

# OBJECT CARPET

Press Release

November 2019

## BE CREATIVE: FORUM FOR GREAT IDEAS – a statement of individuality

*Boundless, free and creative: When playing with designs, dimensions, shapes and colours, planners, architects and interior designers can give their imagination free reign, realise unique ideas and stand out from the masses with customised visions. Because **OBJECT CARPET's FORUM** is about individual floor designs with no limits. Under the motto "BE CREATIVE", the designer couple Kathrin and Mark Patel have developed an entirely new design world, in which individual, self-made creations become reality – with pieces as unique as humans themselves.*

Individuality is becoming more and more significant in our society. So it's all the more important to express your own personality. The same holds true when you are designing spaces. Especially when planning large, public spaces – lobbies, waiting areas, in the hospitality and restaurant business as well as in large sites in private areas – new inspirations are often hard to find. Trends get copied and one room starts to look like the next. That's why **OBJECT CARPET** believes the time has come to make a statement about individuality and give uniqueness more room to breathe. More room for bold, independent creations. With the **FORUM FOR GREAT IDEAS**, the manufactory for premium floor covering is calling on architects and planners to make a statement and counter conformity. The designer couple Kathrin and Mark Patel have now prepared a pool of innovative floor creations in line with this project, opening up new dimensions: **FORUM** is bursting with creativity and is a source of inspiration to create customised floors with maximum freedom. The carpet specialists are thus opening up a new chapter in the world of floor covering.

"Whether for an office, commercial building or hotel: Each new project places great demands on architects, planners and interior professionals," explains CEO of **OBJECT CARPET**, Lars Engelke. "**FORUM** provides numerous ideas for floor design and also offers space for individual creations." Because in addition to the design inspirations that can be found at the "**FORUM FOR GREAT IDEAS**", based on the expansive range of designs, colours and styles, individual versions can also be put together to reflect every personal taste. This results in lively floor designs for exceptional presentations.

In a word: "Our new production method enables photorealistic presentations with no limit to the number of colours," Lars Engelke emphasises. "We are one of the first manufacturers in Germany to use this technology to such a perfected degree." Entirely new shades and gradients of colour can be realised with this process. With a width of up to four meters and in all conceivable variations. From broadlooms and acoustic tiles to a mix of both combined with

RUGX – you're free to choose whatever you like. 18 designs in four coloured versions and four styles kickstart the imagination. As always at **OBJECT CARPET**, they are on the cutting edge, sustainable, innovative and of premium quality.

Floral patterns and flower collages in **SOFIA**, art deco with a metal effect in **LEAH** or a young, urban architecture for co-working in two colour schemes, as shown in **KIMI**. With **OBJECT CARPET**, the floor is upgraded to a stage that makes unique statements in the commercial property sector, hotels and private buildings. The carpet experts fulfil every wish at sizes from 100 sq.m. "As a single rug, the carpets draw attention; combining or contrasting them with other **OBJECT CARPET** styles is a clever way to structure rooms. It creates zones that become aesthetic eyecatchers in shops, hotels and open-plan offices and have a positive influence on the atmosphere", Engelke states. With **FORUM**, **OBJECT CARPET** perfectly applies its full expertise in floor design, allowing a spectacular mix of all styles. "Throughout Germany, no provider offers such an enormous variety of convincing designs, the WELLTEX® backing construction and high-quality styles as **OBJECT CARPET**", Engelke points out.

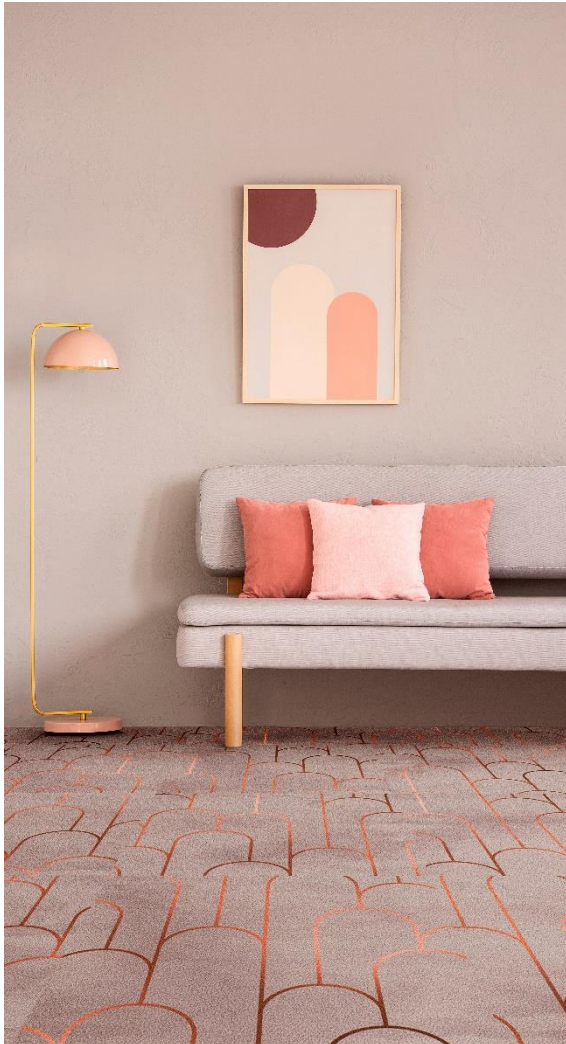
The structural loop, for example, makes an impression with its lively, subtle effects, such as geometric structures characterised by tiny loops of yarn. The brilliant design with the billowing, twisted yarn actually gives the carpeting a particularly dynamic appearance. Made of 100% recycled ECONYL® yarn, the textile flooring is also extremely durable and has a very good life cycle assessment.

