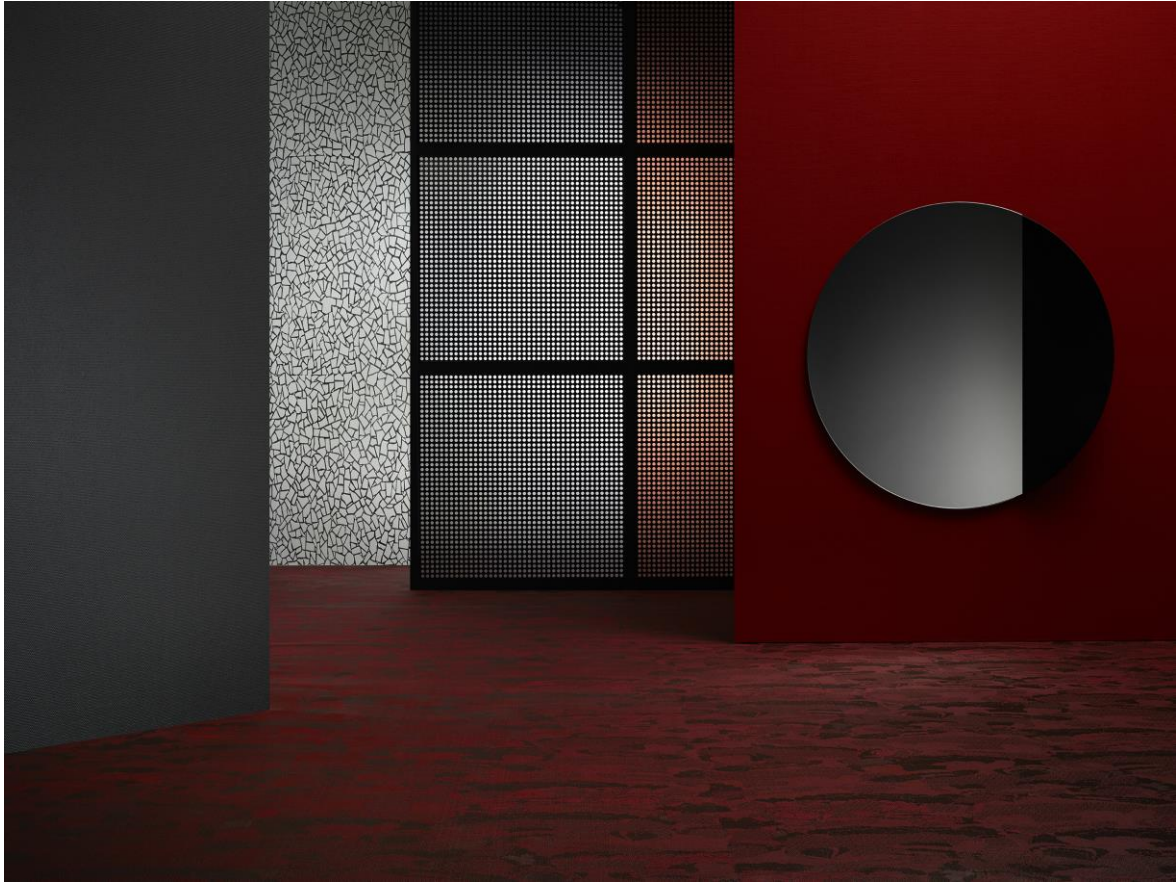


BOLON



BOLON BY YOU – Lace Brown Raspberry Red

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Striking Visual Story from Doshi Levien for Bolon by You;

New Milestone Versatile Collection to launch at
Stockholm Furniture Fair 9 February 2016

Leading Swedish design flooring brand, Bolon, has collaborated with designers Doshi Levien to make an architecture-infused creative campaign, 'Material Interventions'. This visual treatment supports the versatile new collection, Bolon By You, that will launch at the Stockholm Furniture and Light Fair on 9th February 2016.

This new creative partnership has seen Doshi Levien hone and interpret Bolon's innovative collection from their unique perspective to create a compelling visual story that will resonate with architects and designers. Nipa Doshi and Jonathan Levien, who are known for their furniture, installations and accessories for brands and institutions such as Moroso, Kvadrat, Cappellini and Galerie Kreo, believe that of the many elements that express the identity of a space, materials can be considered one of the most defining. Interactions between these create a visual and sensual experience that conveys the spirit of an interior and influences

how we feel. This idea has been central to the development of 'Material Interventions'. Nipa Doshi explains – "Our first impression of Bolon flooring was that it is such a versatile product. This led us to consider the diverse environments in which the flooring could express itself and the types of material interplay we could create."

Doshi Levien's spatial compositions highlight six distinct architectural styles. Nipa continues; "From the natural, muted tones of classic architecture and monolithic forms of modernist buildings to the Avant Garde world of fashion, these compositions celebrate the versatility of Bolon flooring as a key visual and functional element."

Interactive design and production

The collection itself features six new Bolon-designed patterns with influences from the worlds of art, fashion, culture and textiles. Using these patterns, designers and architects can then choose from four warp colours and twelve new weft colours to make their preferred version of Bolon By You.

It is not only material interaction that characterises Bolon By You. As its name suggests, Bolon By You offers the chance to create flooring that reflects the aesthetic demands of individual projects. A newly developed web tool allows for design experimentation, enabling the realisation of strong architectural identities. Bolon's Chief Creative Officer Marie Eklund explains –

"We have created a new web tool to support Bolon By You. Using this function, architects and designers can create their own flooring digitally, export their designs and print these out. This lets them create more comprehensive, detailed moodboards for projects."

Once a design has been created and approved, physical samples can be ordered – a process that is both fast and contributes to quality assurance. Marie continues –

"Materials and how they interact is central to the work of the architect or designer. They also define the architectural spirit of a space. Bolon By You recognises this and offers more creative flexibility, which ultimately leads to interiors with increased design synergy."

Bolon By You will have its world premiere at the Stockholm Furniture & Light Fair on 9 February 2016.

@Bolonflooring #bolonbyyou #bolon2016 #madeinsweden
@Sthlmfurnfair #2016sff #2016sdw

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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 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. www.bolon.com

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Doshi Levien is an internationally acclaimed design studio founded by designers Nipa Doshi and Jonathan Levien. Nipa grew up in India and studied design at the National Institute of Design, founded on the manifesto by Charles and Ray Eames. Jonathan trained in fine cabinet making followed by industrial design. They met at the Royal College of Art and have been working together for over 10 years in their London studio. Nipa and Jonathan bring together many worlds in their work. Nipa's approach is rooted in her plural upbringing and astute eye for visual culture. Jonathan's approach is rooted in industrial precision, combined with the sensuality of a maker's hand and deep understanding of materials. Working across disciplines and industries, Doshi Levien's work celebrates the hybrid and explores the coming together of cultures, technology, industrial design and fine craftsmanship. They have created work for industry leaders Moroso, Kvadrat, B&B Italia, Cappellini, Camper, Swarovski, Galerie Kreo, museums and cultural institutions. www.doshilevien.com



BOLON BY YOU – Weave Beige Sand Gloss
