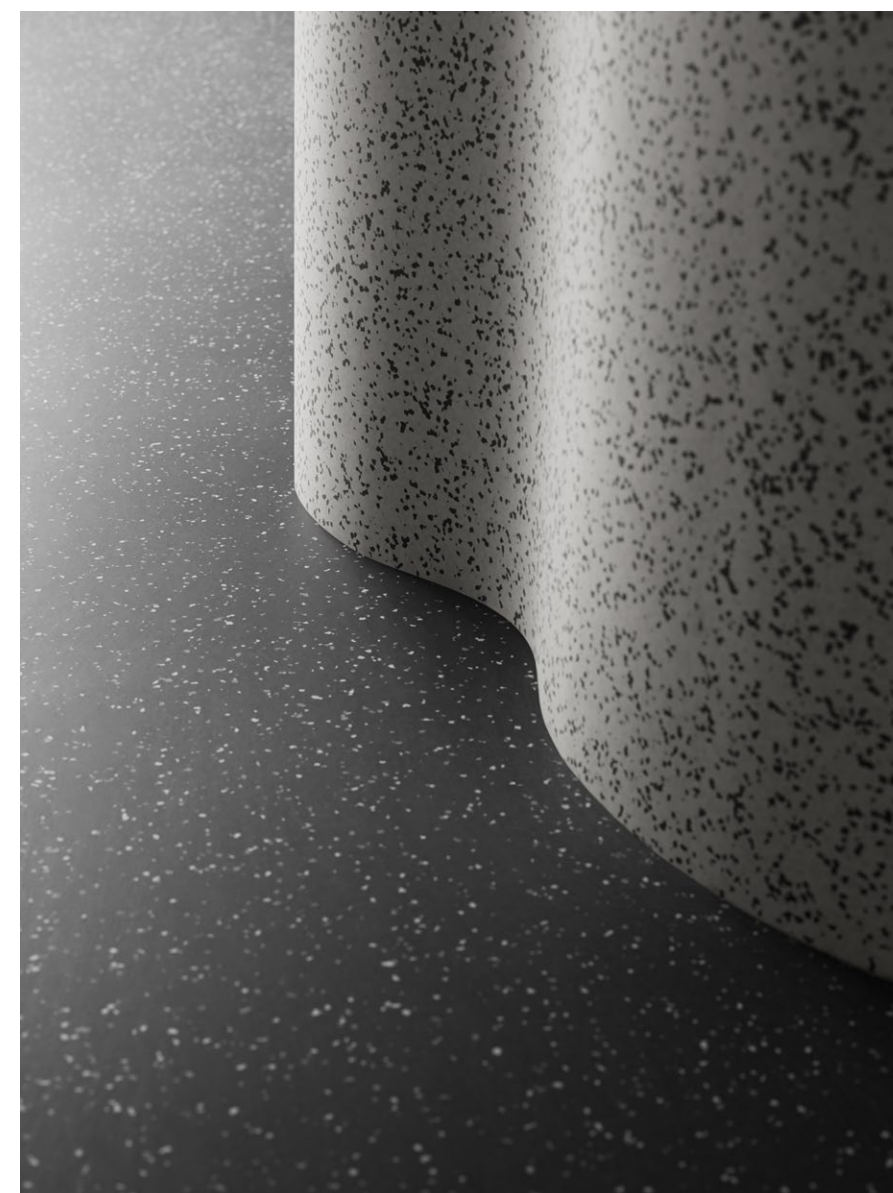


SURFACE STORIES

Behind the scenes of Tarkett's
Milan installation.

