



Press release – Vorwerk flooring

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AWARD-WINNING TRADE FAIR BOOTH CONCEPT AT BAU – VORWERK FLOORING WINS ICONIC AWARD 2019.

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Hameln, Germany, July 2019.

For the second consecutive time, Vorwerk flooring is delighted to be honoured with the ICONIC AWARD. The traditional German manufacturer has achieved first place this year in the category “Architecture” with the “ICONIC AWARDS 2019: Innovative Architecture – Winner”. This time, however, it was not for a product from the house of Vorwerk flooring – the award was for the trade fair booth concept with which the company was present at BAU 2019 at the start of the year.



The Vorwerk flooring trade fair booth at BAU 2019: the architectonic visualisation of the carpet manufacturer's new brand story.

EINZIGARTIGE BODENBELÄGE *seit 1883.*
UNIQUE FLOOR COVERINGS *since 1883.*

VORWERK FLOORING AT BAU 2019: IMPRESSIVE BOOTH CONCEPT WITH CONSISTENT BRAND MESSAGE.

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Designed using creative carpet installation patterns made of the new free-form tiles, the three massive aisles at the Vorwerk flooring trade fair booth symbolised the three product lines “ESSENTIAL Line”, “SUPERIOR Line” and “EXCLUSIVE Line”. Within the booth, the generous spaces invited visitors to see and feel the products, which were from the three Vorwerk style worlds “CLASSIC Design”, “NATURE Design” and “ART Design”. *“With our clear brand appearance at the BAU trade fair, we have proven that it is possible to market floor coverings in a contemporary way,”* said Florian Bausch, Head of Marketing and Development for Vorwerk flooring. *“The light and open booth concept this year invited interested fair visitors to come in and inspired each guest, making them crave more textile floor covering solutions,”* confirmed Martin Multhaupt, Head of Sales. The concept of the two-storey trade fair booth and its design was strongly based on the topic of “modularity” and offered many spaces for presenting the exceptional new products which the company was showcasing.



A bird's eye view of the Vorwerk flooring booth: the product counters on which the company presented its floor coverings.

ICONIC AWARDS 2019: INNOVATIVE ARCHITECTURE.

As one of the world's most significant centres of competence for design and architecture, the German Design Council is active at the interface between designers and the construction economy. Its award is an independent seal of quality at an international level for contemporary development and design achievements. With the ICONIC AWARDS: Innovative Architecture, the

German Design Council has been able to establish a neutral, global architecture and design competition which, for the first time, considers the interplay of the disciplines. Visionary buildings, innovative products and sustainable communication from all divisions of architecture, the construction and property branches are honoured, as well as the manufacturing industry. The focus is on the holistic staging and the interplay of the trades within the context of architecture.

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A jury of independent experts chooses the winners of the **ICONIC AWARDS: Innovative Architecture**. It is formed from representatives of the architecture, interior design, design and brand communication sectors.

The award will be handed over on 7 October at Pinakothek der Moderne in Munich, Germany.



**UNIQUE FLOOR COVERINGS SINCE 1883. MADE IN GERMANY.
MADE BY VORWERK.**

Vorwerk flooring and its products have stood for a unique mix of superior quality, sustainable innovations and global award-winning design since 1883. For more than 130 years, millions of satisfied customers have been enjoying products from this traditional German manufacturer in their homes and offices. At the same time, Vorwerk has continually redefined the limits of floor coverings to offer products whose style and quality never go out of fashion even after many years. Product development, production and quality assurance take place at headquarters in Hameln, Germany, and guarantee that the all-encompassing brand promise of “It’s a Vorwerk!” is kept thanks to perfect performance.

When millions of possibilities make millions of wishes possible.

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