

MM#6

the modulyss magazine



FAIRS & EVENTS
Let's meet!
Save the dates.

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Be dazzled.
The Delight collection

MORE ON PAGE 8

INCL. 'DUSK' CENTREFOLD POSTER

Blaze
Dusk & Dawn
Gleam
Spark

modulyss®

Nice to meet you!

Hi there, we are modulyss

WE DESIGN, MANUFACTURE
AND SUPPLY UNIQUE
CARPET TILES FOR
THE INTERNATIONAL
COMMERCIAL MARKET.



**“ We’re always pushing towards
a mix of creativity, functionality,
performance and sustainability
throughout our products.**

Vanessa Van Overmeeren, Head of Product Development

25+
YEARS
OF EXPERIENCE

HQ
IN BELGIUM

8
years
modulyss

∞
design
possibilities

±250
employees in 2017



OUR COMPANY VALUES

- We build our business on need.
- We are proud of our approach to the environment.
- We are always in pursuit of excellence.
- We always deliver on our promises.
- We set trends and redefine expectations.

EVENT

Delight pre-launch in Bucharest

On the 31st of May 2018, we celebrated the **pre-launch of the Delight collection** at the Tapo Club in Romania in collaboration with our Romanian partners. Energetic live music and food & drinks galore made for an unforgettable evening. But the absolute showstopper was the dazzling light performance by Mindscape Studio! Take a look at all the pictures on Facebook to get an impression of the terrific night.

MAY 31, 2018 – BUCHAREST, ROMANIA



LIGHT PERFORMANCE BY MINDSCAPE STUDIO



DEBUTING @ CLERKENWELL DESIGN WEEK 2018

Clerkenwell Design Week is one of the biggest events for London-based architects, workplace designers and specifiers. We made our debut and treated the visitors to an exclusive preview of the Delight collection.

Attending CDW demonstrates that we are determined to grow in our status as one of the sector's brightest brands, with products that stand out in their design approach while offering great performance and value.

In case you missed us ... no worries! We've already booked our spot for the 2019 edition!



MAY 22-24, 2018 – LONDON, UK

NeoCon 2018

During our very first NeoCon edition, we revealed our **Blaze collection** at the Bentley showroom in Chicago. This minituft carpet tile collection, unique to the United States, was **nominated for the Best of NeoCon**.



Blaze was beautifully integrated into Bentley's new product series, The Drawing Room.



Both collections offer an edgy and trendy look, seeking to transform the office environment as we know it.

JUNE 11-13, 2018
CHICAGO, USA

Blaze at the Bentley showroom during NeoCon

Architect@work

Architect@work is a unique exhibition with uniform stands showcased in various cities around the world.

Our lush **Velvet&** collection was the muse of our conceptual stand design. In order to create a mesmerising 3D-effect, we played around with depths and small samples hanging from the ceiling by threads.



ARCHITECT MEETS INNOVATIONS

FAIRS & EVENTS CALENDAR 2018-2019

- **ORGATEC**
October 23-27, 2018
Cologne, Germany
- **ARCHITECT@WORK ISTANBUL**
November 23-24, 2018
Istanbul, Turkey
- **SIMI**
December 5-7, 2018
Paris, France
- **BAU**
January 14-19, 2019
Munich, Germany
- **STOCKHOLM FURNITURE FAIR**
February 5-9, 2019
Stockholm, Sweden
- **MATERIAL DISTRICT**
March 12-14, 2019
Rotterdam, The Netherlands
- **CLERKENWELL DESIGN WEEK**
May 21-23, 2019
London, UK
- **NEOCON**
June 10-12, 2019
Chicago, USA
- **ARCHITECT@WORK 2019**
Several editions worldwide

Stay tuned for more fairs and events on www.modulyss.com/events



ENTERTAIN, INSPIRE, ENGAGE

ArchiFlix

Together with our local distributor, Gibbon Group, we're proud Platinum sponsors of the **ArchiFlix Architecture & Design Film Festival in Australia**. The event is a mix of a curated selection of films, events and panel discussions about architecture and design. This year's edition is focused on the future of architecture and health & wellbeing in the workplace.

