

Universeum The Hub



The Universeum in Gothenburg, Sweden, is the largest science centre in Scandinavia. For the flooring of a new exhibition focusing on Digital Life' and Artificial Intelligence, the institution chose Flotex by Starck, a collection created in collaboration with the well-known French designer Philippe Starck. The flocked floor covering was preferred for its welcoming ambiance. The architect explained her choice of colour and texture: she wanted to start at the windows with bright colours and darken the floor covering gradually towards the centre of the room, in order to accentuate the daylight entering through the windows. Without knowing it, she was describing almost exactly the Twilight design of Flotex by Starck. With the new exhibition "The Hub" – Universeum would like to attract young people at the age of 12–17 towards technology. The exhibition host 1.500 visitors per day and is mostly a learning environment with teachers and pupils.

Project name	Universeum "The Hub"
Location	Korsvägen, Gothenburg
Interior Architect	Case Studios, Torunn Melander
Date of completion	2018
Installation by	Celanders in Gothenburg
Flooring Contractor	Celanders Golv

Used Products