DESTINATION MILAN

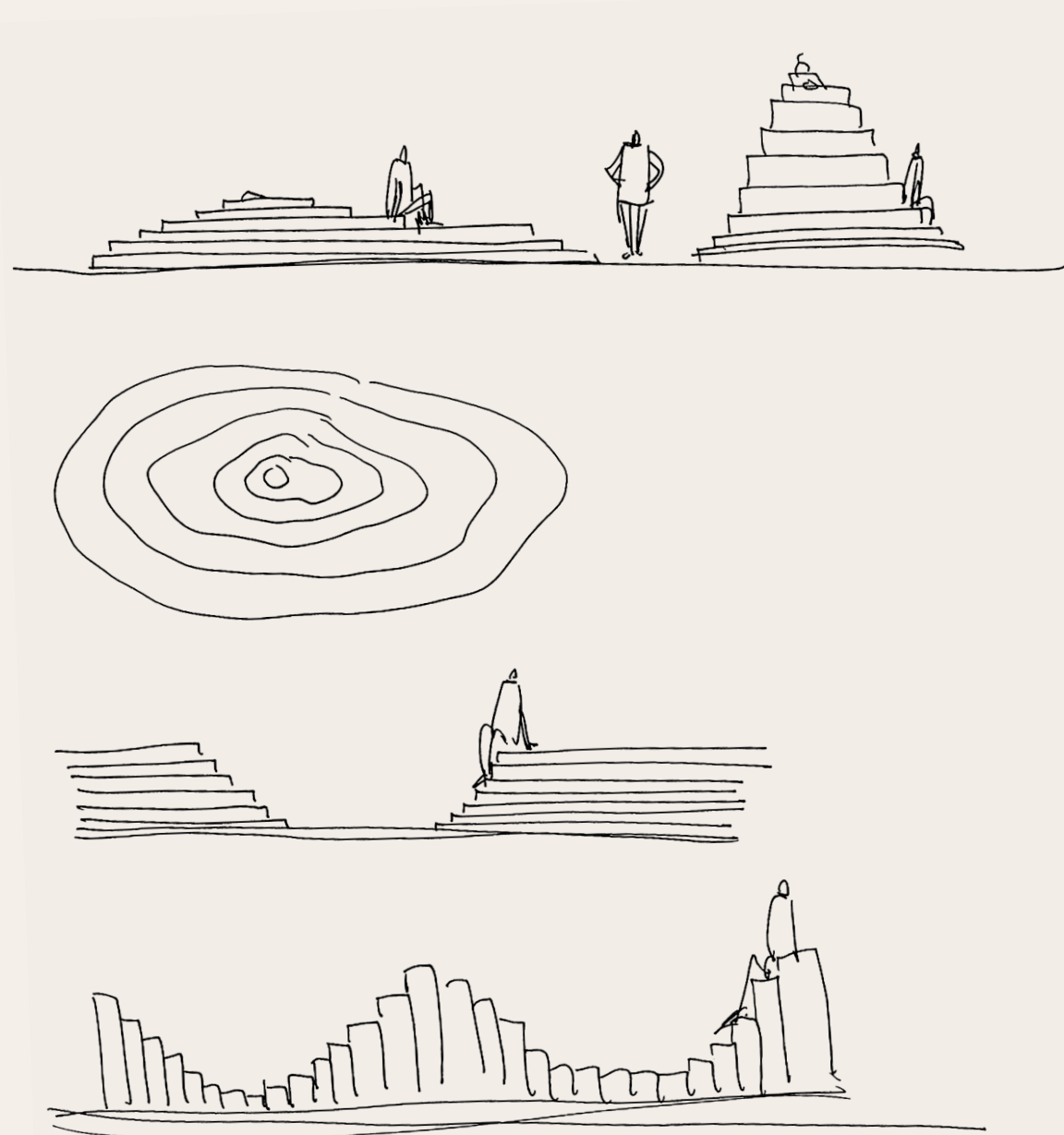


Durable, adaptable and inspirational, Tarkett homogeneous vinyl flooring is a true design material. Place it in a designer's hands and something magic happens; a realisation of unlimited creative potential. This is the tale of iQ Surface, a Tarkett collection that champions the creator and 'Formations', a dynamic Milan Design Week installation that shifts perceptions.

