

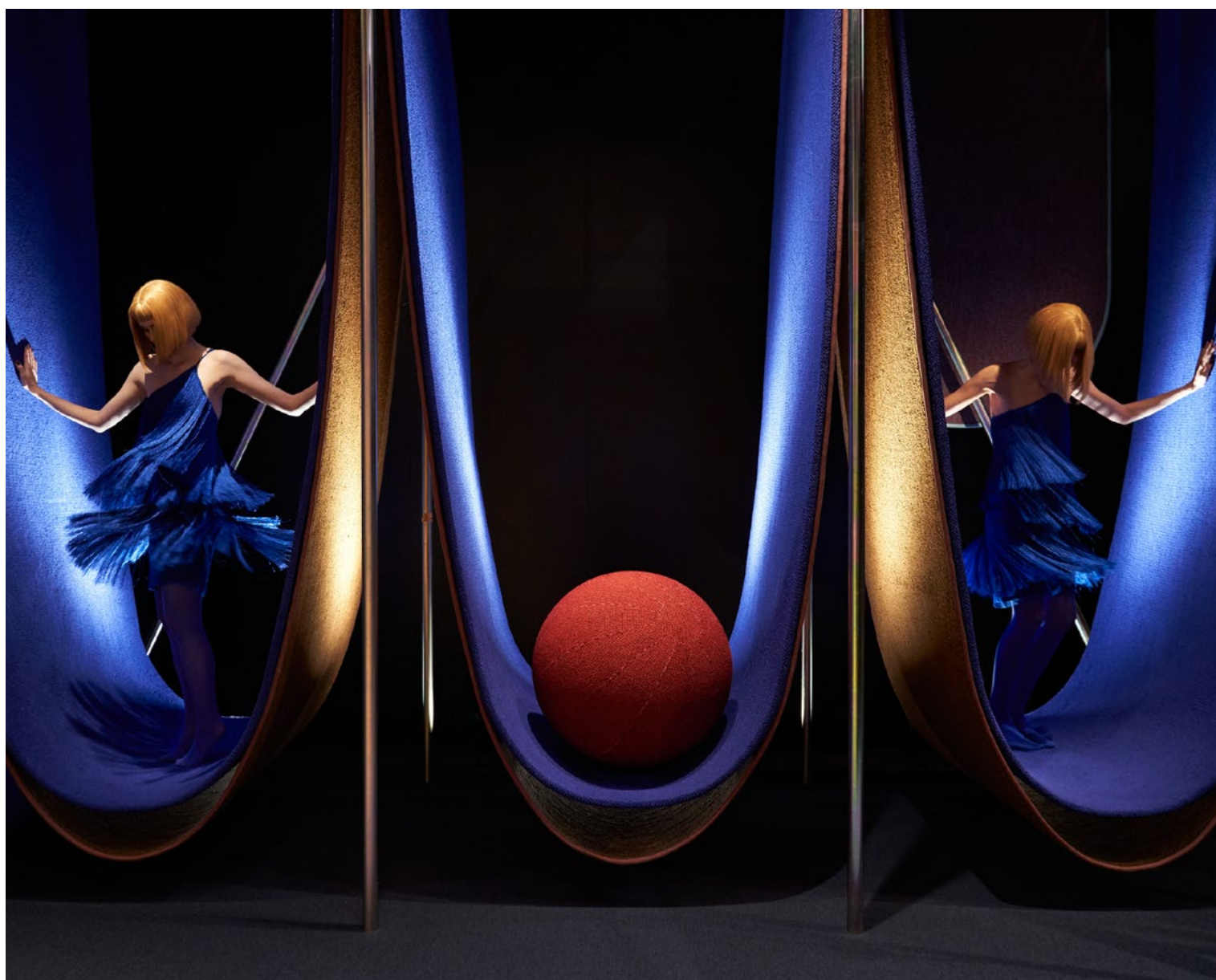


IPPOLITO  
FLEITZ  
GROUP  
identity architects

Press information

# **OBJECT CARPET** × Ippolito Fleitz Group

CARPET COLLECTION 2020



# OBJECT CARPET × Ippolito Fleitz Group

Product Design

## CARPET AS A TOTAL WORK OF ART: OBJECT CARPET × IPPOLITO FLEITZ GROUP

**IMPORTANT NOTE: PLEASE DO NOT PUBLISH THE FOLLOWING INFORMATION BEFORE 01 SEP 2020!**

### Stuttgart, August 4, 2020

*The right carpet has the power to open up a whole new world. With its release scheduled for September 01, 2020, the new carpet collection and matching communication concept by Ippolito Fleitz Group and OBJECT CARPET provides living proof of that. Through a profound knowledge of space, brand and product, the Identity Architects managed to expand their concentrated expertise all the way into the specific applications of users. Over a period of three years, the IGF-Team of product designers, interior architects and material experts has been meticulously working on 8 products in 111 colour shades. Hidden beneath catchy names like MEET × BEAT or SKILL × CHILL, the collection of carpets not only provides answers to the changes in modern working environments, but also works perfectly in gastronomic and private spaces.*

*The same versatile approach can be felt throughout the campaign. Internationally acclaimed photographer Monica Menez created a short film centred around a room installation composed of the collection products. In addition, the artiste was also responsible for an award-worthy photo series.*

In 2020, a carpet is expected to do a lot more than just lying around. Because whether you will feel like a team player on the job or a lone wolf roaming the office hallways, like someone who is annoyed by the co-workers' clicking heels or someone not even bothered by their phone calls "in many cases is more closely related to the right choice of carpet than it is to your boss", says Tilla Goldberg of Ippolito Fleitz Group. According to the Head of Product Design, an engagement with the subtle power of floor materials has become a pivotal design debate. Just like an engagement with the change of the spirit of the times is central to a functional product. How, for instance, does New Work redefine spaces? Why are hotel concepts evolving so rapidly into temporary living? Does this affect the concept of living itself? And how does flooring support the shopping and brand experience in the retail market?