The woven products stand for perfect precision. The unique weaving technology combined with the finely shimmering yarn makes this style a highlight for aesthetes and purists. The woven products are easy to care for and dirt-resistant thanks to the exclusive ECONYL® brand fibres, which make the flat weave highly resilient and fully suitable for interiors.

Glossy velours offers a velvety appearance in a class of its own. It fascinates with its artful structuring, maximum walking comfort and outstanding acoustic properties. Additionally, the silky, shimmering surface exudes a distinctive flair and creates an unmistakable impact with its iridescent shine. Another advantage: The ANTRON® Polyamid 6.6 brand fibres are known for their durability and can stand up to any demand. With its subtle elegance, Uni velours also inspires. Characterised by a restrained, flat matt surface, it also captivates with the precisely drawn effect of its surface structure and with its extreme durability.

By default, all **FORUM** styles feature the WELLTEX® Akustik Plus backing construction developed specially by **OBJECT CARPET** and contribute significantly to balanced spatial acoustics. Of course they are produced in compliance with strict environmental guidelines and thus always made of environmentally compatible materials. This is how the interplay of design, quality, ecology and its execution as broadlooms, tiles or RUGX turn the creative hotspot **FORUM** into an ingenious toolkit for the design of modern, customised floor covering. And it can be experienced at the click of a mouse: **OBJECT CARPET** makes the texture data of the **FORUM** design inspirations available for download to planners ([www.object-carpet.com/planungsdaten](http://www.object-carpet.com/planungsdaten)) and additionally enables them to make their own floor designs

with a configurator tool ([www.object-carpet.com/de/konfigurator](http://www.object-carpet.com/de/konfigurator)). The carpet specialists also offer planners the freedom to create their own flooring, independently of the designs shown on these pages. Because **FORUM** encourages very personal, creative visions.



ID FORUM "LEAH"

Photo: OBJECT CARPET



ID FORUM "KIMI"

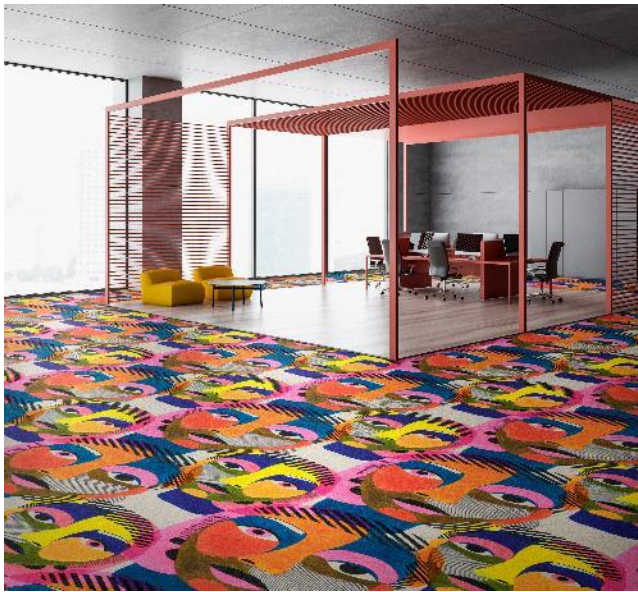
OBJECT CARPET GmbH  
Rechbergstraße 19  
D-73770 Denkendorf

Tel +49 (0) 711 / 34 02-0  
Fax +49 (0) 711 / 34 02-155  
[info@object-carpet.com](mailto:info@object-carpet.com)

Kreissparkasse Esslingen-Nürtingen  
IBAN DE26 6115 0020 0100 9629 90  
BIC ESSLDE66XXX

Executive Managers: Roland Butz, Daniel Butz, Lars Engelke  
District Court of Stuttgart, Comm. Reg. No. 212991  
VAT-No. DE168331442

Photo: OBJECT CARPET



ID FORUM "SHARI"

Photo: OBJECT CARPET



ID FORUM "SOFIA"

Photo: OBJECT CARPET



## About OBJECT CARPET

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and colour, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets. With over 1,200 styles and colours as well as individually-customised products, the OBJECT CARPET collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All OBJECT CARPET styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. This is appreciated by customers around the world, from the Berlinale to the "Healthy Seas" initiative.

Numerous design and business awards, such as the widely respected Red Dot Award, have demonstrated OBJECT CARPET's outstanding design competence and corporate achievements. For example, OBJECT CARPET was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. OBJECT CARPET's tiles, wall-to-wall and custom-cut carpets – under the name RUGX – are verifiably recommended by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce dust content and particulate matter in the air (DAAB – German Allergy - and Asthma Association). Experience OBJECT CARPET's world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

### Contact:

Martin Böhringer  
 Martin. Böhringer@object-carpet.com  
 Tel.: +49 711 3402 112

### Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin  
 Tel.: +49 (0) 30/217 50 460  
 Fax: +49 (0) 30/217 50 461  
 E-mail: pr@gesk.info  
 www.gesk.info