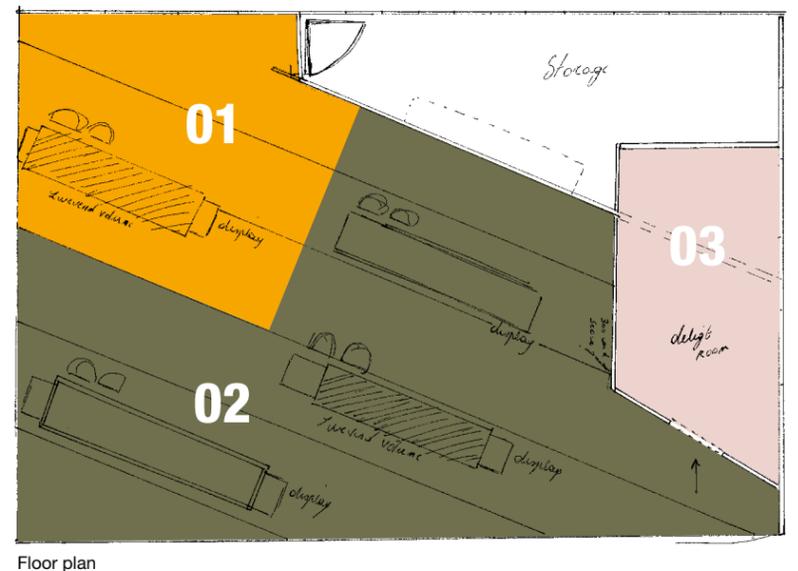
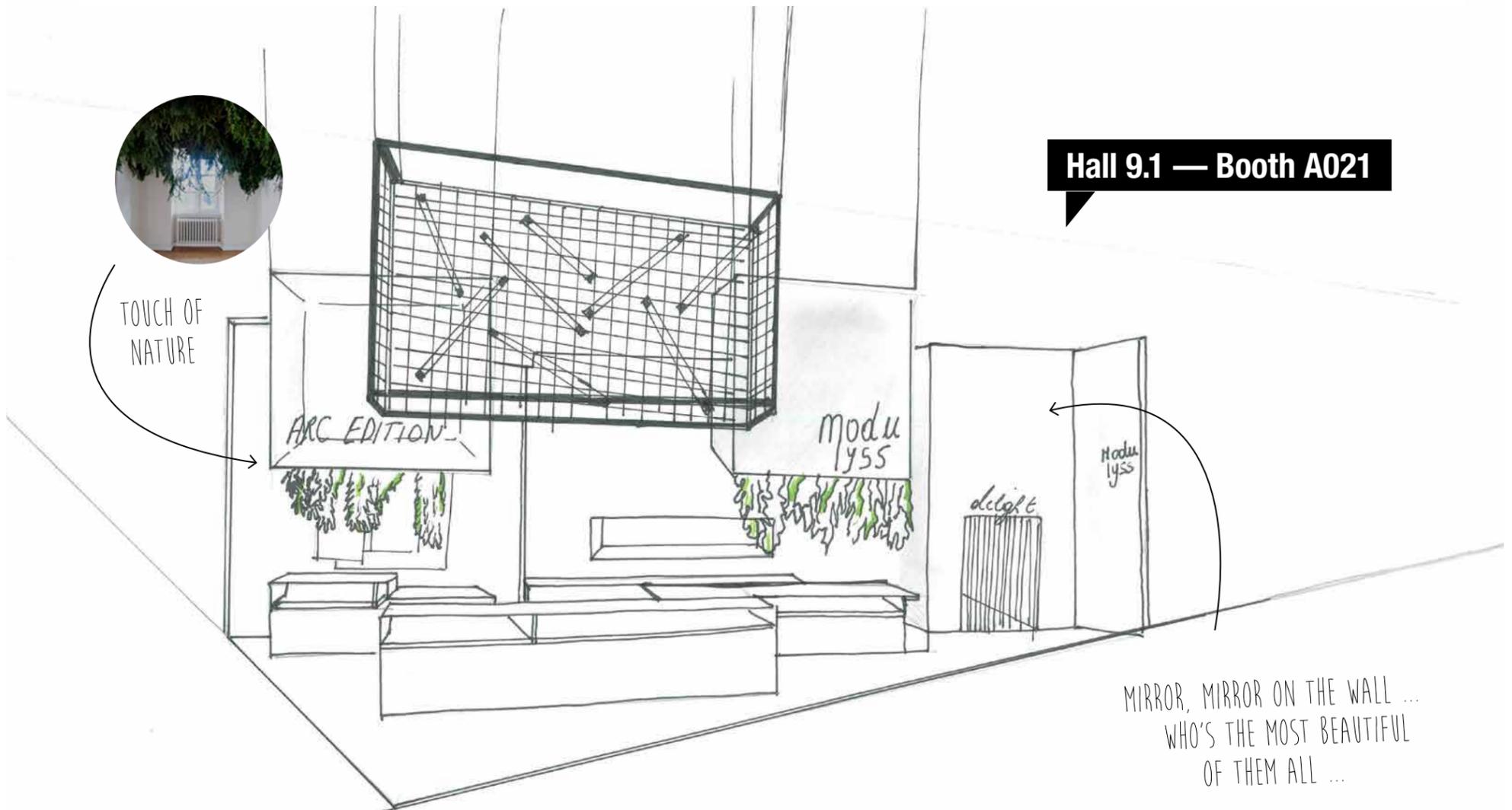