Many of these questions are now answered by the 8 products in 111 colour shades designed by Ippolito Fleitz Group and carpet manufacturer OBJECT CARPET. Through expert knowledge of rooms and spaces, a deep understanding of branding and, of course, product design itself, the Identity Architects have incorporated all their areas of expertise into this project. On top of that, IFG operates an in-house material laboratory that played a major role in the three-year development. Applied materials like Econyl-thread – which has been awarded the Blue Angel seal for its high ratio of recyclables – high-

light the importance of both design and sustainability. All carpets are washed, designed to bind fine particles and free from pollutants and emissions. Moreover, the entire line of products can be freely combined with each other – from SKILL × CHILL through FLOW × GLOW to CRAZE × CHASE. As a result, other designers will now have access to a collection that sparks a whole new desire for textiles and enables them to decorate a plethora of different spaces in a truly playful manner. The matching communication concept proves to be as innovative as the products themselves. A short film that feels more like a great music clip at first view makes the magic touch of carpets come alive. Here, textiles meander through a vast space, float to the ceiling, turn into walls or even a swing. In between all of this, clone models take bites off a hand-sewn cheeseburger made from textile fragments and robot vacuums conquer the world. Fittingly titled "Escapade", the film was created by internationally acclaimed fashion photographer Monica Menez who was also responsible for the carefully composed product shots. In addition, a 360° virtual tour of the room installation conceived by the Identity Architects will be available online.

[www.object-carpet.com/ocxifg](http://www.object-carpet.com/ocxifg)

**The Total Work of Art Launches 01 September 2020**

*Click here for a preview of "[Escapade](#)"*

# OBJECT CARPET × Ippolito Fleitz Group

Product Design

## Client

OBJECT CARPET GmbH

## Location

Stuttgart, Germany

## Year

2020

## Team Ippolito Fleitz

Tilla Goldberg

Axel Knapp

Georg Kast

Anna Theodossiadou

Verena Schiffel

Olha Martsynovsky

Ismaël Sanou

Jörg Skalecki

## Team Object Carpet

Daniel Butz (Geschäftsführer)

Lars Engelke (Geschäftsführer)

Christina Giebing (Produktentwicklung)

Birgitt Winkler (Leiterin Produktentwicklung)

Martin Böhringer (Marketing Director)

## Photography

Monica Menez

## About Ippolito Fleitz Group

The Identity Architects of Ippolito Fleitz Group have set on a journey to push boundaries – with interiors, architecture, product and communication design, but, above all with a great passion for solutions that combine strategic expertise and emotional intelligence in order to create lasting values.

