

# OBJECT CARPET

Press Release

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## FORUM by OBJECT CARPET: The new design concept for very individual carpets that make a statement

*Floor coverings have a great influence on the overall impression a room makes. If you want to create a unique interior with a wow effect, you need unique carpet designs. With its new creative concept **FORUM FOR GREAT IDEAS**, **OBJECT CARPET** offers planners, architects and interior designers a valuable source of inspiration for tailor-made floor designs – combined with the possibility of implementing their very own ideas. Behind the innovative concept is the successful designer couple Kathrin and Mark Patel.*

The social megatrend towards individualisation is also having an impact on interior decorating: whether they are designing living space in their own home or planning hotels, restaurants, shops or offices – today's customers attach great importance to distinctive interiors with a unique character. The **FORUM FOR GREAT IDEAS** by **OBJECT CARPET** is designed particularly with large rooms of over 100 square metres in mind.

A new design principle, a pool of ideas. A forum for creative exchange, a modular design system – **FORUM by OBJECT CARPET** is all this and much more. Kathrin and Mark Patel created 18 extraordinary designs for **FORUM**. These can be individualised with the aid of different colouration and haptic qualities, implemented as broadlooms or acoustic tiles or made into **RUGX**. In size and form, the **FORUM** creations are tailored exactly to customers' spatial conditions and wishes.

The designer duo was inspired by art déco, Bauhaus, ethnic look, flower power and other styles, reinterpreting them with their own individual approach. "We burn for independent creations beyond the mainstream and fuel each other's creativity," says Kathrin Patel. "Mark and I come from two different disciplines and have very different design passions. He is a graphic designer and represents a clear design line. As a textile designer, I love to play with trends and to implement them in a completely new way. In the interplay of our joint work and our aim to create something holistic, we then come up with designs that both our hearts beat for."

Kathrin Patel has developed four colour schemes for each of the 18 designs. "The colour compositions come more from my emotional world – I want to transport emotions with my colour tones," says the textile designer. "Based on contemporary colour trends and themes, I develop my own colour statements." **FORUM's** design palette ranges from purist austerity to organic forms, from stunning three-dimensional effects to lush floral splendour and eccentric, glamorous floor pictures. "The more colour- and pattern-intensive of these 18 designs are uncompromising

and

demanding – and yes, they offer room for controversy,” says graphic designer Mark Patel. “But that is exactly what stimulates the exchange you want to see in a forum. It stands for the opposite of indifference and boredom. All the designs make a statement and it takes a little courage to stand up for the point of view.” The fact that each of the designs has its own personality is further underlined by their names: they all have first names, such as **LEAH**, **LINUS** and **SHARI**.

With the help of new, innovative production techniques **OBJECT CARPET** has succeeded in reproducing Kathrin and Mark Patel’s designs and colour compositions in sharply contoured floor images: their flowing forms, graphic structures and photorealistic motifs are true to tiniest detail. The enormous design freedom at the **FORUM FOR GREAT IDEAS** goes far beyond the 18 ready designs and their numerous variants. The motifs presented here are meant to stimulate ideas and inspire customers to come up with their own creations. **FORUM** makes it possible to realise a design you have planned yourself and to transform your personal ideas into a unique carpet with the support of **OBJECT CARPET**’s experts. “Who doesn’t dream of developing their own design, creating something that no one else in the world has?” asks Kathrin Patel.

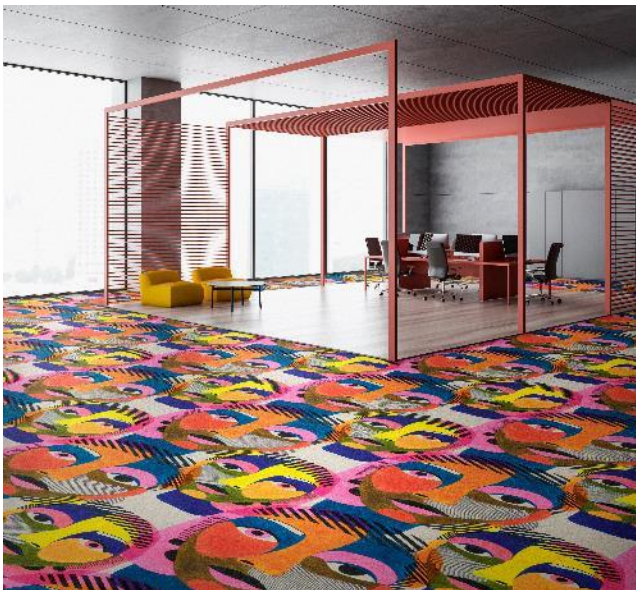
The designers themselves dream above all of chancing upon countless creative **FORUM** designs over the next few years, in hotels and restaurants as they travel around the globe. “That is a wonderful vision to have!”, say Kathrin and Mark Patel. “The greatest wish for us is to see that our designs have been taken further and thought through by other designers, architects and interior decorators.”



FORUM "LEAH"  
Photo: OBJECT CARPET



FORUM "LINUS"  
Photo: OBJECT CARPET



FORUM "SHARI"  
Photo: OBJECT CARPET

## Über OBJECT CARPET

Seit 1972 steht OBJECT CARPET für Qualität, Design und Innovation im Objektbereich. Der Sinn für Ästhetik und Farbe, in Kombination mit fortschrittlicher Fertigung, findet Ausdruck in edlen und außergewöhnlichen Dessins – in Form von Teppichböden, Teppichfliesen und abgepassten Teppichen. Mit über 1.200 Qualitäten und Farben sowie individuellen Maßanfertigungen bietet die OBJECT CARPET Kollektion eine einzigartige Vielfalt für modernes Interior Design aus hochwertigen Rohstoffen. Alle OBJECT CARPET-Qualitäten sind zudem frei von Bitumen, Latex, PVC sowie gesundheitsschädlichen Emissionen und tragen das Gütezeichen „Blauer Engel“ des deutschen Umweltbundesamtes. Sie sind TÜV-geprüft und eignen sich bestens für Allergiker. Das wissen Kunden weltweit zu schätzen, von der Berlinale bis zur Initiative „Healthy Seas“.

Zahlreiche Design- und Unternehmenspreise wie der renommierte red dot Award sind Beleg für die ausgezeichnete Designkompetenz und Unternehmensleistung, nicht zuletzt wurde OBJECT CARPET laut einer Studie von Ernst & Young zu den „Top 50 deutschen Luxusunternehmen“ erkoren und von Langenscheidt zu den „Marken des Jahrhunderts“ gewählt.

Mit innovativen Produktionstechniken und nachhaltigen Herstellungsweisen beschreitet OBJECT CARPET neue Wege und lässt Visionen Wirklichkeit werden. Passend dazu wurde das Unternehmen ausgewählt, die Verleihung des Deutschen Nachhaltigkeitspreis mit dem „VIP-Teppich“ auszustatten. OBJECT CARPET Teppichböden, -fliesen und abgepasste Teppiche – unter dem Namen RUGX – werden nachweislich durch den TÜV für Allergiker empfohlen und erwirken einen reduzierten Feinstaubgehalt in der Luft (DAAB – Deutscher Allergie- und Asthmabund). Zum Erlebnis wird die Farb- und Materialwelt in einem der OBJECT CARPET Showrooms in Deutschland, Österreich und der Schweiz.

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