LET'S MEET AT ORGATEC

What sort of environment will the work culture of the future need? How can freedom and structure be given equal space? With a central theme of 'culture@work', **ORGATEC 2018 presents visionary concepts** for the whole world of work.

For our debut at Orgatec, we are extremely delighted to show our dazzling carpet tiles to the public and hope to spark creativity amongst designers, architects and passers-by.

OCTOBER 23-27, 2018 — COLOGNE, GERMANY



01 arc edition — commercial wall-to-wall carpets — showcasing the e-ssential collection, an oasis of inspiration and comfort in five carpet styles made with 100% PA solution-dyed fibre.

02 modulyss — commercial carpet tiles — showcasing the Delight collection, a sophisticated response to the mixed metallic trend, comprised of 5 diverse carpet tile designs unified through a gloss accent and colour range.

03 Delight Infinity Room — enter the immersive Delight installation filled with LED lights and dazzling carpet tiles reflecting endlessly inside a mirrored room.

TADAA! THIS IS OUR BLOG

squared.

With our blog, we want to tell the story behind modulyss. We do that by moving beyond the commercial and product-based level in order to explore the primary interests of our industry. Our key goals are to inspire and inform architects, interior designers and carpet aficionados alike by sharing content about hot trends, riveting projects, how to's, events, sustainability and wellbeing at the office.