Working hand in hand across multiple disciplines, the 100 minds and hearts of IFG transform projects into unique works of art – from government residence to room divider. Despite the great variety of tasks, the consistent goal is to create touching places. Whether in the studio in Stuttgart, Berlin or Shanghai – the Identity Architects put the people at the heart of their work. An approach appreciated by customers around the globe.

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**Any questions or feedback?  
Please contact Nathalie Prospero**

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Photo © Monica Menez

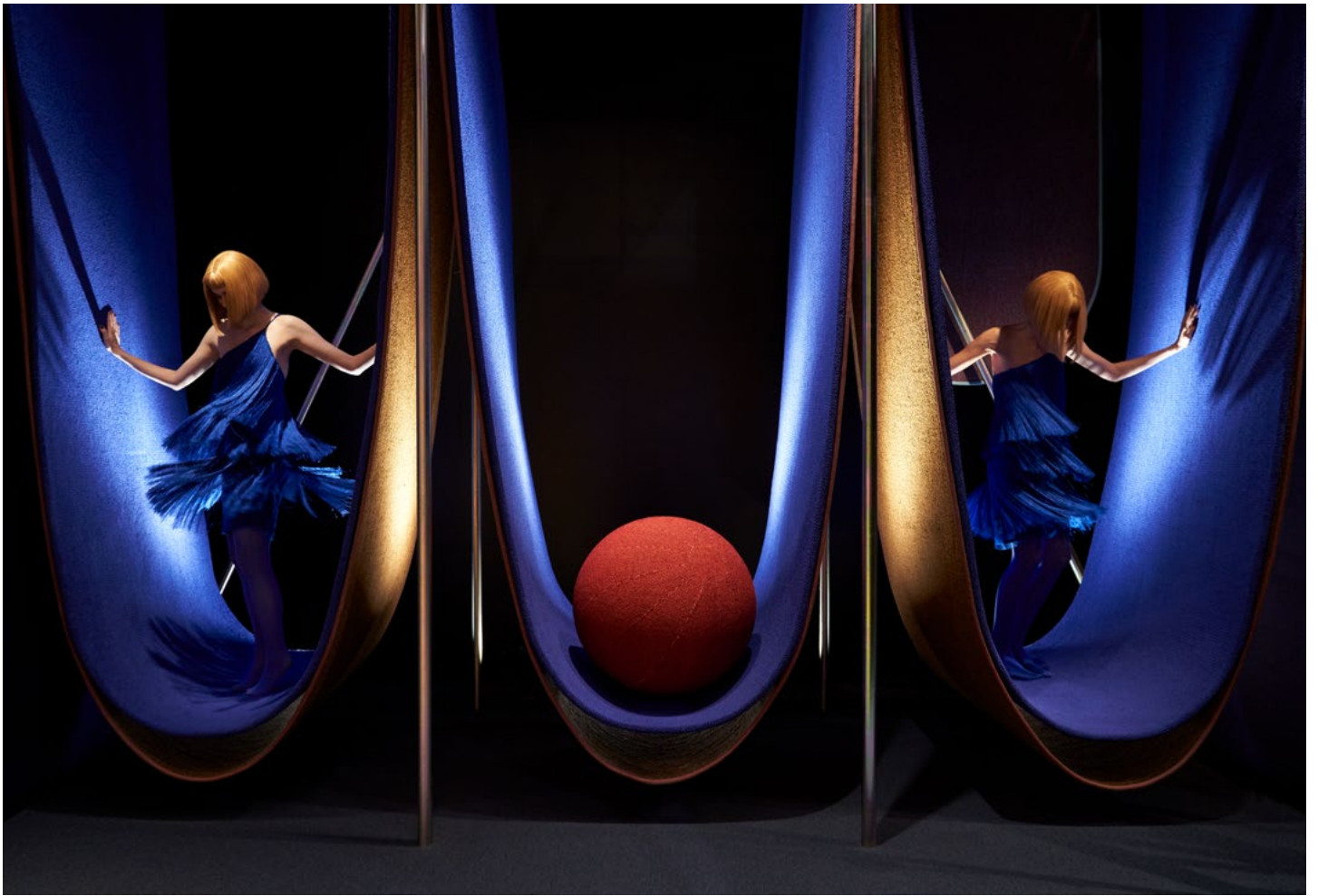
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p1253\_OBJECT CARPET×IFG\_installation\_Menez\_01.jpg

