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## OBJECT CARPET and UNStudio: a new life for old carpets with the “Future Perfect” project

“Future Perfect,” a collaborative project by **OBJECT CARPET** and renowned partners, such as the architecture and design firm UNStudio, the Foundation Fashion Research Italy, the design academy YAC and well-known design companies like KVADRAT, is entering its second phase after *Fuori Salone*: at Dutch Design Week 2022, visitors were able to get a first-hand experience of what can emerge when different materials and fabrics, such as worn carpets, are not discarded but creatively upcycled to give them a new life.

### **The idea: to craft something new, maximizing creative potential yet still preserving value**

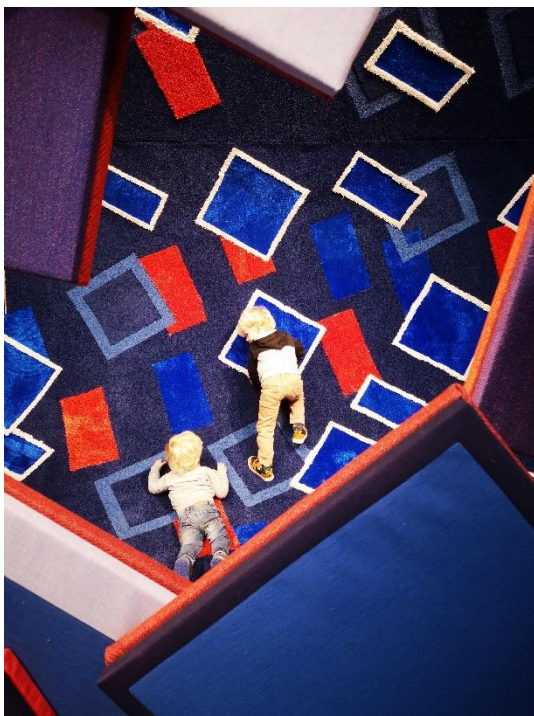
“Future Perfect” aims to create a design collection of (extra)ordinary objects while utilizing the qualitative, ethical and aesthetic values of disused items. Instead of just recycling by-products and production remnants, they are recombined, altered and integrated into a completely new design that respectfully takes the material source into account.

## A new awareness of possibilities offered by the circular economy

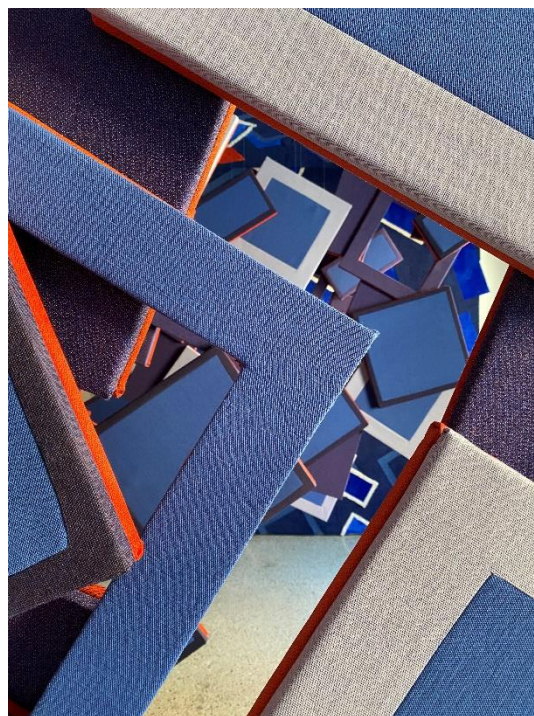
Visitors at Dutch Design Week took part in an emotionally engaging experience: they were invited to enter a new world in which perception and experience change with every step. The layers of the original two-dimensional, hand-painted textile pattern from the F.FRI (Fashion Research Italy Foundation) were translated into a three-dimensional experience. The exhibition showcased an unconventional use of materials and drew the visitors' attention to the origins of the objects around them. This was an inspiring way to create awareness of the possibilities offered by the recycling economy.

## New strategies for a sustainable future

**OBJECT CARPET** has always combined an environmentally conscious corporate philosophy with the highest design standards. With "Future Perfect" and the collaboration with UNStudio, the carpet specialist proves once again that sustainability and carpet design can go together exceptionally well. In line with its vision of systematically lowering its own ecological footprint, the company is always pleased to explore new and unconventional paths with its cooperative partners.