A POWERFUL NAME REFERRING TO OUR SQUARE CARPET TILE FORMAT

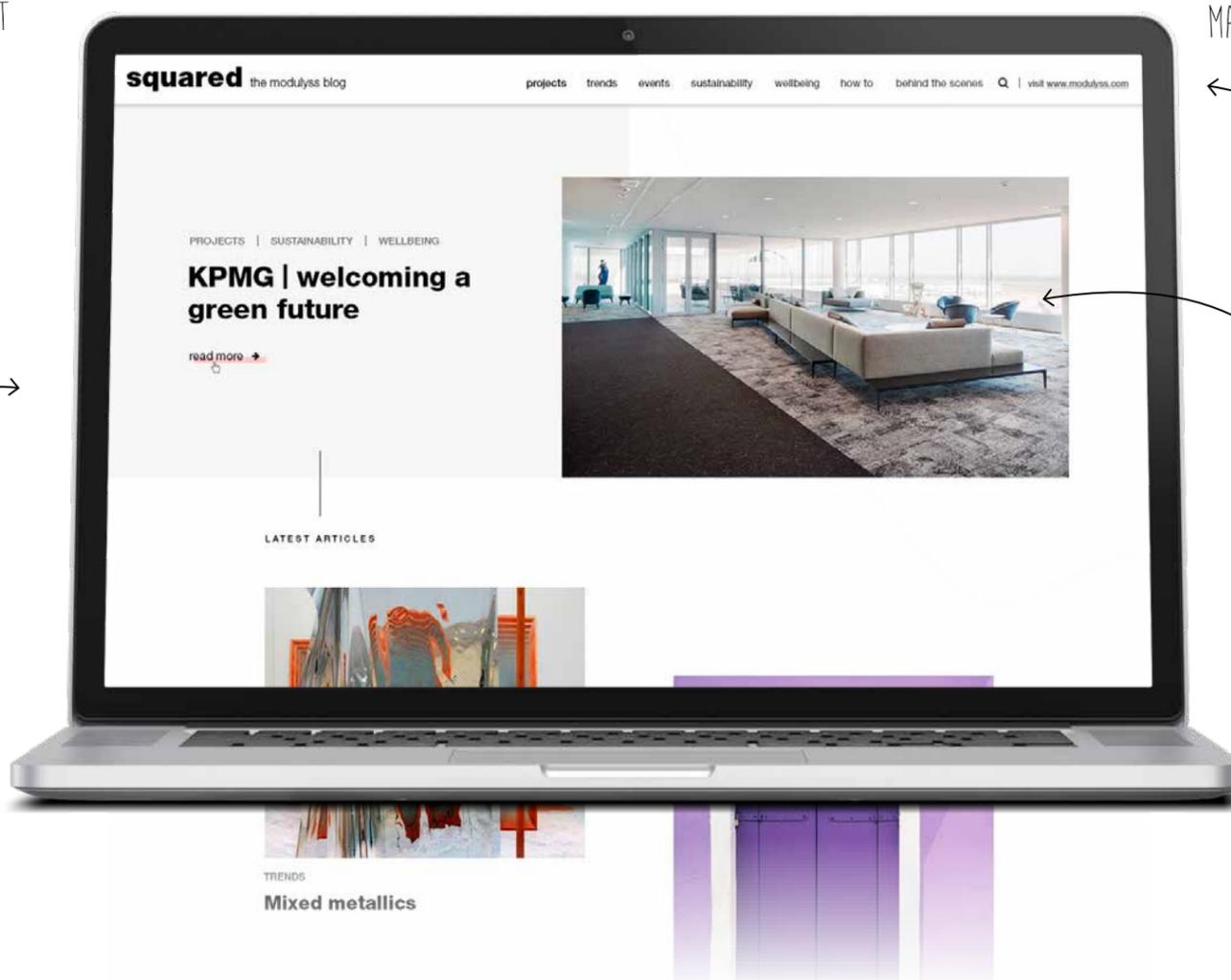
BROWSE THROUGH OUR MAIN TOPICS

A LINK TO OUR MAIN WEBSITE

INSPIRATIONAL PICTURES

A CLEAN AND MINIMAL LOOK

A SPLASH OF COLOUR



”

Sharing is the essence of social media.