Photo © Monica Menez

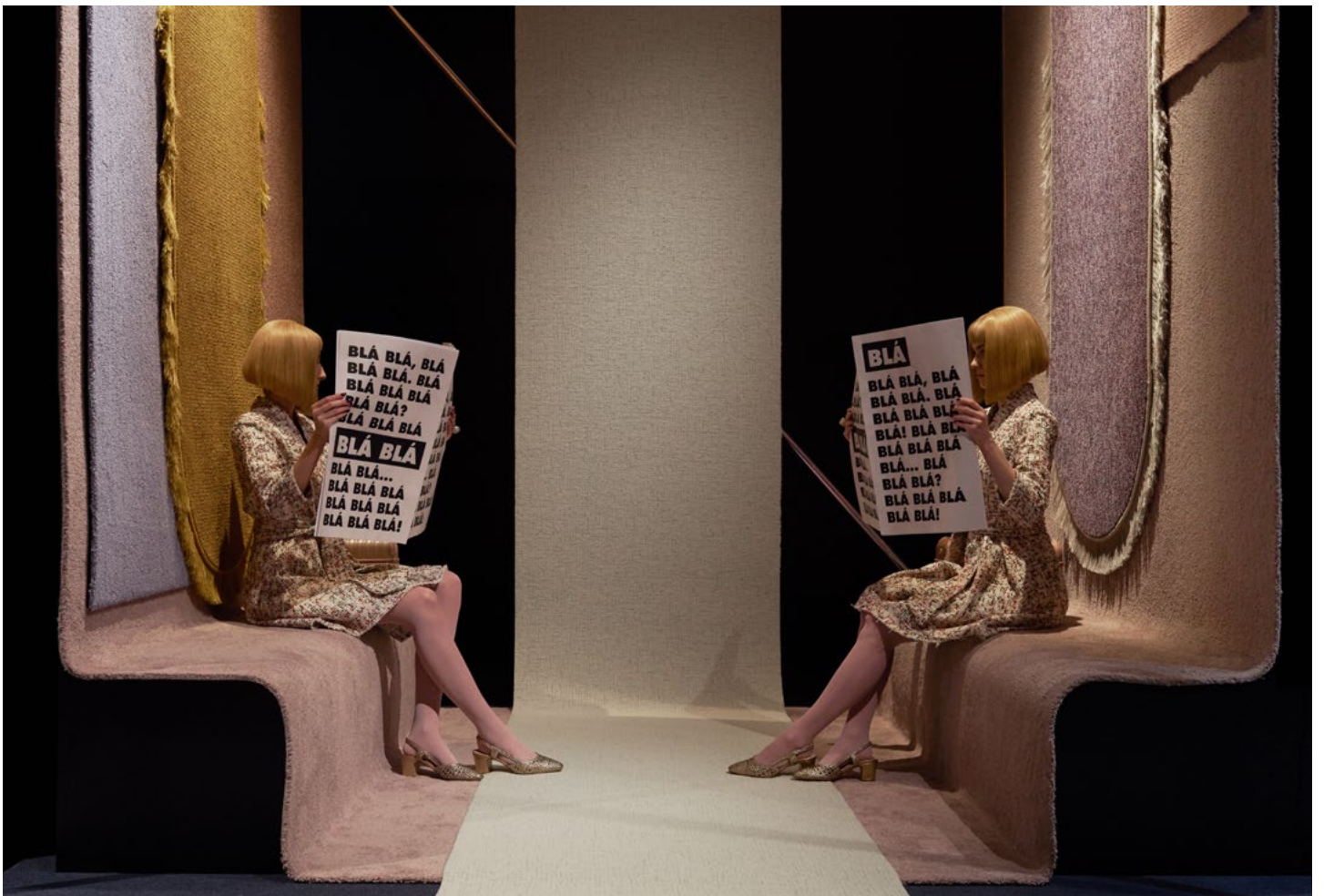
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Photo © Monica Menez