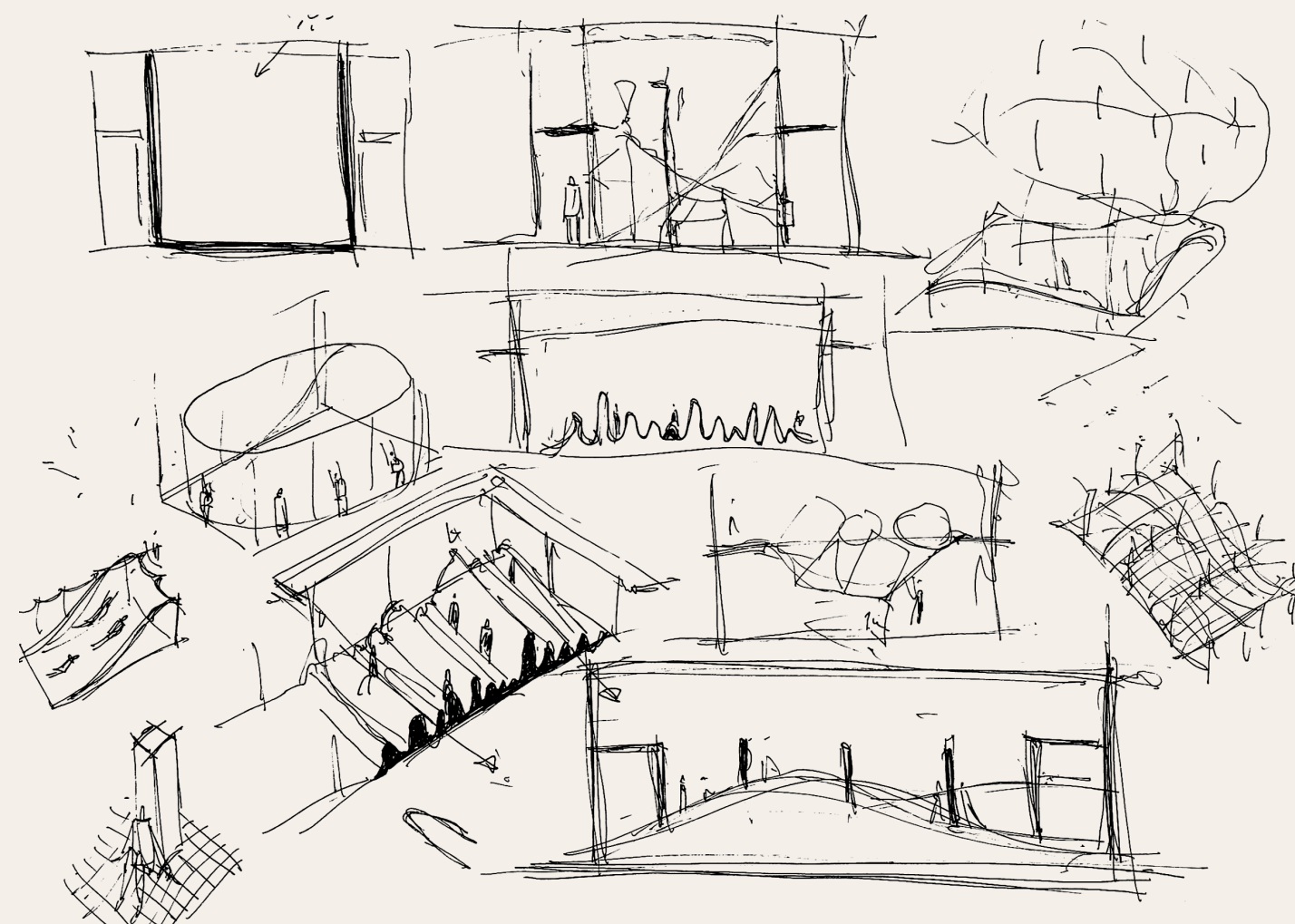
A CONVERSATION STARTER

For many visitors to Milan's Design Week the trip is about dialogues. Conversations between peers, colleagues or theoretical narratives developing between concepts and their audiences.

