

DIE ZUKUNFT UNTER UNS

Uzin Utz AG
Dieselstraße 3, D-89079 Ulm
www.uzin-utz.de

Projekt „Die Zukunft unter uns“
Katja Kretschmar
Telefon +49 731 40 97 471
Fax + 49 731 40 97 45 471
die-zukunft-unter-uns@uzin-utz.com
www.die-zukunft-unter-uns.de

Exhibition on the Future of Flooring

The Concepts

Ulm, 30th August 2011 – The aim of the project “The future at your feet“ is to rethink the concept of flooring as a whole and to throw conventional ways of thinking and approaches overboard. The exhibition visualises the time- and exploratory journey on the subject of flooring. Six development teams have pursued the origins of flooring, taken a look at the present and undertaken great strides into the future. The result is insights into the future of flooring, visions, which open up completely new functional and design-related perspectives.

“The future of the floor consists mainly of nothing.“ The controversial thesis provided by the team at the Berlin University of the Arts (Universität der Künste, UdK), Berlin led by Professor Dr.-Ing. Christoph Gengnagel takes a low-tech approach: less material, less energy, more performance. Inspired by the principle of vacuum, from the pop up tent technique and from forest ground, they have developed a mobile floor, which is sustainable, needs little space and weight. The flexible, ultra-light construction consists of linear and elastic deformable stems – stiffened and stabilised under pressure – in combination mobile ropes and membranes. The analogy here is skin with tendons and bones. This allows the floor to be formed according to conditions, adapt to the environment and be transported at will. The mobile floor can be used for outdoor activities, temporary architecture or mezzanines.

Chris Lefteri, the designer and expert on materials from London, created two visions of the floor of the future at the same time. The first one, “Breakable“, is a unique idea, designed to sensitise our perceptions. His motto is: **“The floor of the future shows our movements.“** The idea behind this being, that we leave tracks behind every single step.

These tracks can be made visible with the aid of a specialised selection of materials and can even create patterns. Just like an old parquet floor, which tells its story after being used for many years, this floor of the future also tells stories, our aesthetic story. With use various patterns will be made visible and the floor becomes decorative. The wear and tear and ruptures are considered from the very beginning. The floor is to be available in various rupture-patterned designs.

In Lefteri's second vision "Superminimal", the floor becomes minimalist but still fulfils the demands of static and optic. He states: "**The floor of the future is construction and surface at the same time.**" The concept is based on a principle that has never been used in architecture as yet – to generate flooring with as little material as possible. The technique behind this concept is five times stronger than steel and goes by the name of vectran. High-strength fibrous tissues are stretched and interwoven to the bearing capacity needed, similar to the stretching used on a tennis racket. The load bearing structure here determines the texture of the floor and also its optics. Function and aesthetics are unified. The floor adapts to the individual requirements of the static conditions at hand and changes its look accordingly. A fascinating idea based on materials.

Jasna Stefanovic from Toronto, Canada, has been working as a set designer for almost 20 years. She considers the floor to be far more than what we feel beneath our feet. Inspired by the findings of the physicist and electrical engineer Nikola Tesla, she sees the floor as a medium; a provider of energy: Her vision is "**The floor of the future gives us access to electric energy.**" The floor itself supplies us with the electricity we need on a daily basis whenever we need it. Light and heat can be called up when required or automatically without the use of any cables or batteries. Her concept "Unplugged" is reminiscent of the analogy of a cordless phone a common feature nowadays.

The designer duo Andrea Großfuss and Olaf Kießling from the product design agency Sternform in Ulm, see the floor of the future as allowing the user to experience body and soul more clearly. Their vision: "**The floor of the future keeps us healthy.**" The floor of the future is not "merely" to walk on; it trains or relaxes us with every step. It will support, swing, tingle and even produce light and sound. Different materials stimulate all our senses. Their ideal: a floor surface for an apartment which adapts to individual desires via the use of individually programmed floor elements therefore creating an all-round feel-good atmosphere, for example the feeling of a sandy beach for the bathroom, soft forest floor, energising pebbles or relaxing moss for the hallway or balcony. The project name is the program "Change".

“The floor of the future is unfathomable.” Matthias Rick and his team from Raumlabor Berlin deal with public space in all its different dimensions. They have called their concept on the floor of the future “Map of Ground“ or “Mappa Mundi“ – spanning the whole world – and they have not even wanted to begin to comprehend everything. Instead they reflect on what is past, analyse the present and create a vision of the future which generates questions and provides thought provoking impulses on the lives of people in the future. Important aspects of their approach include the consistency of the floor, a biomass analysis supplies further findings here, and its significance as a memory of history.

Frank Wittkowski, Hanspeter Bressa, Thomas Schneider and the floor stylist Jeanet Hönig from the Uzin Utz team examine how the floor, with which we are continually in contact and which is omnipresent for everyone, can support us in everyday life. Which techniques are there and how can they be realised? Their vision: **“The floor of the future serves individual human requirements.”** The floor recognises what would do us good at any given time and adapts our surroundings to us – individual and completely by itself. Possibilities include room temperature, softness or vibrations. A philosophy that can be realised for a floor, which will serve us?

About the Uzin Utz AG

Uzin Utz AG, headquartered in Ulm, employs approx. 900 and has a group turnover of 184 million Euros making it leader in developing and manufacturing special chemicals and equipment for installing floors. The chemical product systems for fitting floor coverings of all types through to finishing surfaces as well as floor processing machines, are designed and manufactured by the group companies and sold under the internationally successful brands Uzin, Wolff, Pallmann, Arturo, codex and RZ. As system partner of the craftsmanship sector, Uzin Utz has professionally customers and installers in all areas of floor laying for 100 years. www.uzin-utz.de

Service for editors

We are happy to provide contact to the creative teams involved in this project.

Contact

Uzin Utz AG Corporate Communication | Katja Kretzschmar

Phone +49 (0)731 4097-471 | Fax +49 (0)731 4097-45471

Email pr@uzin-utz.com