

## TARKETT CELEBRATES NEOCULTURE

Today's culture shifts having a huge impact on interior spaces and Tarkett's product design

**SOLON, OHIO, March 21, 2018** — [Tarkett](#), a worldwide leader in innovative and sustainable flooring and sports surface solutions, presents comprehensive offerings that respond to today's culture shifts.

### **NEOCULTURE:**

**BLENDING CULTURES AND DEFINING NEW ONES TO RE-CARVE THE SOCIETAL LANDSCAPE**

We live in a rich time marked by the fusion of diverse cultures, lifestyles and experiences. A time of embracing the unfamiliar as an opportunity for true progress. As we grow and change from exposure to these new perspectives, we undergo a remarkable transformation. It's more than a simple blending of cultures. It's the creation of something entirely new. A Neoculture.

Neoculture is inspired by 4 macro trends - **Purpose Positive, Sub-Urbanization, Regenerative Generation, Future of Betterment** - highlighting *where* projects are headed and *why* inhabitants' expectations of these spaces have changed.

For Tarkett, the influences of Neoculture are represented in its product and solutions offerings, which are meaningful to these shifts in the market and are aligned to customers' evolving expectations.

The Tarkett products launching this year clearly demonstrate the influences of Neoculture as seen through the colors, textures and experiences throughout the showroom.

**How** projects are changing and **where** they are happening:

### **Purpose Positive:**

Purpose Positive captures the adaptive reuse of Big Box stores and changes in multi-family housing and mixed-use developments. This trend is defined by YOLO (you only live once), striving for a work-life balance with agile business models from old infrastructures to new communities.

Purpose Positive is defined by:

- A colorful, individual and inclusive mindset. "Don't box us in".
- Equal opportunity environments that are blind to age, gender, race and creed.
- You only live once, so any attempt to fill daily life with childlike enthusiasm is accepted.
- Solopreneurs carry flexibility and balance into creative co-working spaces.
- Small, agile companies are hyper-focused on the voice of their customers.

### **Color study: multi**

As we move away from austere, industrial interiors, color expressiveness is taking center stage in different social spaces. These new spaces are playful, inclusive and made to appeal

to and celebrate the vibrant multiculturalism of urban centers. The use of multicolor communicates enthusiasm, opportunity, and creates spaces where we are all welcome.

**Tarkett Products:**

Tailored Twist Modular  
Injection Dye Carpet  
Color Play + Tectoni,™ LVT

**Sub-Urbanization:**

Sub-Urbanization focuses on where such projects are happening and how people are creating new ‘city-centers’ within suburbs. The revitalization of areas surrounding urban centers and celebration of multiculturalism reveal artisanal traditions and culture. By reviving old districts, the outer rings of urban centers are welcoming a younger, more visionary generation that brings new life while respecting the community’s heritage.

Sub-Urbanization is defined by:

- The pleasure of community and togetherness.
- We honor artistry and craft by adding our own personality.
- With a nostalgic look back, we propel ourselves forward.
- A focus is on fashion & style and multi-cultural.

**Color study: eclectic earth**

The return to and revival of suburban communities is an effort realized by a younger, multicultural, and visionary generation. The reverence for history, tradition, and authenticity meshes old and new; valuing cultural diversity through eclectic color, global design, nodding to nostalgia and artisanal traditions.

**Tarkett Products:**

Venue + Tectonic™ LVT  
Contour + Tectonic™ LVT  
I.D. Freedom + Tectonic™ LVT  
Filament + Tectonic™ by Suzanne Tick LVT  
Faux Bois + Tectonic™ by Manuel Navarro LVT  
Outliners + Tectonic™ by Jane Hallinan LVT  
SineEffect by Jhane Barnes Modular and Powerbond  
Illusion + Tectonic™ by Jhane Barnes LVT  
Scale Study Series by Suzanne Tick Modular and Powerbond

**How** and **why** expectations are changing when inhabiting these spaces:

**Regenerative Generation:**

Regenerative Generation highlights how people are embracing sustainability through a focus on their own carbon footprint.

Regenerative Generation is defined by:

- Partnering with nature, we cherish things made with our own hands, lending to the rise in makers markets and community gardens.
- There’s an omnipresent focus on the outside natural world and living in harmony with it.
- The thriving foodie culture maintains emphasis on real food and authentic cuisine.
- We increasingly prioritize the sourcing of local ingredients to reduce our carbon footprint. A slower pace of life returns us to the basics, where healthy people create healthy environments. And healthy environments create healthy people.
- Urban farming continues to grow. Building a circular economy is a creative outlet. Find new purpose in old materials and surround yourself with things that have inherent beauty. Make exterior spaces the “fifth wall” of your living and work environments.

### **Color study: nurturing nature**

In more ways than one, we are embracing the effects of nature in our built environments, not only through bringing living things into our space or incorporating them in designs, but also alluding to natural environments through color and material. Deep natural tones lend themselves to feelings of wellbeing and authenticity; bright sunny accents energize and uplift.

### **Tarkett Products:**

Pentagonals Rubber Tile  
Organics Rubber Tile  
Woven Fringe Collection Woven Carpet  
Transcend with SureSet LVT

### **Future of Betterment:**

Future of Betterment spotlights our near obsessive focus on health and wellness as a status symbol.

Future of Betterment is defined by:

- A touch of luxury, delicate & airy colors
- Minimalistic and mindful ambiance
- Meditative quest for self-actualization
- Well-being as a status symbol
- Tranquil spaces are filled with soft color palettes and ultra-soft textures to create meditative escapes.
- Consumers seek personalized recommendations for ongoing improvement.
- We unplug and rejuvenate, and expect our physical environments to provide ambient wellness.
- Simplicity, soft light & precious metals, abundant texture, and origami inspiration.

### **Color study: calming pink**

Pink is associated with nurturing, and is a color that has a calming effect on people, suggesting safety and vulnerability. We are seeing many different shades of soothing warm neutrals and rejuvenating cool hues everywhere we turn, often intermingled with pink accents and natural materials. These colors and textures have a sophisticated quality but impart a minimal and contemplative feeling.

### **Tarkett Products:**

Melodia HO Sheet  
Performa HE Sheet  
Garden Walk Collection Broadloom, Modular & Powerbond

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### **About Tarkett**

With net sales of more than €2.8 billion in 2017, Tarkett is a worldwide leader of innovative flooring and sports surface solutions. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide through its major brands: Tarkett, Desso, Johnsonite, Tandus Centiva, Tarkett Sports, FieldTurf and Beynon. With approximately 13,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to "Doing Good. Together," the Group has implemented an eco-innovation strategy based on Cradle to Cradle® principles and promotes circular economy, with the ultimate goal of contributing to people's health and well-being, and preserving the natural capital. Tarkett is listed on Euronext Paris (compartment A, ISIN: FR0004188670, ticker TKTT) and is included in the following indices: SBF 120, CAC Mid 60. [www.tarkett.com](http://www.tarkett.com).

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