A starting point for new things, where ideas act as a signpost to guide and influence work to come. This is the reason for launching iQ Surface in Milan. The city will be the backdrop for a new collection that ignites discussion.



As a backdrop for the new collection, Circolo Filologico Milanese is the set for a true demonstration of just how far iQ Surface can be pushed.



In the case of iQ Surface we selected Centro Filologico Milanese as our venue. A location steeped in tradition; one of the oldest centres for the research and study of language. No better context to examine the unique forms of visual communication iQ Surface presents.

Our installation will unfold across its arches, forms, columns and brick faces in ways that will shift even the most

stubborn of preconceptions about the possibilities of vinyl as a design material. Conceptually, our design intervention is one that responds to the architecture of the space. A story of colour in the hands of one of the world's foremost studios. But one where the ending is left open for visitors to continue in their own work. A catalyst for new ideas rather than a creative full stop.

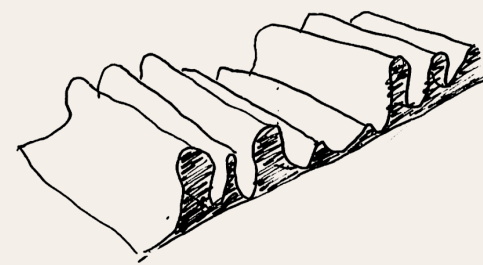


This year, at Milan Design Week 2019 we unveil Tarkett iQ Surface, a design collaboration with Swedish design studio Note. The collection, comprised of five themes, looks at Tarkett vinyl flooring from a fresh design perspective.

iQ Surface is one of the first Tarkett collections in which colour curation is the driver; using Note's signature finesse with tone

and hue to give each theme a distinctive colour family and surface technique.

Combined with the ways in which the welding rods (which join adjacent pieces of vinyl together) have become more of an artistic medium, this new collection enables a new field of use for homogeneous surfaces in design and architecture.



The beginning of the new, Milan – design's capital city.



Charlotte Ackemar and My Degerth, Note, working to pull together harmony and balance through the entire iQ Surface collection.



THE ORIGINS OF A COLLECTION



Tarkett iQ Surface is the creative destination of a 50-year journey by a material loved and used by millions. An honest material that openly combines technology and design for all to see.

Florian Bougault,
My Degerth and
Charlotte Ackemar
working colour
flows in daylight
for optimum clarity.



For a designer, the potential of Tarkett homogeneous vinyl as a creative tool is clear as soon as you place a sample in their hands. And there are many who share this view; the architects who specify Tarkett homogeneous vinyl in their projects, the individuals who create Tarkett's flooring in factory in Ronneby and the countless individuals who install it on floors and surfaces across the world.

As a material it's an unsung industrial hero. Technically advanced, flexible, sustainable and incredibly easy to clean & maintain – 100% fit for purpose. And alongside these attributes, lie the aesthetic qualities that open up endless

possibilities for a designer or interior architect. The beauty of Tarkett homogeneous vinyl is that you really can have performance and beauty. You can be creative and explore a vision without having to worry that the material isn't up to scratch.

iQ Surface is the result of a collaborative journey that began when Stockholm-based design studio Note started to reveal the scope of Tarkett's vinyl flooring for a new generation of design applications. A range with equal weighting to function, form and expression of colour.

Tarkett's vinyl flooring contains as much recycled material as possible for each specific colourway, depending on available daily recycled resources.



At the Ronneby production facility of iQ Surface in southern Sweden, sustainability has always been a natural way of working. Perhaps it's the centuries-old Swedish sensibility towards natural resources and preservation which play a part, or it could simply be because it makes sense.

CLOSING THE LOOP TOGETHER

DOING GOOD. TOGETHER.

