



Project:

Neoworks

Location:

London

Design:

HLW

Flooring Material:

Marmoleum Modular

Design Reference:

Marmoleum Modular Colour
Bleeckerstreet t3127, purple t3244,
summer pudding t3245, chartreuse
t3224 and pine forest t3255,
Marmoleum Modular Marble lava t3139
and serene grey t3146 and Marmoleum
Modular Shade satellite t3704



It's all gone a bit zigzag at Neoworks

The vibrant colours of Forbo Flooring Systems' Marmoleum Modular portfolio led the interior designers HLW, to specify the floor covering to distinguish different working areas within London-based company, Neoworks. By creating an array of bright colours in an elaborate zigzag design, HLW has managed to produce a sophisticated but lively office interior.

Leading the way in e-commerce, Neoworks has progressively expanded over the course of the last five years – out growing its previous offices. The company's new home at City Tower in London provides flexibility for continued growth whilst providing an opportunity to create an office environment that better reflects Neoworks' culture and brand.

Neoworks appointed the team at HLW to help transform their new space. Fleur Peck, Associate at HLW, commented: "Moving into a new working space gave Neoworks the perfect opportunity to provide a collaborative environment; that would support the way the company worked, reflect the company's brand and ethos, as well as provide a space that their staff members could be proud of. Part of this design process led to defining space types specific to different types of activities. Using a variety of floor coverings to differentiate areas of high collaboration brought colour, vibrancy and definition to the key social areas on the floor. This assisted in eliminating the need to build physical walls to establish meeting space, and so helped to maintain the collaborative approach Neoworks required."

Thanks to the ease of installation, its sustainability characteristics and most importantly the vivacity of colours, the HLW design team specified Forbo's Marmoleum Modular in a variety of colours including its pillar box red Bleeckerstreet, Summer Pudding vineyard purple and Chartreuse, a bright grassy green.

Fleur continued: "The pattern and bright colours have provided a real focus and strength to these areas. Neoworks' approach to a healthy and relaxed work place means that

these spaces are well used by the team for brainstorming and town halls, as well as more casual activities such as pool competitions, guitar playing and team challenges. The Marmoleum Modular flooring theme continues along the spine of the building with a more muted palette of greens applied to the touch down area at the opposite end of the office space."

Marmoleum Modular allows specifiers to easily combine and connect various shapes, sizes and colours of tiles to develop a completely new and exclusive flooring design – as demonstrated on the Neoworks project. The intriguing modular collection presents itself in four individual themes, enticing the designer to work with shade, colour, marble and lines. What's more, the collection is coated with Forbo's new Topshield2 finish, which not only allows the floor to be ready for use immediately after installation, but it makes cleaning an easier regime for end users – which ultimately helps to reduce maintenance costs.

Marmoleum Modular is also a wholly sustainable alternative to other modular design floors available in the market today, as it is made up of 88% natural raw materials, 76% rapidly renewable and 58% recycled content.

Fleur concluded: "We were keen to find a product which supported our aspiration for ease of installation, as well as a palette which brought energy and liveliness into the space. After being introduced to the modular tile formats from Forbo, we knew it would meet our objectives and allow the installation to be more streamlined – the flooring was laid and ready to walk on in under a week!"

"The overall flooring design could not have been achieved without Forbo's large colour palette. It has produced a truly dynamic design solution which has helped to produce a strong base for Neoworks new office to be centred around."



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