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Photo © Monica Menez

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Photo © Monica Menez

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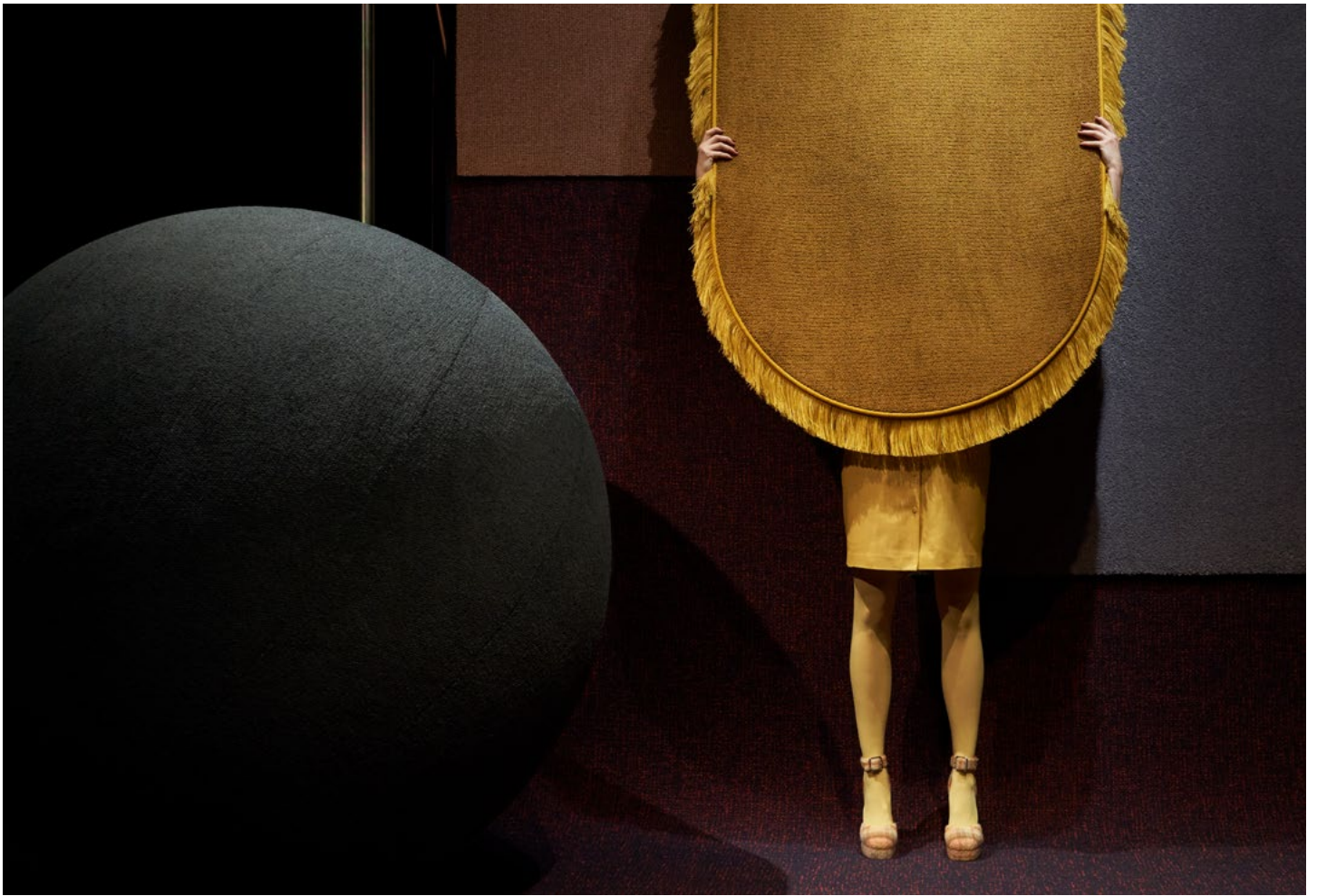


