.

To view 'The Contradiction of Silence' visit [www.bolon.com](http://www.bolon.com)

#### Bolon

Bolon is a cutting-edge Swedish design company managed by sisters Annica and Marie Eklund, the third generation of the family to own the business. Under their leadership, Bolon has been transformed from a traditional weaving mill into an international design brand, with a focus on innovative flooring and creative interiors. Bolon's list of clientèle includes Armani, Google, Mercedes, Adidas, Reebok and Sheraton, as well as leading architects and designers such as Jean Nouvel and Cappellini. All design and production is carried out in Ulricehamn, Sweden.)

#### Alexander Ekman

Alexander Ekman was born in Stockholm in 1984 and educated at the city's Opera Ballet Academy between 1994 and 2001. Since 2006 he has devoted his time to creating pieces that entertain, challenge and surprise the observer. His previous work includes projects with the Boston Ballet Company, Sydney Ballet Company, The Juilliard School and The Royal Swedish Ballet. In the spring of 2014, Alexander will present his own production of 'A Swan Lake' at the Oslo Opera House. It will be his first full-length narrative ballet and together with top designer Henrik Vibskov and with new music by composer Mikael Karlsson, 'Swan Lake' will be presented with a full company on stage, a complete orchestra in the pit and a real lake on the Main House stage.

#### Beckmans College of Design

Beckmans College of Design was established in 1939 by Anders Beckman and Göta Trägårdh after they had the idea of starting a small-scale art school for advertising and fashion during a trip to the World's Fair in New York. On their return to Stockholm, they advertised for students, and the response was overwhelming. Today, Beckmans is Sweden's most prestigious design school and offers degree courses in Form, Fashion and Visual Communication.

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