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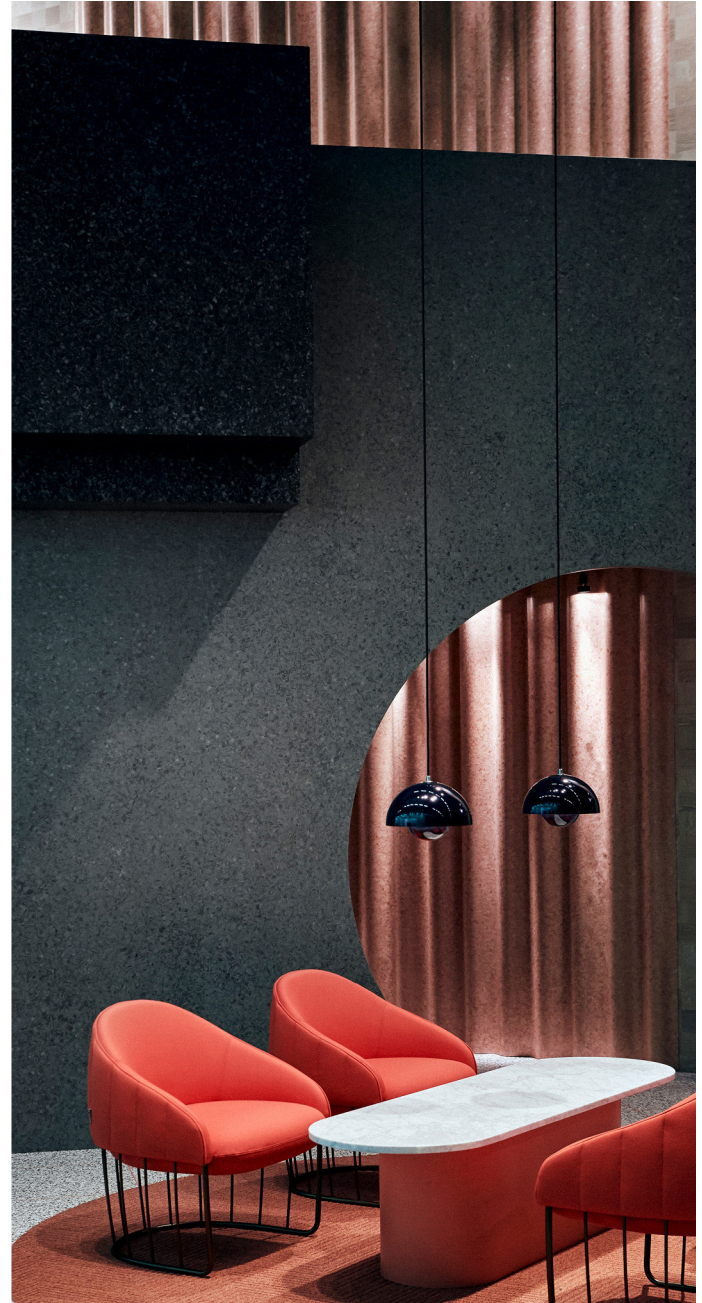
The Lookout – an exploratory installation revealing the design potentials of flooring

For Stockholm Furniture Fair 2018, Tarkett asked Note Design Studio to reinterpret the classical fair stand and show the design potentials of flooring, creating an innovative and welcoming space to explore. With architectonic elements and a progressive color palette, the combination of materials, colors and shapes demonstrates a whole new world of flooring possibilities. The result is The Lookout, a personal installation showing new perspectives and uses for flooring materials.

In The Lookout at Stockholm Furniture Fair, the visitor is able to experience how floor materials can be used in new and unexpected ways. The combination of wood, vinyl, linoleum and textile creates new design expressions, revealing the strength and unique qualities of the materials. The complex color palette consists of saturated shades of dark grey, brick red and moss green; with fresh accents of coral apricot and white stained oak.

The stringent design of The Lookout is based on iconic archi-structures. Note Design Studio has operated on two levels – one look catches the interest from afar, the other attracts the visitor from a close perspective. One of the main structures is the black staircase leading up to the viewpoint – The Lookout. Here the visitor can observe the multitude of the fair below, have a different perspective of the booth and be inspired by the stunning mood boards created by Note Design Studio. The brick red staircase has been designed as a seating area and invites the visitor to rest and exchange, and possibly to recharge the mobile phone. Both structures are made by iQ Megalit, a homogenous vinyl flooring used in public spaces all over the world. This installation allows the floor's unique design with luminescent pearl 3D-effects to be displayed in a new and compelling fashion.

– We wanted to show our materials in an innovative way, to let the visitor see our products with fresh eyes. That is why we asked Note Design Studio to create an installation with added perspective, bordering between interior and architecture. If we can make the visitor deliberately stop and take the time to reflect upon the various floor materials, then we have succeeded, says Kerstin Lagerlöf, Marketing Manager at Tarkett Sweden.