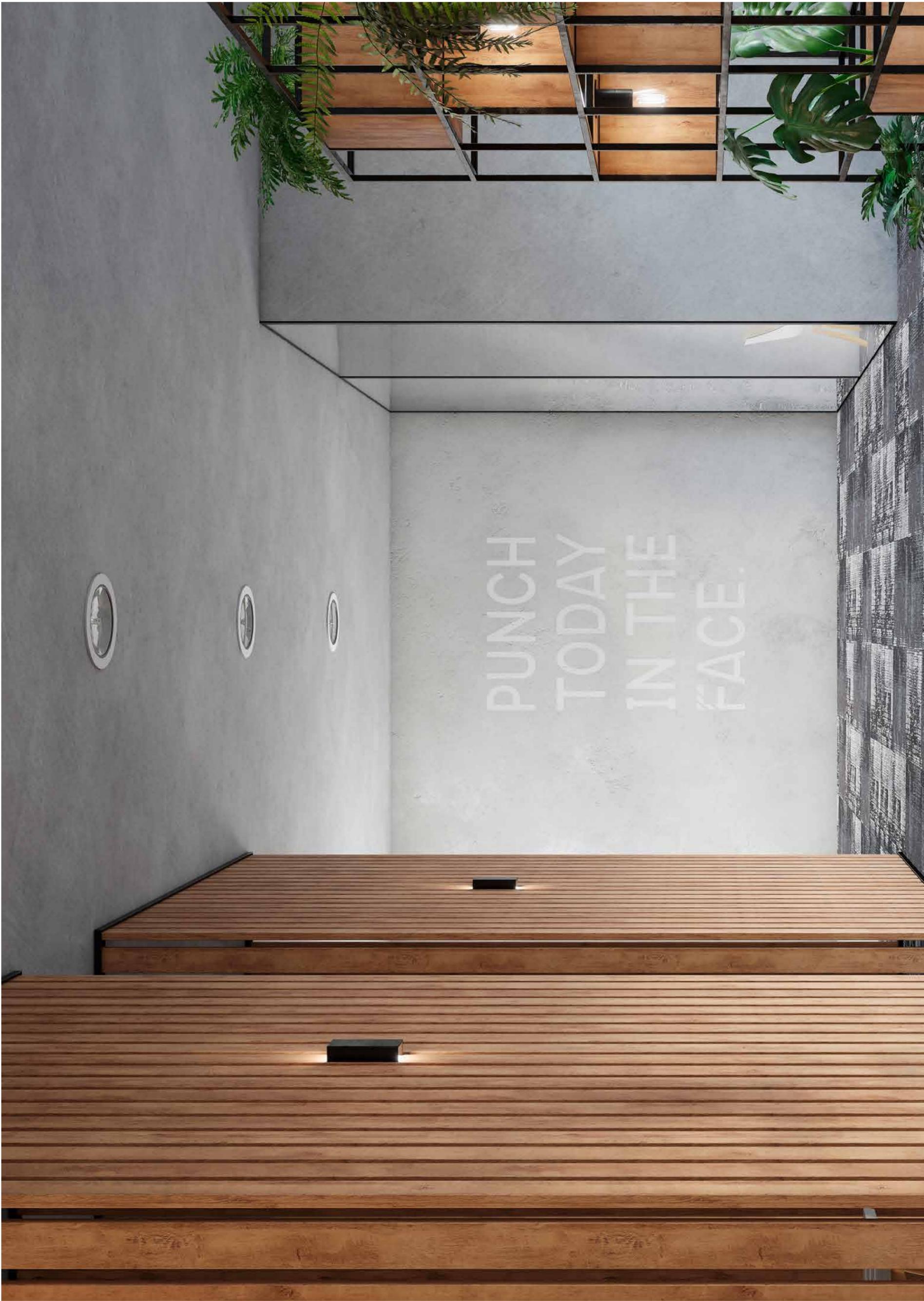
Elke Wuytack, Digital Marketeer

Elke Wuytack is modulyss' Digital Marketeer. Her love for words and her creative skills made her the main writer of our blog.

Digital media is key in offering a peek behind the scenes of a brand. From the moodboards that inspire new collections, to finished projects and exhibition stands. With our blog, we want to go further by writing interesting case studies and by

sharing our findings on sustainability, wellbeing and commercial interior trends.

