

DIE ZUKUNFT UNTER UNS

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PRESS RELEASE

The future at your feet: Think tank for the floor of tomorrow

Ulm, Germany, 30th August 2011 – Each of us comes into contact with it, but we hardly take any notice of it: the floor is a natural part of our environment. It forms the basis of what we stand on, what we move around on, the foundations on which we build and live on. But what can the floor of the future still give us? What should it look like, feel like? Which materials can it be made of? From 29th August to 10th September 2011 surprising results on the subject of the floor of tomorrow can be seen in the exhibition "The future at your feet " in Stadthaus Ulm, Germany.

Physics Nobel Prize winners, futurologists, material experts, ballet dancers, barefoot runners, sociologists and interior decorators and even a cathedral architect have thought about the future potentials of flooring. A variety of creative ideas have come out of this. Ideas include floors which can light up when required, which can show us the way, send signals for danger or exchange dirty air for clean air. Floors that heal, which massage your feet, give warmth or that are simply practical because they can be rolled up, play music or act as retractable furniture.

Six creative teams present their journeys of discovery into the floor of the future

Six creative teams from the fields of design, art, architecture and film have taken up impulses and trends of the future and developed their own visions and definite models of the flooring concepts of tomorrow. Raumlabor and the Berlin University of the Arts (Universität der Künste) contribute their ideas on spatial development, art, architecture and design, the expert on materials Chris Lefteri from London works with all facets of design, the Canadian

set designer Jasna Stefanovic emphasises cinematic elements and the designer duo from Ulm, Sternform, comes from the area of classic product design. The pool of ideas generated from these individuals is tangible and can be seen, felt, heard and moved around on in the exhibition. From 29th August to 10th September 2011 all the exhibits will be shown at the Stadthaus in Ulm: a journey of discovery into the possible look and feel of the floor of tomorrow. In addition there is an accompanying programme with guided tours as well as a symposium on flooring and society.

Creating development potential for flooring

On the occasion of their 100th anniversary, the Uzin Utz AG from Ulm, manufacturer of special chemicals and equipment for installing floors, has directed the views of experts and practitioners as well as people from various disciplines in the direction of the floor. "This project and exhibition aims to inspire people into thinking about realising the full potential of flooring and making it fit for the future", explained the initiator Dr. H. Werner Utz. "And the results from the creative processes are just as diverse as flooring itself." The range of thought-provoking impulses acts as a motor of innovation for the whole field. More can be found at the website dedicated to the project www.die-zukunft-unter-uns.de.

Exhibition "The future below us"

Location: Stadthaus Ulm, Münsterplatz 50, 89073 Ulm, Germany

Duration: 29th August to 10th September 2011

Opening times: Monday to Saturday: 9 am to 6 pm, Thursday: 9 am to 8 pm,

Sunday: 11 am to 6 pm, entrance is free

Programme:

A guided tour with the development teams will take place on 30th August 2011 at 4 pm.

Further tours with the organisers will take place on 31st August and 7th September at 5 pm and on 3rd and 10th September at 2 pm.

On 8th September at 6 pm the organisers invite you to enjoy a tour through the exhibition ending in an open Symposium on Flooring and Society (begins at 7 pm) in the Stadthaus Ulm.

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.
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