“We are committed to serving our customers through our innovation capabilities and longstanding sustainability dedication and achievements. We are deeply convinced that there is an urgency to shift models to preserve the world's finite natural resources and capital. We invite our stakeholders to join our efforts to develop a circular economy. All together.”

– Fabrice Barthélemy, Chief Executive Officer
EMEA & Latin America

Tarkett is a multinational company with a corporate, social and environmental mindset that stretches from the top-line business goals right down to the production plant, and even through into the individuals who install its products. A genuine, holistic and very proactive intention to leave a positive impact on the planet and its people. Refreshingly, what this means is that Tarkett's approach to sustainability extends beyond its brand to include other industry partners, its customers and workforce. And its proactive sustainability initiatives often find Tarkett looking outside of its own market niche for new opportunities to recycle, reuse materials and iterate its production. In short, Tarkett looks to tie its products, ways of working and behaving to an inclusive, collaborative principle it refers to as: Doing Good. Together.

THE MORE YOU PUT IN, THE MORE YOU GET OUT

As a producer, one of the key areas of sustainable focus is that of minimising use of virgin materials and replacing it with recycled ingredients.

Each product Tarkett makes has its ‘material health’ assessed regularly in accordance with Cradle to Cradle® principles. During this iterative process, the material composition of a product is continually optimised towards the goal of producing circular materials.

With the help of regular third-part audits, Tarkett is always seeking to be Cradle to Cradle® and uses outside resources and experts to refine how it works and develops new products.

Rather than holding its sustainable practices close to its chest, the company aims to share and be inclusive with findings in the industry at large.

“We want to educate ourselves, our customers and our partners. Our belief is that when you're transparent and open you can lead and promote a shared intelligence in the industry,” says Myriam Tryjefaczka, sustainability director EMEA, Tarkett.

By promoting sustainable thinking and working outwards, Tarkett has developed a ‘take back’ programme where contractors who install its floors can save installation offcuts and trimmings, which are then collected to be recycled. Tarkett also now recycle its post-use homogeneous floors (made from 2011 onwards) and place it back into the cycle—a huge step forward for the industry as a whole, bringing us towards a truly closed loop product life cycle.

Even after decades of use, Tarkett will be able to fully recycle iQ Surface back into the production process, to make a new high quality homogeneous vinyl product.



By using recycled materials over virgin resources, Tarkett not only reduces its consumption, but also contributes to the reduction of green house gas emissions as a whole.



DESIGNED AND MADE FOR LIFE

At Tarkett’s Ronneby factory, there are many sources of recycled materials that get put back into the production line. The factory itself, and Tarkett’s installer network—who are encouraged to separate and collect off cuts and trimmings during the installation of a floor. The installers and contractors put this in dedicated collection bags and return it to Ronneby for sorting and processing. There is also the current post-use recycling pilot project in the Nordic countries aimed at taking back Tarkett’s post use homogeneous vinyl made from 2011 onwards. Through an innovative technical solution, Tarkett can now remove glue and concrete residues from these torn out floors in order to re-use it to create fresh, high-quality homogeneous vinyl.

Materials from the factory taken back into the production mix include off cuts, trimmings and production waste. “We apply stringent quality controls to our recycled contents in order to ensure performance and design of the final product,” explains Myriam Tryjefaczka, sustainability director EMEA, Tarkett.

As a rough guide, vinyl flooring emerging from Ronneby contains in average 25.5% of recycled materials, depending on the recipe for each specific product and colourway. The ultimate goal is to be in a position where its factories sends nothing to landfill — a feat Tarkett looks to complete by 2020 but one that’s already the case in Ronneby.





Between 2010 and 2018, Tarkett has collected **102,000 tonnes** of flooring – including vinyl, linoleum and carpet through its take back programme, ReStart®



A WHOLE NEW DIMENSION



iQ Surface isn't just for floors, treat it as a versatile decorative design solution.

