

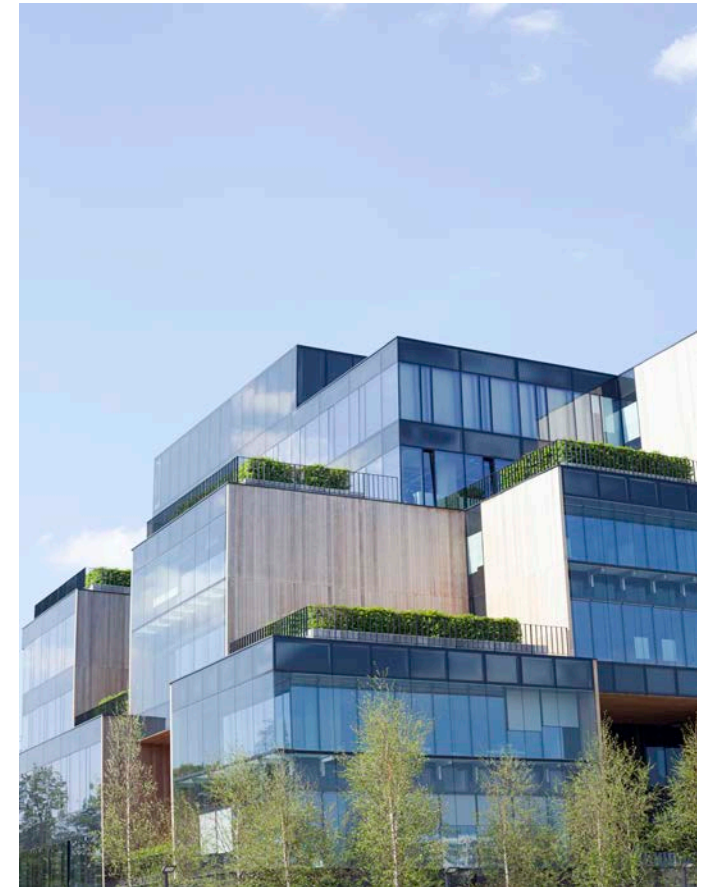
PROJECTS WE LOVE



<i>Project:</i>	Office building Pixel
<i>City/country:</i>	Poznan, Poland
<i>Designer:</i>	Hanna Włodarczyk
<i>Architect's office:</i>	Garvest
<i>Website:</i>	www.garvest.com
<i>Collection:</i>	Bolon Create Special Colour
<i>Area:</i>	11 000 m ²
<i>Year:</i>	2013

SPECIAL COLOUR OF CREATE TO SUIT DYNAMIC COMPANY

Pixel 1 is the first of five office buildings to be built in Poznan under the name of Pixel Office Park. The building is designed by the well known architectural studio Jems Architekci for the Allegro Group, the largest online auction site in Middle-Eastern Europe, and the highly creative interior is designed by architectural studio Garvest. 11 000 square meters of Bolon flooring in a special colour from the Create collection were used in all rooms and corridors and form an excellent spatial reflection of the Allegro Group's core values. Both the building itself and the interior have been highly praised by both architects, designers, and journalists, and have already been nominated for several awards.



Challenge:

HIGH DEMANDS

The overall brief for the interior design was to design an interior that reflected the core values of the Allegro Group; originality, creativity, sustainability, and friendliness towards the users. In regards of flooring this meant a material that was **flexible and possible to custom-make, had great aesthetics, a sustainable production process and life-cycle, high durability and easy maintenance**; high demands that Bolon flooring was able to fulfill with ease.

Vision:

A UNITING MATERIAL

“We were looking for something that would complement the austerity of concrete walls and terrazzo floors in the stairways. At the same time, it had to join glass with plywood in the offices.” says Hanna Włodarczyk, architect in charge of the project at Garvest. She continues with a reflection of Bolon flooring: “**What we found was so much more: a unique 3-D effect pattern, changing its texture depending on the light and visual angle, in precisely the exact colour we wished for.**”

Solution:

A PROJECT-SPECIFIC COLOUR

For Pixel 1 Bolon produced **11 000 square meters in a special colour of Create**, a flexible solution made possible at Bolon’s own factory next to the head office in Ulricehamn, Sweden. The flooring is used in all rooms and corridors. “It fits in perfectly!” concludes Hanna Włodarczyk. “**Thanks to their aesthetic qualities, these floors are a genuine presence in any interior. It’s important to note that Bolon flooring also have proved to be very durable and easy to maintain.**”

