

Formations by Tarkett at Milan Design Week An installation in collaboration with Note Design Studio and featuring iconic pieces by Magis, at the Circolo Filologico Milanese



Volume, surface, trajectory and form combine in Formations' main room



Cones, rings, cubes and spheres adorn the columns of the main installation

Milan, April 2019

Forms on multiple scales, echoes of archetypal design principles, a modern industrial material like no other and an iconic backdrop rich in history... welcome to Formations.

During Milan Design Week 2019, Tarkett has chosen to join forces with Note Design Studio to explore the creative possibilities of its new collection iQ Surface. Designed by Note, and supported by Magis, Formations is an exhibition that questions notions of scale, by taking architectural archetypes and turning them on their head. Owning the space of the historic Circolo Filologico Milanese, the installation is a celebration and homage to how design language can be twisted into new creative phrases.

A new design language

Milan Design Week enables dialogues and narratives to be developed between concepts and their audiences. A starting point for new ideas, an inspirational springboard and catalyst for work to come. As one of the oldest centres for the research and study of language, Circolo Filologico Milanese is the perfect backdrop to spark discussion around the infinite design possibilities presented by Tarkett's new homogeneous vinyl collection.



Surface matters

Formations explores the creative potential of iQ Surface, the new collection codesigned by the Tarkett design team and Note with architects and designers in mind. Flexible, durable and sustainably sound, this new generation of industrial and creative surface material is equally at home wrapping around objects, climbing across walls and forming patterns in combinations.

Seemingly small in the context of the great human architectural history, today it is considered a true and honest material, standing alongside more traditional noble homologues such as granite, marble or stone. If these represent the past, then vinyl is the future.

Owning the space

In light of this contrast between modernity and tradition, Formations takes archetypes of design principles and transforms them into oversized shapes and flowing forms that dress the different spaces of the historic Circolo Filologico Milanese. The installation uses iQ Surface in ways that aim to shift even the most stubborn of preconceptions about the possibilities of vinyl, seeing it as a design material with its own identity.

In the **main hall**, the high glass ceiling and open balconies of the Circolo Filologico Milanese create depth and shed changing light on colour blocking and hues of iQ Surface throughout the day. Formations of 24 assorted sized columns – the largest towering at 5m - challenge perceptions of the building's architecture, space and volume, inviting visitors to weave in and out and forge their own path.

Repeated geometric objects balance carefully atop of round ended columns, perhaps the greatest archetype of all, in a daring and playful construct that quite literally turns pillars in the history of architecture on their head by reinterpreting them with a contemporary twist.

A shared design vision

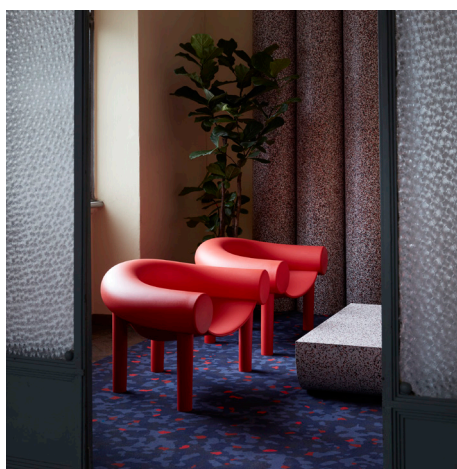
Two companies with a shared set of values and a design approach that pushes boundaries and challenges codes, Tarkett have chosen to team up with design brand Magis. A dynamic family-run entrepreneurial business with an industrial culture and a rich heritage of pioneering timeless products, the furniture brand works with a swathe of internationally renowned designers, to create quality collections that showcase highly functional and technological quality products. During Formations, carefully chosen iconic pieces - such as Konstatin Grcic's Brut sofa, with its cylindrical back - echo the archetypal forms of the installation and reflect iQ Surface's colour palette. With such design chemistry, Magis is the perfect pairing for Tarkett to communicate the full potential and beauty of its materials to a broader audience.



At the center of Formations, a stage showcasing a selection of Magis' timeless iconic pieces provides the perfect viewing point for visitors to sit back and enjoy the installation



iQ Surface's creativity and possibilities are exemplified in the library



Meeting Room created with Tarkett iQ Surface, Desso carpet and furniture from Magis

Sustainably sound



Sustainability, circular economy and recycling are at the heart of Tarkett's design vision. Tarkett is driven by the principles of the circular economy and strives to close the loop in everything it does – from the material chosen right down to post use recycling. The story of Formations won't end here in Milan, as elements of the installation will be reused for future exhibitions and waste materials will be collected through Tarkett's ReStart takeback program. That is how Formations becomes Re-Formations.

The upstairs library is at the heart of the building's history. Visitors are invited to interact with a selection of archetype objects carefully curated on a 6x3 m open table - small prototype arches, curves, rings, cylinders, stairs made from a mix of contrasting materials that serve as samples and mini tools for visitors, architects and designers to examine close up, test and touch. Here, grid vinyl flooring exemplifies the collection's creativity, with each square clearly defined by contrasting lines made from coloured welding rods.

Two meeting rooms pick out the different colour hues of iQ Surface through a harmonious association of materials. The Magis seatings, combined with Desso carpets, the iQ Surface partition wall and table covered with iQ Surface, create a cosy and welcoming boudoir atmosphere that encourages discussion.

Formations will take place from 8 to 14 April 2019 at the Circolo Filologico Milanese, Via Clerici 10 as part of Milan Design Week.



About Tarkett

With a history stretching back more than 130 years, Tarkett is a world leader in innovative flooring and sports surface solutions that meets design and functional requirements in multiple market segments, offering an extensive range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks. Committed to making a positive impact on people and the planet, Tarkett is present in more than 100 countries, creating people friendly living spaces worldwide that combine well-being, health, performance and design. Floors play a key role in building a unique, immersive experience and rethinking environments starts with good design. Regional design teams continuously monitor trends in the various markets, enabling Tarkett to offer products that correspond to customer expectations. Thanks to co-creation tools, digital printing technology and collaborative work with design studios, Tarkett's ranges provide endless possibilities for customizing products and creating unique designs.

About Note Design Studio

Stockholm based studio Note was co-founded in 2008 by Johannes Carlström and Cristiano Pigazzini. For the studio creativity is about searching for what is missing, to constantly realign thoughts and expressions to find that moment of insight when everything clicks. At Note we collaborate intensely, with personal passion and our design disciplines – interior, product, graphic, architecture, and strategies – to share our insights with the world. Note is considered one of the most influential and progressive studios in the fields of design and architecture with a range of great collaborations with clients from all world.



About Magis

Magis was established in 1976 by Eugenio Perazza, in the north east of Italy. Its success is based on the desire to provide a broad swathe of users with access to highly functional and technological quality products for the home, developed in partnership with major international designers. Ethical and poetic as well as aesthetic, Magis products are all 100% "Made in Italy", guaranteeing high quality, in line with the firm's tradition, which has developed from its craftsmanship and cultural roots, through the evolving styles and industrial growth of the eighties and nineties, and continues to comprise one of the company's greatest and most valuable assets. Magis products have become part of the permanent collections of museums including the MoMA in New York, the Victoria and Albert Museum in London, and the Centre Pompidou in Paris.

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Images and press material

Available for download here: <http://ow.ly/swSt30o8z6Q>

