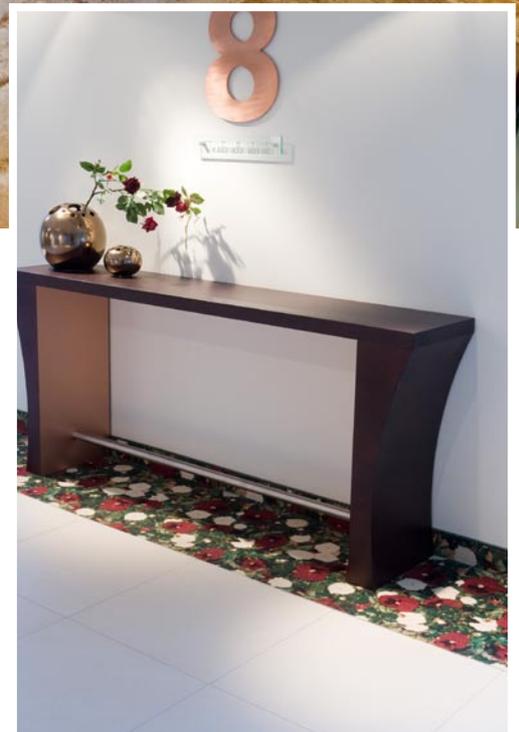


Project of the month

March **2008**



The Nordic Forum Hotel - Tallinn, Estonia

The Nordic Hotel Forum located in the heart of Tallinn, is a modern 4-star business class hotel offering experiences truly exceeding expectations. The mission of the hotel group is to make a visit to Nordic Hotels pleasurable in every way and to create positive experiences to every guest, employee and owner. This is also reflected in the unique carpet designs created for the hotel.

The interior concept and carpet design for the Nordic Forum Hotel

"Our main target when we started working on the design concept was to give the hotel its own story – an identity which would flow through the building and tie every part of the hotel together as one", Kaire Kemp-Tisler from the interior design company ArtAku tells.

Despite being located in the heart of the city, the hotel strives at creating a space in which the guest can escape from the noise of the city. A stay at the hotel should feel as taking a relaxing walk in the park.

Escaping the noise of the city

"Nordic Hotel Forum is a green oasis in the very heart of Tallinn – it is a city park in which you can rest. In a park, we usually find grass, blooming flowers and pavement. So, the 'grass carpet' was born together with many other interior details. All images used throughout the hotel are photographs from parks, gardens and streets of Tallinn. For example, the stone pavement design used in corridors and rooms is taken from the Old Town of Tallinn and the grass design is originally from my own backyard", Kaire Kemp-Tisler adds.



We create more than carpets

The custom-made carpet created for the Nordic Forum Hotel was made possible by means of ege's advanced carpet technology. Practically all parts of the production process are computerised, meaning that colouring and design can be controlled down to the very last detail. The dyeing plant is directly linked to ege's design computers allowing for individual control of each of the 40,000 nozzles. This makes it possible to convert practically any idea into a perfectly coloured carpet solution.

"We had enough time to prepare images from all four seasons. Therefore, we were able to use dandelions, acorns, blooms of rowan trees as well as berries on the trees. The creation process was funny and joyful. The professional co-operation with ege in terms of finding and adjusting carpet design details was extremely important to achieve such a good end-result", Kaire Kemp-Tisler ends.

Quality: Special design - HL 1400 80/20 & HL 1100 80/20 with CL backing
Interior design agency: ArtAku
Contractor: Merko Ehitus AS