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Photo © Monica Menez

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Photo © Monica Menez

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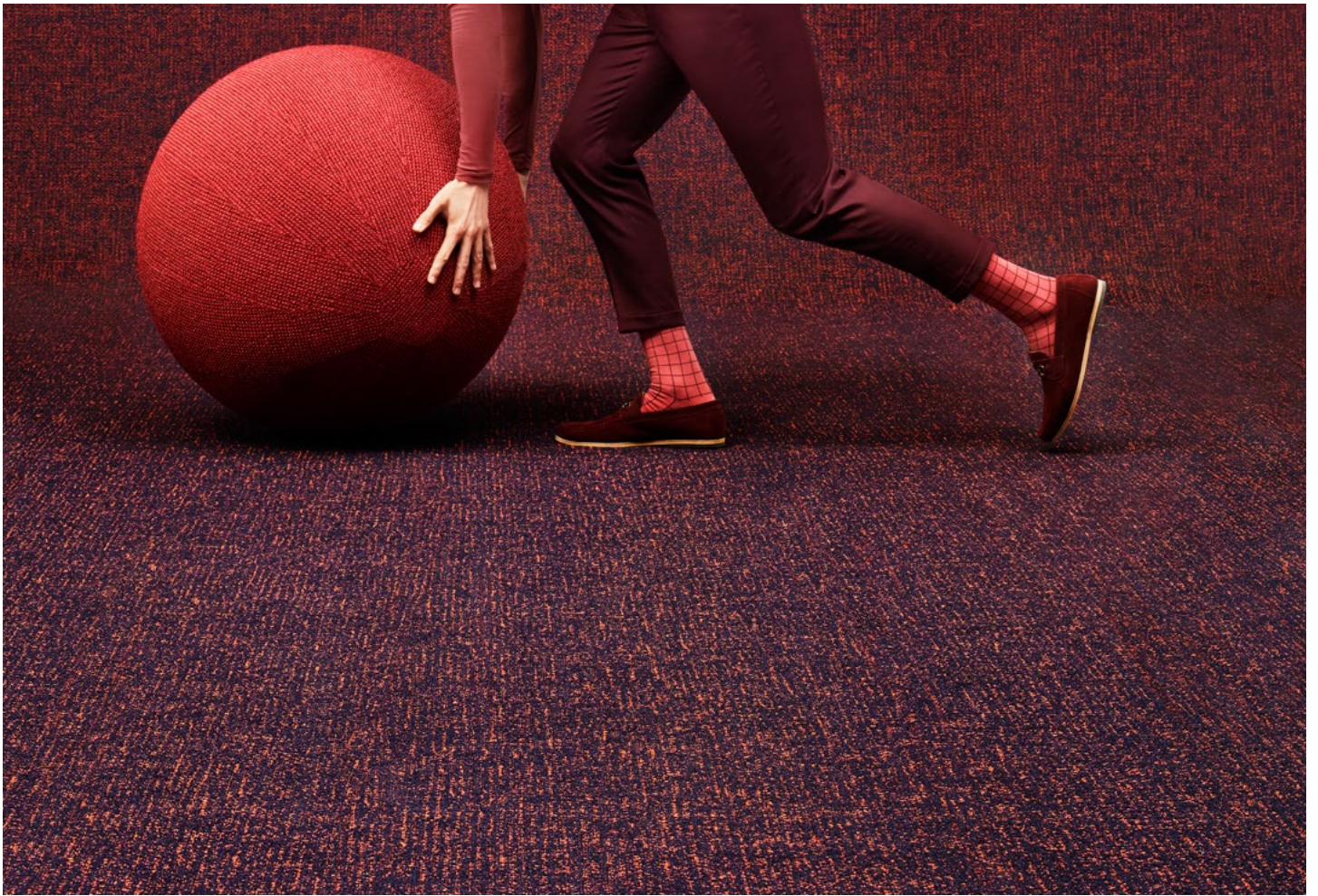


