

# BOLON



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## BOLON AND MAC STOPA CREATE ENERGIZING FLOORING FOR MILAN DESIGN WEEK

**Swedish design company Bolon and acclaimed designer Mac Stopa have together created unique flooring that will be exclusively presented during Milan Design Week. Stopa, who was asked to develop a creative concept for INTERNI magazine's Milan exhibit, produced "Energy for Creativity" – a strong, colour and pattern based three-dimensional environment in which Bolon's flooring is an important element of the execution.**

As founder and chief architect of Massive Design, Mac Stopa is globally recognised for his innovative, unconventional interiors and design style. With a portfolio and client list that includes many global brands, his work in creating unique public spaces and within industrial design has received widespread acclaim. In collaboration with Bolon, Mac has created his own unique interpretation of their product for the Energy for Creativity INTERNI Press Room.

Consisting of two areas, the INTERNI Press Room integrates visitors in a creative zone, conveying the energizing and creative concept of mixing together multiple colours and materials. In consultation with Bolon's design team, Mac designed tessellating three-dimensional trapezoid floor tiles to form a key visual element of the space. To further optimise the flooring's potential, the tiles will be rotated over the period of the installation, creating multiple geometrical layouts. Mac explains –

*“Energy for Creativity refers to innovation in design, which involves constant experimentation in order to bring new solutions to life. It’s about challenging existing thinking and technology and enriching it with an alternative and often experimental way of developing new designs and products. Driven by passion, sensitivity, and imagination, Energy for Creativity cures boredom by fueling the need to experiment and find new alternative solutions.”*



During Milan Design Week, Bolon will also be installed in a number of places during including the stands of Missoni, Cappellini and Blå Station. In addition Bolon will be seen at the Elle Decoration 25 years exhibition, the Missoni exhibition at Maga Museum and in Luceplan's showroom.

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Bolon is a Swedish cutting-edge design company managed by sisters Annica and Marie Eklund, the third generation of the family to own the company. They have developed the company from a traditional weaving mill into an international design brand, with a focus on innovative flooring and creative interiors. Bolon's list of clientele includes Microsoft, Google, Mercedes, Adidas, Reebok and Sheraton, as well as leading architects and designers such as Jean Nouvel and Cappellini. All development, design and production is 100% made in Ulricehamn, Sweden.

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