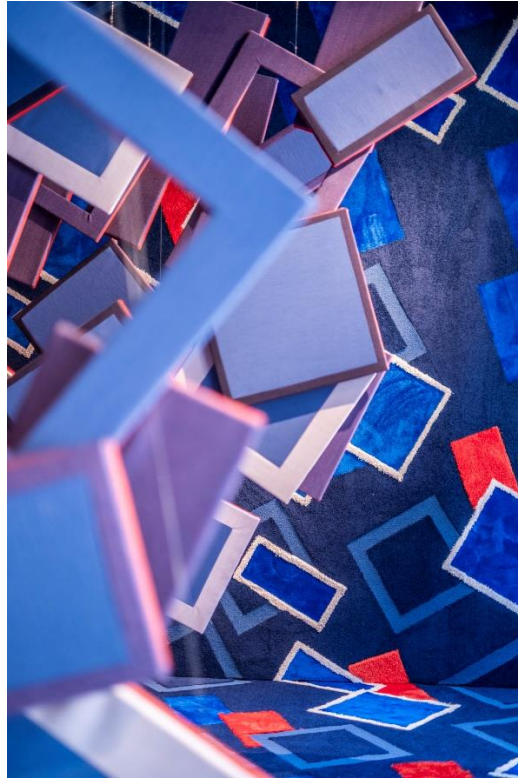
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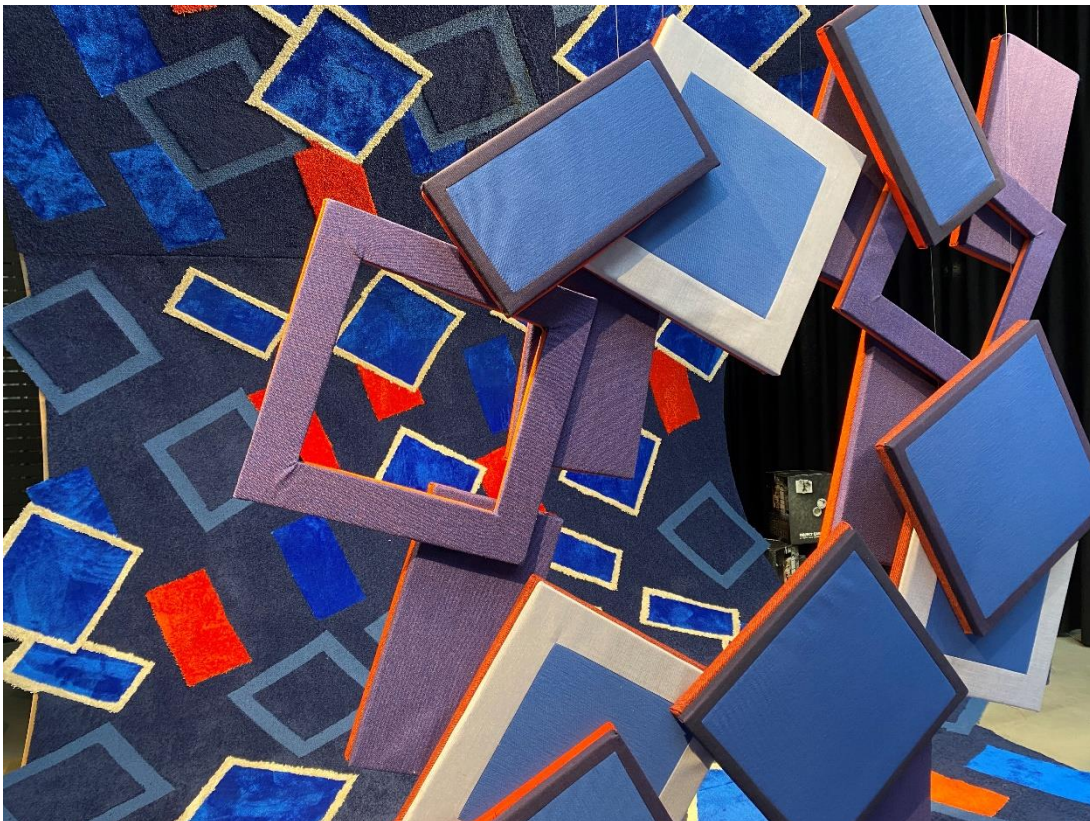
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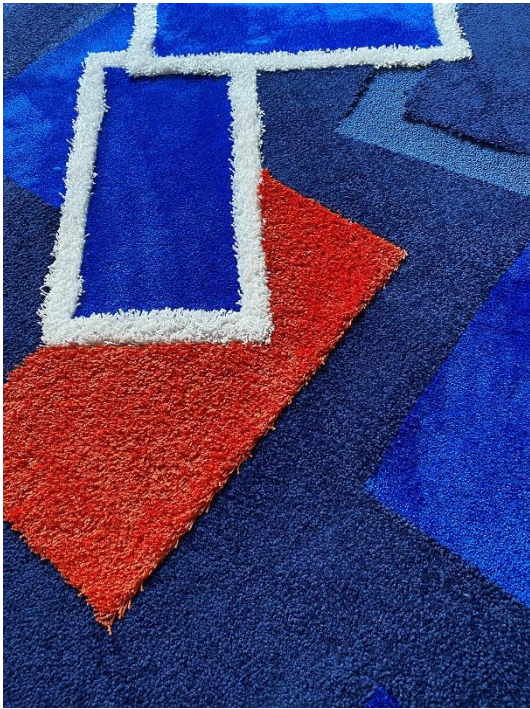
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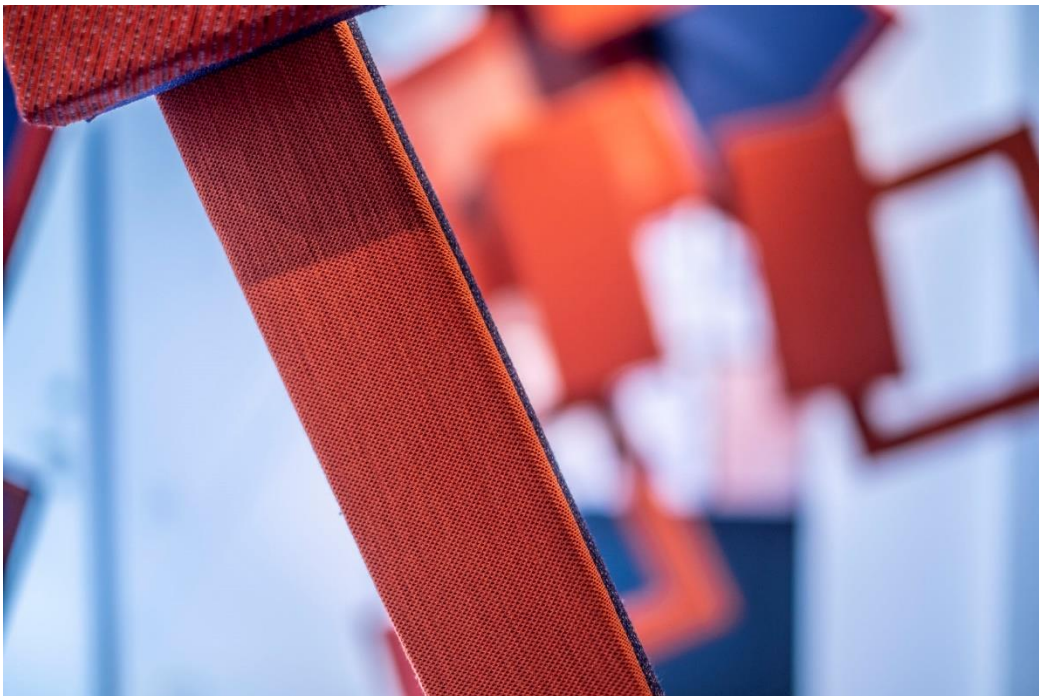
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## About OBJECT CARPET

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 custom-cut 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. Making carpets from recycled materials and giving them the chance of a second lifecycle is second nature for **OBJECT CARPET**. **OBJECT CARPET** works tirelessly on sustainable solutions in order to shrink its own environmental footprint. With success: **OBJECT CARPET** is currently presenting the first circular carpet, once again asserting its position as a pioneer in the industry. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET** products 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."

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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