

DIE ZUKUNFT UNTER UNS

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

Projekt „Die Zukunft unter uns“
Katja Kretzschmar
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 development teams

Ulm, 30th August 2011 – “The future at your feet“ is the motto chosen to characterise the project initiated by the Uzin Utz AG. In celebration of their 100th birthday, the goal of the project is to find the floor of the future. Thought provoking experts from various specialist areas and industries have compiled their ideas; six development teams have succeeded in developing their own solutions for the flooring of the future. These surprising solutions will be presented from 29th August to 10th September 2011 in an exhibition in the Stadthaus Ulm.

The developers and their visions for the flooring concepts of tomorrow

Raumlabor Berlin, Büro für Architektur & Städtebau (architecture and urban development), www.raumlabor.net. Matthias Rick and his team unite contemporary art, architecture and urban planning. Working across industries, the interdisciplinary project teams deal with scenarios in public space; towns undergoing transformations and the boundary between public and private spheres. Examples of their work include transforming underground stops into opera houses and airport wasteland into urban meeting points. Their subject is space in all its possible dimensions. Their vision: “The floor of the future is unfathomable.“ An analysis of the past and a vision of the future, points of view, questions and thought-provoking impulses on life for people in the future.

Universität der Künste (UdK), Berlin, www.arch.udk-berlin.de (Berlin University of the Arts). Professor Dr.-Ing. Christoph Gengnagel is Vice-President at the UdK Berlin, Head of the Faculty of Architecture and Holder of the Chair for Constructive Design and Structural Engineering. He and his team Julien Nembrini and André Sternitzke, research assistants at the UdK, deal with art, architecture and design, development of space and mobile architecture. Their vision: “The floor of the future mainly consists of nothing.“ The team considers the flexible, simple and above all, light construction and choice of materials as all important. Their principle is an increase in performance.

Chris Lefteri is a designer and expert in materials from London, www.chrislefteri.com. Alongside his lectureship at the Central Saint Martins College of Art & Design, he runs a design agency, writes books and curates exhibitions such as “100% Materials“ for the London Fair “100% Design“. He considers materials to be the starting point of all creative ventures. His visions are, firstly, “The floor of the future shows our movements.“ We continually leave traces, which can be made visible with the aid of unusual materials. Secondly: “The floor of the future is both construction and surface.“ The floor becomes minimalistic but still fulfils the demands of statics and optics.

Jasna Stefanovic from Toronto, Canada, has been working as a set designer for almost 20 years, www.jasnastefanovic.com. She was nominated for the Prix Génie, the most renowned Canadian film prize for her work in the films “Cube“ and “Tideland“. A feeling for space and gravity play a significant role in her work. She considers the floor to be more than what we feel under our feet. Her vision: “The floor of the future is energetic.“ The set designer sees the floor as a medium, as a provider of energy.

Sternform, agency for product design, Ulm, www.sternform.de. The designer duo Andrea Großfuss and Olaf Kiessling design everyday products and accompany the whole process from design to manufacture and sales. Sustainability is an important aspect of their work. Their credo: Develop products, which are as pleasant as possible to deal with on a day to day basis. This also applies to the everyday object of flooring. Their vision: “The floor of the future keeps us healthy.“ All our senses are stimulated in a positive way, body and soul in particular.

Team Uzin Utz, Ulm, www.uzin-utz.de and www.jeanet-honig-design.com. The team consists of four people: Frank Wittkowski, the sales manager from industry, Hanspeter Bressa, responsible for international marketing and Thomas Schneider, responsible for international product management. Jeanet Hönig completes the circle as an independent floor stylist. She mainly deals with the individual design of floor surfaces and cooperates in many projects with the Uzin Utz AG. The team at Uzin Utz creates their own flooring worlds of the future completely detached from products and everyday pressures. Their vision: “The floor of the future serves individual human requirements“. Their work examines how the floor, with which we are always in contact, can support people completely by itself.

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 send you detailed interviews with the thinkers and practioners from the areas of art, design, architecture, culture, sport and science. We can also 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