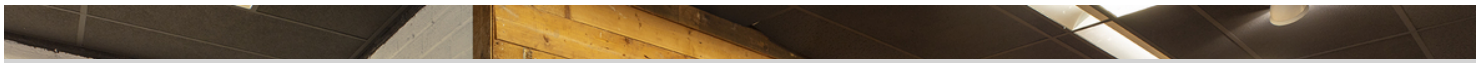
FLOORING SYSTEMS

creating better environments



Younithy



In the shopping center of Zaandam, "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 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 tiles 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 was matching with the dynamics of the current youth culture, but that also appeals to adult customers. Forbo makes quality floors which is immediately recognized by everybody. "

Nom du projet	Younithy
Lieu	Zaandam
Maitrise d'oeuvre	Casper Brans
Photographe	Michael van Oosten

Revêtements de sol utilisés



XX Allura Flex
Wood
black rustic oak



XX Allura Wood
light rustic oak



XX Allura Flex
Material
grigio concrete



Flotex Lava
Madeira

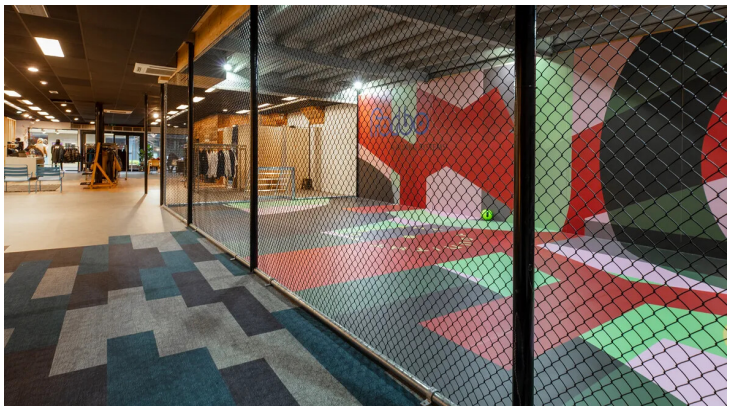


Flotex Lava
Pelee



Flotex Lava
Tambora





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