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Photo © Monica Menez

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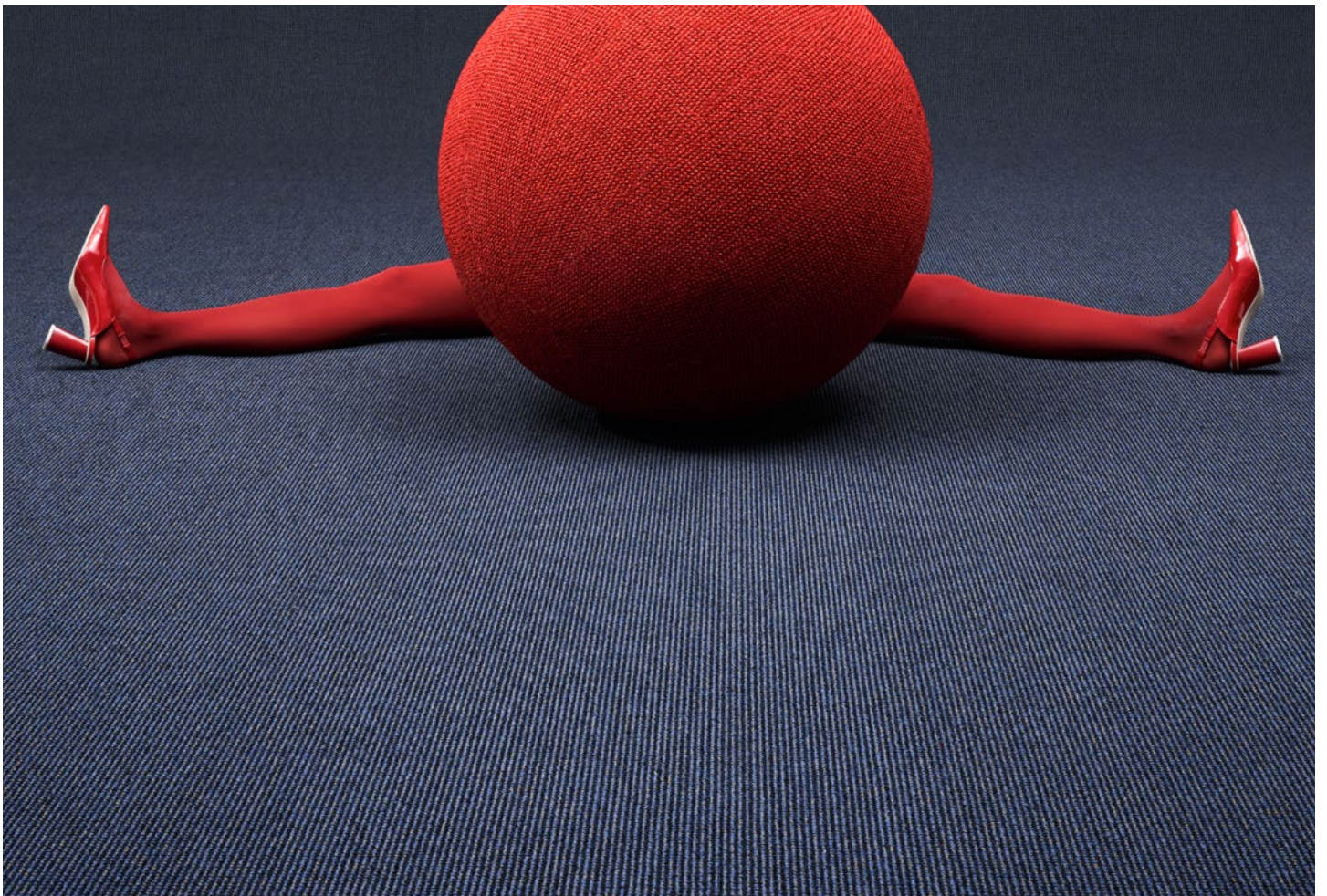