“At modulyss we want to inspire and be inspired. Sharing is the essence of social media, and that is exactly what we want to achieve with our blog,” Elke elaborates. We want to share our explorations and deepen the identity of our brand.



**modu
lyss[®]**

PART OF THE
DELIGHT
COLLECTION



Justine Huysman, designer

DESIGN

DESIGNER JUSTINE UNRAVELS THE DELIGHT COLLECTION

DAZZLING
GIVE AWAY
→



Delight is our sophisticated response to the mixed metallic trend.

— **Hi Justine, as a way of introduction, can you tell us a little about yourself?**

I'm Justine Huysman, and I've been working as a product designer at modulyss for about 5 years. Previously, I studied textile design at the LUCA School of Arts in Ghent, Belgium. My job entails a lot of creativity, trend-watching and innovativeness. I thoroughly enjoy the process of translating creativity into carpet tiles and often take my inspiration from current trends found in daily life. For each collection, we look for a different approach to designing and always create a new concept. The main challenge during our design process lies in finding the sweet spot between creative freedom and the achievement of technical specifications in order to develop a high-performance carpet tile.

— **What inspired you to design the Delight collection?**

Delight is our sophisticated response to the mixed metallic trend. Mixing metals by combining deep colours and different textures and metallic finishes, has been an edgy interior and fashion trend for some time. Recently, we have noticed that the line between residential and commercial spaces is becoming blurred. That's why we wanted to respond to this trend with a new collection. However, in contrast to the bold presence of metallic shine in interiors, we translated it into a subtle gloss that gives the Delight collection a timeless and luxurious character.

— **How is the metallic effect in the carpet tiles created?**

We experimented with dull and glossy yarns to create a sophisticated shine. The combination of both types of yarn allowed us to represent the metallic effect subtly and more alluringly. Our plan was to do this for several products, each having its own look. The 5 designs are tied together by their similar colour palette and different but compatible textures, which also allows them to be mixed & matched, one of the strengths of our collections.

Blaze was inspired by the digital pixel rain. It combines the minimal design of a minituft with a subtle shine and an irregular yarn pattern. We really wanted to add a minituft to the Delight



Gleam mixed & matched with Spark

range because it's one of modulyss' signature designs.

Dusk and *Dawn* have the most expressive drawings. Both feature a multi-layer effect that only reveals the metallic shine randomly, in different spots and only after a few layers. *Dusk* translates this effect into a geometric structure that is reminiscent of the aging process of materials like peeling paint. *Dawn*, on the other hand, has a more organic marble look.

Inspired by the lush and luxurious residential carpets, *Gleam* offers a rich and dense carpet tile. It invites you to take off your shoes and feel its softness. When you walk on it, the long piles lie in different directions, providing a deep texture and a colour-changing effect that we love. By adding black yarns to the dull and glossy yarns, we created an even more intense and aged colour effect.

For the *Spark* collection, we started with a layer of colour and put a subtle metallic effect on top. It's the perfect substitute for the Metallic collection, but transcends it in its elegance. The colour palette allows you to go for a tone-on-tone look, or to create a bold colour combination.

— **Can you tell us something about the colour palette?**

Metallic chic is all about rich and deep colours. For Delight, we based our colour palette on the main metallic hues like gold, copper, silver and rose gold, to which we added rich and trending colours. From the start of our design process, we kept in mind that the 5 products should be mixed

& matched. That's why we designed them in similar colours. Fun fact: when you arrange the sample folders below one another, you can clearly notice the parallel colour palette.

— **Why are Dusk and Dawn divided into a matt and bright version?**

We wanted to give creative freedom to architects and designers. The matt version has a minimum share of glossy yarns, and the bright version has a minimum share of dull yarns. This allows designers to combine them, but also to use them separately without losing the metallic effect. By mixing both versions, you can create a lot of depth with just one colour or one design.

