

## Younithy



In the shopping center of Zaandam, in the Netherlands, "hangout store" Younithy has been opened. A surprising retail concept with both a commercial and social purpose; it is a hotspot where you can shop, where events are held regularly and where you can talk and play football with friends. Founder Casper Brans came up with Younithy to help young people develop themselves through entrepreneurship. "We offer our target group an experience that gives them the feeling of being part of something. Hence also the accumulation of the words 'You' and 'Unity'. There is a Coral cleaning mat in the entrance to keep the room free of moisture and dirt. In the juicebar with a cozy seating area, the hairdresser and the tattoo shop, Allura Flex was chosen, laid in an irregular pattern of wood and concrete look. In the back, the hangout zone has been given a comfortable floor with Flotex textile planks and the indoor football cage is equipped with digitally printed Eternal. The colored areas, shapes and patterns were chosen by the Younithy entrepreneurs themselves. Casper and his team are happy with the result. "I wanted a floor that matched with the dynamics of the current youth culture, but that also appeals to adult customers. Forbo makes quality floors which are immediately recognized by everybody."

Project Name	Younithy
Location	Zaandam
Commissioned By	Casper Brans
Photography	Michael van Oosten

### Featured Flooring Products



Allura Flex Wood  
black rustic oak



Allura Wood  
light rustic oak



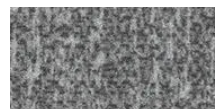
Allura Flex  
Material  
grigio concrete



Flotex Planks Lava  
Madeira



Flotex Planks Lava  
Pelee



Flotex Planks Lava  
Tambora