The six meter tall main walls are made of the white stained wood floor Noble Oak Manhattan, a modern reinterpretation of the classic basket weave pattern. To break up the large wood surface is a wide vertical band made of curved iQ Megalit shaped over a sinus sheet metal, in a subtle contrasting shade of apricot. The wavy surface is made possible thanks to the great flexibility and easy installation properties of the vinyl.

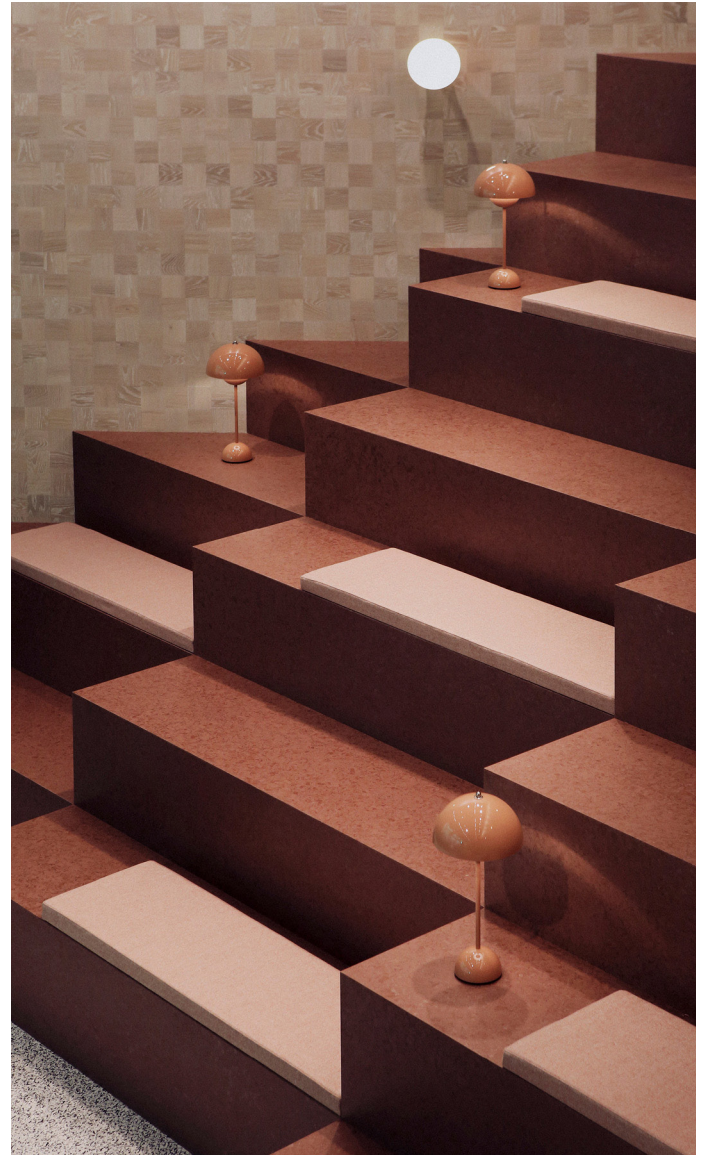
The ground floor in The Lookout uses a black and white vinyl material, the iQ Granit Multicolor, underlined with contrasting coral welding rods. Beneath the table and chairs in the lounge area, Desso Traverse textile planks are cut in circular shapes, interacting with the iQ Granit floor around.

The room below the viewpoint features gold shimmering walls and furniture made by Veneto Essenza 100 % Linen, a linoleum floor produced without any added pigment. The warm color tones come from the natural raw materials linseed oil, pine resin, cork and wood flour, and jute. Tarkett Veneto Essenza is the first linoleum floor in the world that is Cradle to Cradle Gold certified.

– Note Design Studio has interpreted our wide product range in an innovative and creative way. They have made our floors a natural part of the Scandinavian context, with strong, progressive aesthetics, says Kerstin Lagerlöf.

As an added dimension, most of the furniture in The Lookout is made out of flooring material. The advanced installation has been carried out by Tarkett's technical team.

Learn more about the various materials used in the installation in the material description of The Lookout.





For more information, please contact

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About Tarkett

With net sales of more than €2.7bn in 2016, Tarkett is a worldwide leader of innovative flooring and sports surface solutions. Offering a wide range of products including vinyl, linoleum, rubber, carpet, wood and laminate flooring, artificial turf and athletics tracks, the Group serves customers in over 100 countries across the globe. With 12,500 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 sustainable development, the Group has implemented an eco-innovation strategy and promotes a circular economy. For more information, please visit: professionals.tarkett.com/en_EU/