

MARMOLEUM® piano

by Inge Van Gheel



PRESS RELEASE

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Colours with a human touch

When colours give a feeling of humanity: 'Marmoleum® Piano by Inge Van Gheel'

'Not-black', 'not-white' and 'not-pink': that's how the young Belgian designer, Inge Van Gheel, has named the three dynamic shades she has created for Forbo Flooring. 'Marmoleum® Piano by Inge Van Gheel' has been inspired by the richness of nature and the different cultures present throughout the world. This contemporary version of Linoleum will be presented during the show Interieur o6 in Courtrai.

In the collection 'Marmoleum® Piano by Inge Van Gheel', colours play a key role. It is more than obvious if you consider the names given to the different shades: 'not-black', 'not-white' and 'not-pink'. As Inge Van Gheel explains it, « these three colours directly refer to the different cultures you can meet throughout the world. 'Not-black' and 'not-pink' are a way to point out the distinction we always make between a dark and a light skin, as if we were totally white or totally dark. We know that it is never the case, just as Marmoleum® flooring is never completely white or black. If you look at a baby a few hours after its birth, you will see that it is neither black, nor white. Its complexion has a lovely pink shade. In the beginning of our life, we are all identically 'Not-pink'».

All the different and strong shades, including pink, which gives a daring and innovative touch, can be nicely combined. You can also easily mix them with the existing colours of the collection Marmoleum® Global 2.

Nature has been a key aspect in Inge Van Gheel's creation. Not only as a philosophical statement, but also if we consider the raw materials from which linoleum is made: « I have been directly seduced by this 100% natural flooring. We should never forget that the choice of the perfect flooring is a key aspect in the creation of a room's design. I usually work on three-dimensional projects. So this two-dimensional task was for me a very nice and challenging experience. »

Inge Van Gheel (born in 1976 in Wilrijk, Belgium) has studied abroad, where she has also started a very promising career. After a degree in Interior Architecture at the HONIM school (Brussels), she has followed a one-year photography course in London. Among her achievements, we can also mention a 'Bachelor' in Design (Bournemouth, UK), a 'Masters' in Design (Göteborg, Sweden), as well as a Student Design Award, which has allowed her to be appointed by Ikea as a product designer. After a few years abroad, she now works in Belgium as a free-lance designer. The 'Inge Van Gheel Design Studio' is located in Leuven.

**Forbo Flooring - Interieur o6
13-22 october • Expo Kortrijk • Stand 340**

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Linoleum, pure nature

Many generations have already experienced the nice feeling of growing up with the linoleum by Forbo Flooring under the feet. Made of strong raw materials, they are now considered as modern and long-lasting (you can keep them up to 40 years) flooring solutions, available in designs, which suit all kinds of architectural styles. This product, which was invented 150 years ago in Scotland by Frederick Walton, is entirely made from natural raw materials: linseed oil, resin, wood flour, cork, limestone and jute.

Forbo Flooring, the world leader for flooring solutions

Forbo Flooring is now considered as the number one company for the development, production and retail of flooring solutions. 25 people work for the retail structure of Forbo Flooring Belux, which is located in Groot-Bijgaarden (Belgium) and which belongs to Forbo, the Swiss group, quoted on the stock exchange. Apart from linoleum, its large product range also includes vinyl floors, coving, welding rods, materials for installation, cleaning and maintenance products. With more than 60% of market share, Forbo Flooring is the world market leader for linoleum products.

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