— **How do you envision this collection being used in a project?**

Thanks to the diversity in designs and the unifying colour palette, we're looking forward to seeing how designers and architects will use their creativity in mixing & matching the 5 designs. Ultimately, we imagine them being combined in one building.



Spark 398



Delight mood video:
www.modulyss.com/delight

INSPIRED? MORE ON
WWW.MODULYSS.COM





Evelien Surgeloose,
Marketing Manager

MARKETING

New and improved modulyss designer

The modulyss designer is a genuinely useful tool that enables you to make floorplans from scratch and with great attention to detail. Colours, structures and patterns can be mixed & matched to your heart's content. And at the end of the steps you can even calculate your required quantities and order samples.



Having launched the designer in 2016, we thought it was needed to take it to the next level this year. In general, we want to ameliorate the user convenience by making several updates. For example, you will be able to export a high resolution JPEG file that can be imported in other programmes and software applications. Furthermore,

it will also be possible to combine 50x50cm tiles and New Shapes planks in your floorplan.

As for next year, we're planning to take it to another dimension ...



Designing with Motion /// Vision



Katrien De Cooman,
Sustainability Manager

SUSTAINABILITY

Reducing CO₂

Global warming is one of the world's most serious challenges. Here at modulyss, we're tackling this global problem with our CO₂RE initiative. Standard on the Handcraft collection and available on request on all our carpet tile collections, CO₂RE offsets greenhouse gas emissions through the Paradigm Project. Currently, CO₂RE is our best response to the challenges ahead, but we continue to look for alternatives that can help to reduce our impact.



Vanessa Van Overmeeren,
Head of Product Development

PRODUCT DEVELOPMENT

Motion /// Vision's in-house yarns

Motion /// Vision marks a significant step forward for us. Being the first modulyss collection to use in-house developed yarns, it demonstrates our manufacturing prowess as a part of the Balta Group, Europe's largest carpet manufacturer.



Thanks to our specialised yarn division, ITC in Tielt, we were able to develop a high-performance yarn that offers stain and fade resistance, vivid colours and allows us to break new design ground.



Bart Dhaene,
Operations Manager

PRODUCTION

Investing in new technologies

At modulyss, we're investing heavily in new manufacturing technologies in order to improve on our efficiency, quality and creative possibilities.

Recently, we have implemented an ultrasonic cutting machine that allows us to double our capacity and to improve the seams of our carpet tiles even more. Our – now – continuous production line, starting at the bitumen station all the way up to the wrapping machinery, is something that makes us unique. We are very proud of this.



ULTRASONIC CUTTING MACHINE



Alistair Shove,
Sales Manager A&D

SALES

CPD presentation on wellbeing

The idea of wellbeing and wellness is crucial to a good office design. To explain the concept and how it can positively impact on productivity, reduce absenteeism and improve comfort and employee experience, we have put together a RIBA approved CPD presentation. 'Introduction to Wellbeing' demonstrates how your choice of flooring can impact wellness. Furthermore, it compares BREEAM with SKA to see which one is preferential for wellness, and clarifies the WELL certification issued by the International Well Building Institute.



2016



Grey



Scandinavian



Retro

Fashion&

The Fashion& collection introduces **of-the-moment carpet tile looks in 36 colours**. Colour palettes were combined into 6 fashion personalities, each one inspired by a different macro-trend. *Retro* is a mix of yellows, beiges and browns that haven't lost their verve. *Pop* offers vibrant primary colours. This look represents bravery in design and guarantees a floor that won't go unnoticed. Prefer to go 'au naturel' with the mysterious greens of *New Natural*? Or are you more into honest opulence with *Grey* and *New Luxury*? Finally, our *Scandinavian* fashion personality offers soft pastels that create a clean and serene look.

Unwind in luxury with &-collections

The **&-collection** is our long-running coordinated approach to the way we design carpet tiles. Each year we add one product to the &-collection. We ensure that each newly launched product can be perfectly combined with the previous collections and offers interesting variations in design, texture or colour.