Each colourway in a group can be combined effortlessly with others in the same family.



At only 2mm thick, it can be sculpted across undulating features.





Each colour group has a foundation of neutrals and base notes, making it perfect for interior architecture.



Taking Notes

The creative partnership resulting in Tarkett iQ Surface is a synergy of sight and touch, two of the most powerful senses—capable of evoking memories and emotions instantly in the eye of the beholder.



Treading a new path, iQ Surface is a new way to think and design.

Not long ago, during a chance meeting of minds, Note design studio took delivery of a 4cm x 4cm piece of Tarkett vinyl flooring. One piece of a decades old puzzle, a missing link perhaps between one of the most durable industrial materials in the world, and the individuals who design with it.

The resulting discussion about its technical and aesthetic attributes led to iQ Surface. Five beautiful colour stories in which hue, tone and material are pitched squarely towards design and architecture. And the 'Formations' installation in Milan, which is where everything comes together for the first time.

"From a technical perspective iQ Surface belongs to a very special family of Tarkett products. It offers exceptional ease of maintenance, is sustainably sound, and gives a consistent aesthetic no matter how much wear it gets," says Per Sternegård, iQ product manager, Tarkett.

The creative journey towards the iQ Surface range has been an organic process. Note recognised the potential and Tarkett already knew its promise but needed a hand getting there.

"Technically nothing has altered. The process and manufacture of Tarkett's product is great. We worked closely with the technicians though to explore how far we could take our creative ideas without losing the design integrity of the material," says Note's Charlotte Ackemar.

One thing that felt natural was a move away from the expected. Greens shouldn't seem to directly reference nature, and beige in combination with browns and creams shouldn't be camouflage.

"We wanted to have a vibrant, contrasting collection but not for it to be messy and haphazard. Every colour and grain is placed with purpose and reason," says My Degerth, Note.

There are many who recognise iQ Surface as a decorative material and many who know it as a functional material. This could be seen as one of the fundamental elements of the iQ Surface collaboration. Now, everybody who uses and experiences this collection gets to see both sides. It raises the collective qualities of the material.

"One of the main challenges of this collaboration was to get people away from just looking down. Tarkett has never just been a flooring material—look up, look around, challenge the material and let it challenge you,"

explains Florian Bougault, EMEA art director, Tarkett, adding that Tarkett will never move away from the durability and quality that's lead the way since its foundation.

It's important to always acknowledge that it's one thing to have a beautiful floor, but in reality that floor must be able to function. A hospital hallway can never be fully closed off. Likewise, a school or old people's home must always be accessible.

"For us this notion of where iQ Surface ends up contributed lots to the final colour collections. It's used in so many applications where colour in the flooring and on the walls can genuinely contribute to the wellbeing of those who experience it. In education and healthcare, a specifier or interior architect can now express a feeling and project a positive emotion in the environment. That's a really beautiful opportunity," says Ackemar.

Beige as a theme ties the new collection together as a whole, referenced subtly in some cases, tonally in others, or shot through as popping accents. Another facet of the collection is that there's not one design which feels monotone. This is to make combining different designs easier from within the collection as a whole. There's always a connective element between any two or more colourways.

"The coherence between the way each design is produced means there's always a natural link and slight uniformity. For us as designers it lets us work with it holistically within a project, rather than seeing it just as a floor. It's just so versatile, you can do so much with it. It's not so much a collection as it is a catalyst," concludes Degerth.



"Architects, designers, interior architects.. we're all used to seeing and experiencing the material as a sample—a small square. We touch it, we bend it, we hold it to the light. But it's only when you experience it on a large scale can you begin to appreciate its beauty and, more importantly, start to imagine what you can do with it. And that's what happened the more we began to explore and develop the collection. The focus moved from the technical towards the tactility and visual appeal,"

– Charlotte Ackemar, Note.



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ART DIRECTION Note **EDITOR** Richard Prime **COLLECTION IMAGERY** Note

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