

“Fragmented” by Stine Aas: OBJECT CARPET and Polyflor showcase one-of-a-kind carpet collection on Designers’ Saturday in Oslo



Foto: Stine Aas

Photo: Hanne Jørgensen/Polyflor Nordic

*Between September 8 and 10, the Norwegian capital city is transformed into a design hub as the who’s who of the design world flock to Oslo for Designers’ Saturday. **OBJECT CARPET**, the premium carpet manufacturer from Denkendorf, will also be among the exhibitors at the event, and is set to join forces with Polyflor to showcase the exclusive “Fragmented” carpet collection by the talented designer Stine Aas. Visitors can look forward to a thought-provoking journey into the world of contemporary design.*

In order to bring the pioneering design project to fruition, **OBJECT CARPET** and Polyflor, two leading names in the field of floor design, partnered up to push the boundaries of design. The synergy of the two companies and the creative energy of the young designer is sure to result in a striking collection, which will undoubtedly turn heads at Designers’ Saturday.

Because the Norwegian designer Stine Aas has really made a name for herself on the furniture and textile design scene. After completing a Master's degree at the Bergen Academy of Art and Design, she founded her own studio in 2015 and created a diverse portfolio of furniture, lighting solutions, and home accessories. Stine Aas' design philosophy is all about durability, integrity, and achieving harmony between choice of material and function.

The "Fragmented" collection is inspired by Sverre Fehn, a pioneer in the field of architecture, and embraces iconic, cubic shapes, but interprets them in a new, exciting way. "Fragmented" features two carpets, available in four different color combinations, which strike the perfect balance between minimalist design and sophisticated execution.

Speaking about her collaboration with Polyflor and **OBJECT CARPET**, Stine Aas explains:

"I was fascinated by this assignment as, although it was brief and specific, it was still very much open to interpretation. I saw this as an opportunity to immerse myself in the work of Sverre Fehn." She goes on to say that "it is really exciting to work with an established carpet manufacturer for the contract market that is so dedicated to quality and sustainability."

Designer's Saturday in Oslo offers the ideal stage for visitors to experience firsthand the extraordinary juxtaposition of design, aesthetics, and innovation in the "Fragmented" collection, designed by Stine Aas for **OBJECT CARPET** and Polyflor.

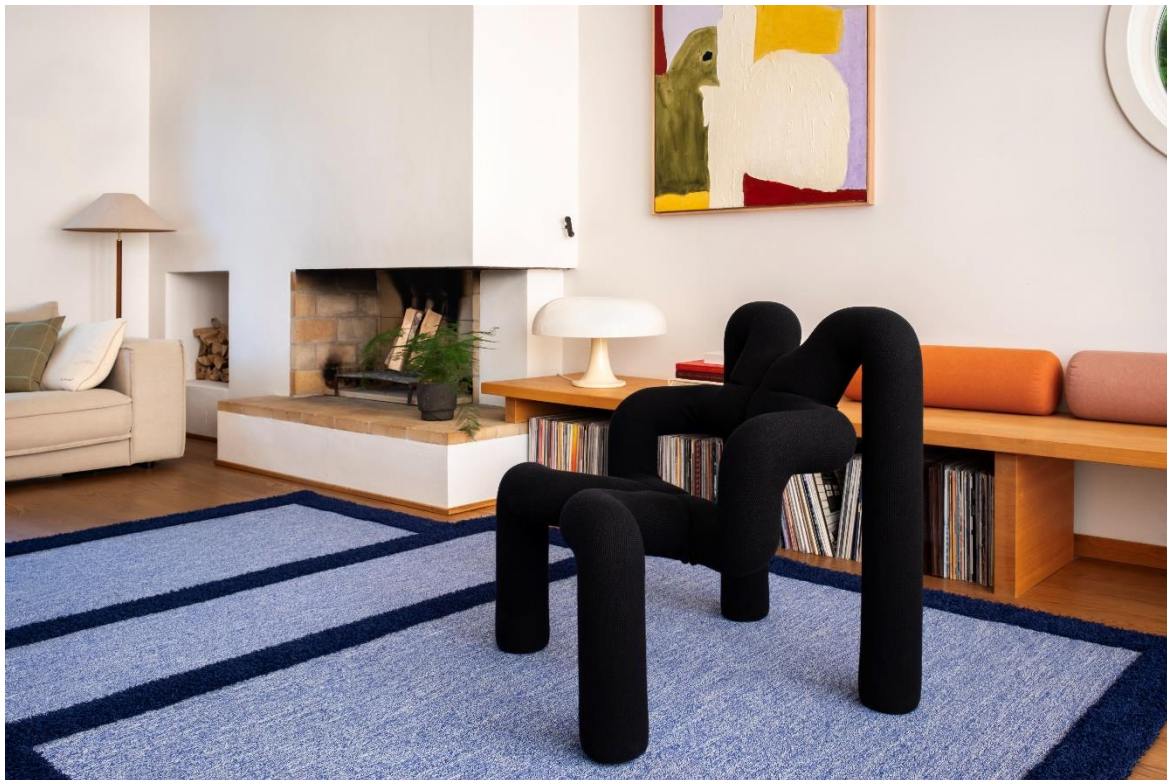


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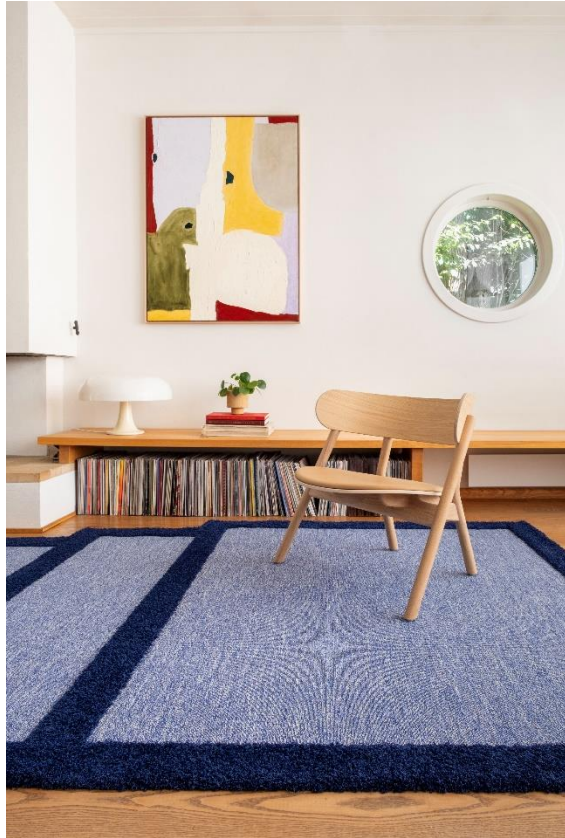


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About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and customcut carpets (RUGX). With over 1,000 styles and colors as well as individually customized 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. **OBJECT CARPET** products also received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas." The utilization of recycled materials in production as well as a second life cycle for carpets after their use is now a matter of course for **OBJECT CARPET**: for example, together with UNStudio, **OBJECT CARPET** is committed in the "Future Perfect" project to create new value from discarded products. **OBJECT CARPET** is making a real change in the industry with the first completely circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material carpet NEOO, and takes circular to the next level. Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, 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. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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