



**Nordisk Film**



Nordisk Film is famous for shooting Denmark’s first silent movie in 1907, The Polar Bear Hunt. This marks the beginning of Nordisk Film, a cultural institution that today is the world’s oldest operating film company. The polar bear becomes the symbol of Nordisk Film. The distinctive buildings that house Nordisk Film date back to 1906, when they accommodated the production of early silent films, founded by the colorful and eccentric Ole Olsen. The history, creativity and the red buildings become part of his daily workplace - just as they were for employees in 1968 and still are today. The iconic buildings still stand as a visual link to the cinematic heritage. But when you step through the large electric gates and into the reception, a completely different first impression greets you: warmth, comfort and a calm atmosphere, created by Forbo Allura Flex flooring in a natural, wood-like design. . This durable LVT flooring is part of a 5,000 m<sup>2</sup> project carried out by Restart Gulve—a project where the film history of the past meets today’s need for durable, modern, and acoustically optimized solutions. In buildings where both creativity and concentration must coexist, the flooring plays a crucial role in both function and atmosphere. Søren Petersen, owner of Restart Gulve since 2007, explains the origin and execution of the project. The result speaks for itself as a story of how flooring has evolved over time—a story of how the demand for durable flooring with a homely feel has only grown. A floor that withstands wear, dampens sound, and offers a modern design that can endure the whispers of history. “Notice the unity. There are no welds, no visible joints. Allura ties the spaces together,” he says. Like a red thread in Nordisk Film’s story, Allura Flex runs through the many red buildings, paving the way for a pleasant atmosphere with a consistent narrative—from the reception with smiling receptionists, to the entrance of the main building, to the canteen, and even the staircases in open-plan offices and the small red huts still used as film sets. With its sound-dampening properties, Allura Flex delivers a thoroughly refined acoustic experience—something employees notice. These acoustic qualities support the working environment where both creative processes and film production require peace and focus. Craftsmanship with respect for history “We removed all the old

Flooring Contractor		Restart Gulve
Location	Denmark	
Photographer	Rasmus Dengsø	



Allura Flex 1.0  
Wood  
central oak



