

OBJECT CARPET

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PRESS RELEASE

Open spaces and islands of calm

OBJECT CARPET creates modern office landscapes for Allianz

The digital business of the future: personalised and transparent solutions, accessible anywhere. Insurance provider Allianz is committed to this transformation process, and in Munich, where the company is based, they have opened the Global Digital Factory – an innovation centre occupying around 2,700 m² of commercial space. On the former industrial site known as the Werksviertel, near the Ostbahnhof (Munich East railway station), companies like Pfanni or Zündapp once dominated both the skyline and the working lives of many people. Today a new high-tech quarter is evolving here. The existing structures have been retained, including the old factory buildings – and yet everything is new: textile floor coverings from OBJECT CARPET, based in Denkdorf, enhance the concept with inspiring, enduring, and varied designs.

A place for creative thinking

The interior design concept includes open spaces, modern furnishings, and creative islands. Workstations in the new future-oriented quarter of the Bavarian capital are interspersed with cosy corner sofas and floor cushions on the stairs. Seating in the generously-scaled spaces includes swings and hanging seats.

In this bright, modern, and strikingly homely environment, ever-changing international project teams work to develop new customer-oriented solutions as part of the company's digital transformation. Comfort underfoot is provided by 580 m² of AARHUS SL carpet tiles from our FREESTILE edition, with Akustik Plus soundproof backing. This modern office landscape and working environment was specially designed for imaginative co-working and co-creating by consultants and architects from conceptsued.

Individuality through diversity

OBJECT CARPET's FREESTILE carpet tiles are easy to care for and provide the perfect solution for high-traffic zones with constant wear. The brilliant idea behind these special properties: Large-scale motifs are cut into individual tiles of 50x50 cm, which are then arranged freely. The flat-weave surface is smooth, but with a multi-dimensional sense of depth, and the overall effect is richly varied and yet also coherent. There are no two identical corners anywhere in the Global Digital Factory. AARHUS is one of 16 designs in the range, all of which are available in four different colour shades.

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Functional spaces defined by varied carpet styles

While the FREESTILE edition shares some of the properties of hard flooring, three deep-pile shag carpets, POODLE (500 m²), SHINY (60 m²) and TOSH (26 m²) are used to give a completely different effect.

This style of carpet – as inset sections – creates island realms for innovative thinking. Organic forms and designs in natural colours, chosen from OBJECT CARPET's extensive portfolio, provide a sense of homely comfort, softness, and calm. At the same time they include all the functional characteristics expected of a top-of-the-range commercial carpeting project. Like FREESTILE, they are acoustically balanced, durable, and easy to care for.

The varied haptics and design qualities of the carpets selected here are a fundamental part of the zoning concept at the Allianz Digital Factory. Open spaces and oases of calm flow smoothly into each other and provide the insurance and digitalisation experts with a fitting environment for communicative exchange, concentration, and innovation.

Key data:

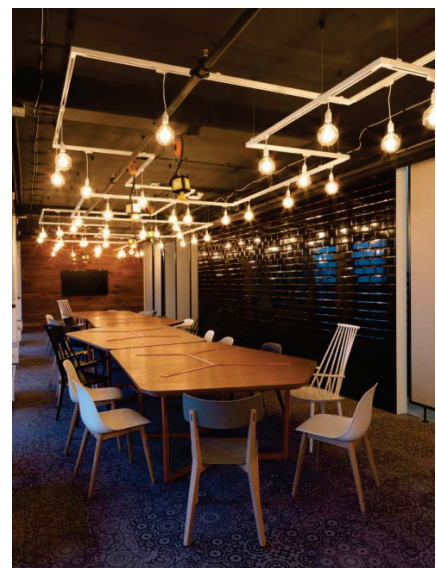
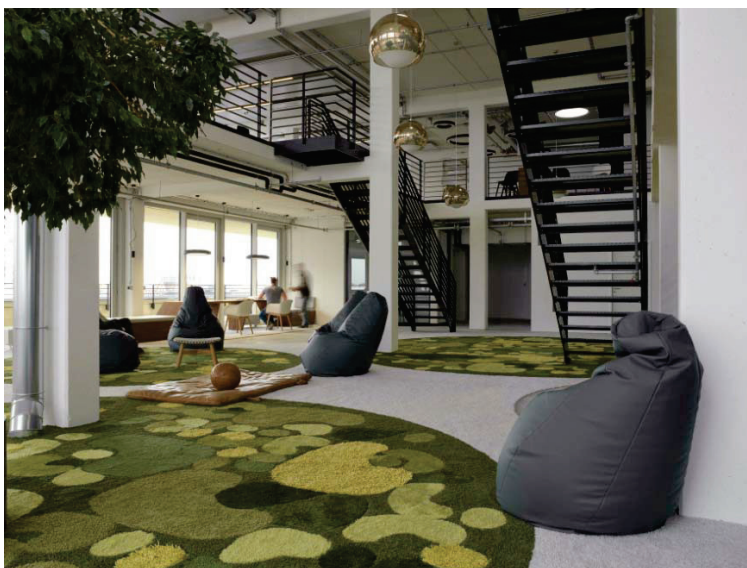
Owner: Allianz Global Digital Factory, Munich

Architect (Buildings: existing/restructure): Steidle Architekten

Interior architecture and design: conceptsued°, in cooperation with D'NA:
photographs Eva Jünger

Carpet fibre: 100% PET Anvire FR®

Image preview:



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Photographs: Eva Jünger

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About OBJECT CARPET – Where visions become reality

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. At OBJECT CARPET, beauty and practicality always go hand in hand. The carpets are durable and robust, with an exciting colour palette. A sense of aesthetics, colour and architecture, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and fitted 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 carefully selected, high-quality raw materials. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche, Kempinski and the Arge German Pavilion at Expo 2015.

Numerous design and corporate prizes, such as the widely respected Red Dot Award, have demonstrated OBJECT CARPET's outstanding design competence and corporate achievement. Most recently, OBJECT CARPET was again listed by Ernst & Young in their "Top 50 German luxury brands" and was selected by Langenscheidt as one of their "brands of the century".

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 "red carpet" for the German Sustainability Award ceremony in 2015. OBJECT CARPET's wall-to-wall and custom-cut carpets – under the name RUGX – received the evidence-based recommendation by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce atmospheric dust particle levels (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.

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