

# BOLON



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## BOLON IN COLLABORATION WITH ILSE CRAWFORD

*During Stockholm Furniture Fair and Design Week, Bolon will present an interesting and highly visually pleasing collaboration with this year's Guest of Honor – renowned designer, academic and creative director Ilse Crawford.*

Together with Studiollse, the design studio founded and run by Ilse Crawford, Bolon will present site-specific flooring and art carpets created for the upcoming Stockholm Furniture Fair. Using spill material collected from Bolon's production plant, the companies collaborated to create a flooring design and four variations of customized rag-rugs in Bolon material. Hugo Macdonald from Studiollse explains how the collaboration came about –

“We first started to discuss the idea following a visit to Bolon last year. During the factory tour, we were introduced to the process and history of the Bolon brand and were struck by the charm and feeling of the company's original product, rag-rugs. We asked if it might be possible to develop products with a similar feel for our Guest of Honour stand at the fair.”

Petra Lundblad, Designer at Bolon continues –

“Following the history of Bolon we looked at waste material and how we could use it in this project. We found warp materials in lovely colour no longer in use, waiting to be recycled,

that Studiollse could choose from. We worked with stripes and structures inspired by the early days of Bolon and added a contemporary twist. The result is a flooring design and four art carpets that highlight one another in a beautiful way.”

The products designed by Studiollse are exclusively made by Bolon for the Guest of Honor stand at Stockholm Furniture Fair 2015 and not part of our current flooring line.

In a separate collaboration at Stockholm Furniture Fair, Bolon will install over 700 square meters of the new collection Flow in this year’s Design Bar. The event area is designed and curated by Swedish designer Mattias Stenberg as a homage to childhood memories of Norrland, the Northern part of Sweden with its own special light and nature – a scenery Flow will reflect and set new expressions to.

Bolon will also be installed in a number of stands at the fair this year, including Gubi, Makers With Agendas, PP Möbler and Blå Station. In the city Bolon flooring will be presented at the Bolon Showroom, Elle Decoration Award, Beckmans Fashion Collaboration and at the We Live Here installation.

## **BOLON**

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 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.

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