p1253\_OBJECT CARPET×IFG\_collection\_move\_x\_groove\_Menez\_4156.jpg

Photo © Monica Menez

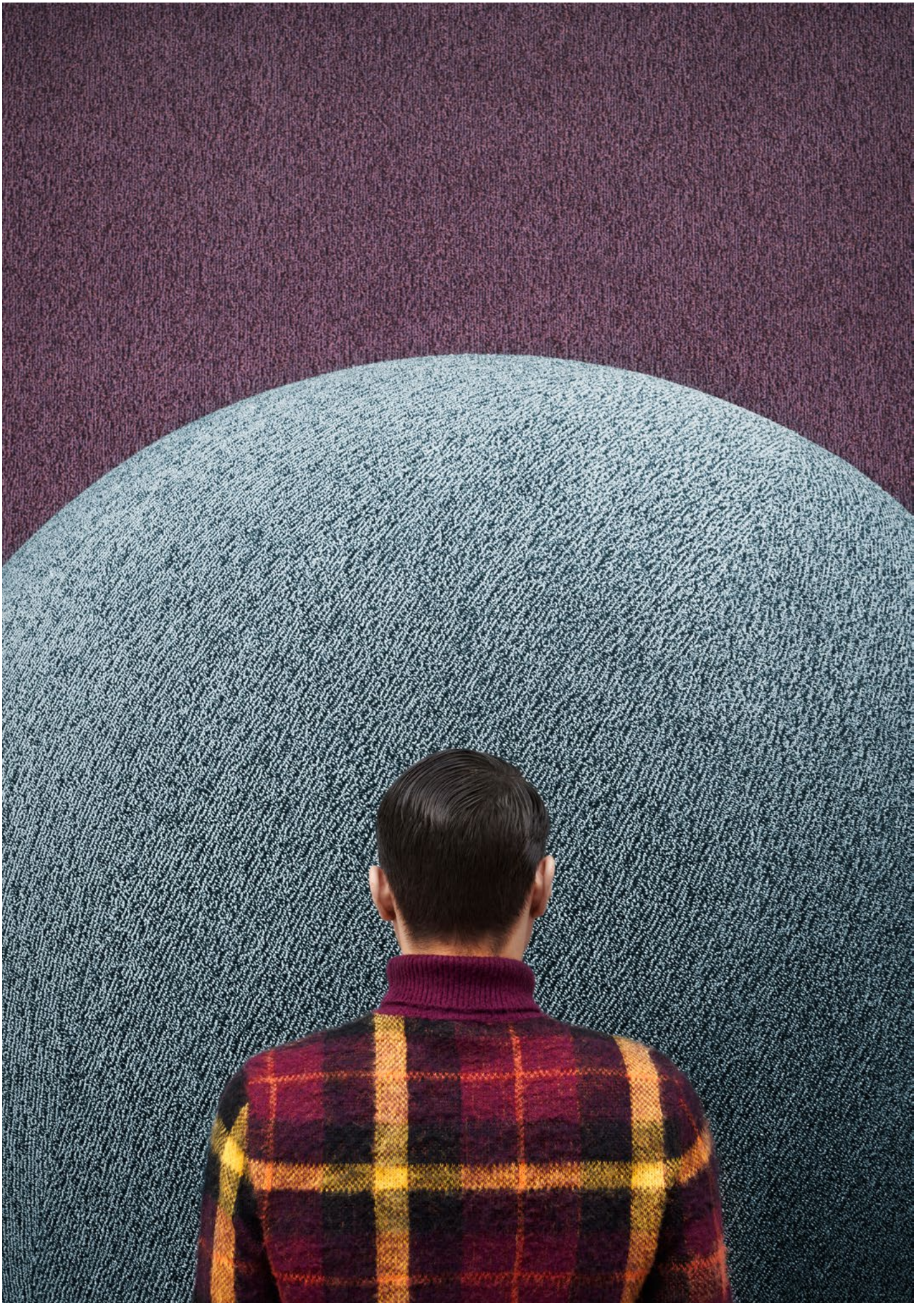
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p1253\_OBJECT CARPET×IFG\_collection\_flow\_x\_glow\_Menez\_3557.jpg

Photo © Monica Menez

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p1253\_OBJECT CARPET×IFG\_Designerportrait\_Menez\_2022.jpg

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p1253\_OBJECT CARPET×IFG\_collection\_Menez.jpg

Photo © Monica Menez

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# OBJECT CARPET × Ippolito Fleitz Group

## The Collection

### SKILL × CHILL

The product features a discreet look – impresses with a subtly shining structure and depth of colour.

SKILL × CHILL is available in 14 colour shades

### MEAT × BEAT

The product features a discreet look – impresses with a subtly shining structure and depth of colour.

SKILL × CHILL is available in 14 colour shades

### MOVE × GROOVE

The product fills the room with an endless glimmer – accessible, multi-faceted, appealing from a distance or up close.

MOVE × GROOVE is available in 19 colour shades

### FLOW × GLOW

The product fills the room with an endless glimmer – accessible, multi-faceted, appealing from a distance or up close.

MOVE × GROOVE is available in 19 colour shades

### DEAL × FEEL

The product made of fine terry radiates a wealth of ideas and confidence – both matte and smooth with a strong blend-effect.

DEAL × FEEL is available in 13 colour shades

### HIGHS × SIGHS

The product offers a noticeably high density – carries a sense of quality and comfort with warm elegance.

HIGHS × SIGHS is available in 10 colour shades

### CRAZE × CHASE

The product expresses a dynamic and unconventional liveliness – contrasted by a highly-reliable and steady character.

CRAZE × CHASE is available in 10 colour shades

### WALK × TALK

The product reveals an elegant understatement – offers a minimalist and finely blended aesthetic.

WALK × TALK is available in 19 colour shades