Velvet& 346 + Fashion& 819



Velvet& 541 + 573

2018

Velvet&

Velvet& introduces the **on-trend look of time-worn velvet** to commercial interiors. The collection offers lavish textural contrast in 18 rich colours. Thanks to the random tip-sheared texture, a striking 3D-effect is created that resembles velours.

WE WON



Hooray! Our Velvet& collection won the **'Special Mention' award** in the Building and Elements category of the German Design Awards 2019. This award is given to designs that feature particularly successful aspects or solutions.

COMING SOON - EARLY 2019

Fluid&

A mind-blowing collection that's sure to bring a **bold splash of colour** to commercial spaces. Perfectly imperfect in its approach to pattern, the collection will feature a wonderful sense of fluidity and movement to elevate the look of your office or hospitality space. The colour palette of Fluid& will include several luscious tones.



MIX & MATCH: both Velvet& and Fluid& can be used on their own, but can also be combined with the subtle linear texture of Fashion& for a beautiful tone-on-tone effect.

UPDATES

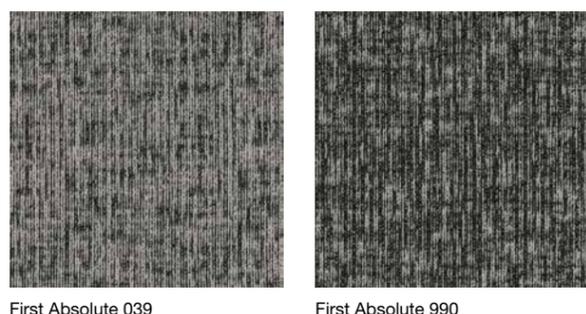
Millennium Nxtgen

Good news! All colours of Millennium Nxtgen are now made to stock and can be ordered as from 5 m².



First Absolute

The two First Absolute colours from our fading-out White&Black collection are now added to the First Absolute range.



In-groove

NEW COLOURS



Underlining our commitment to **improving the indoor air quality** of workspaces, we've expanded our In-groove collection with 4 brand new colours that bring extra design possibilities for commercial heavy traffic areas such as offices, schools, airports, entrance areas, ...



In-groove 989

4 NEW DUST-FREE COLOURS



HAPPY WORKPLACES

KPMG

📍 Belgium

” The organic patterns of Moss, Leaf and Willow were combined with the Vintage-like Patchwork tiles to create a domestic business environment.

– INGRID SITTERS, FACILITY MANAGER KPMG



Surface area: 14,320 m²
Collections: Moss, Leaf, Willow, Patchwork
Architect: Alternativ, Jaspers Eyers



📍 **Eset**
Poland



📍 **OfficeScape**
United Kingdom



📍 **Regionale Sociale Dienst**
The Netherlands



MORE PROJECTS AT
WWW.MODULYSS.COM

Let's get social

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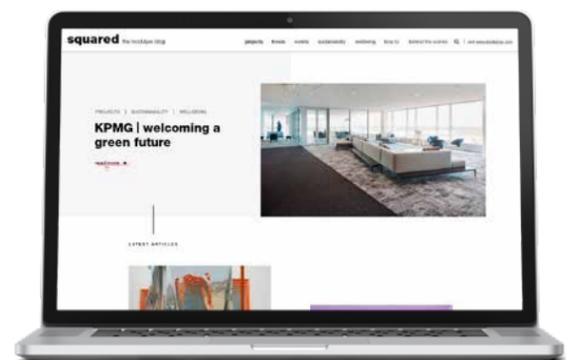
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📷 WE'RE ON INSTAGRAM

We've recently launched our Instagram account. Make sure to follow us too ...

[INSTAGRAM.COM/MODULYSS_OFFICIAL](https://www.instagram.com/modulyss_official)



CHECK OUT OUR BRAND-NEW BLOG

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