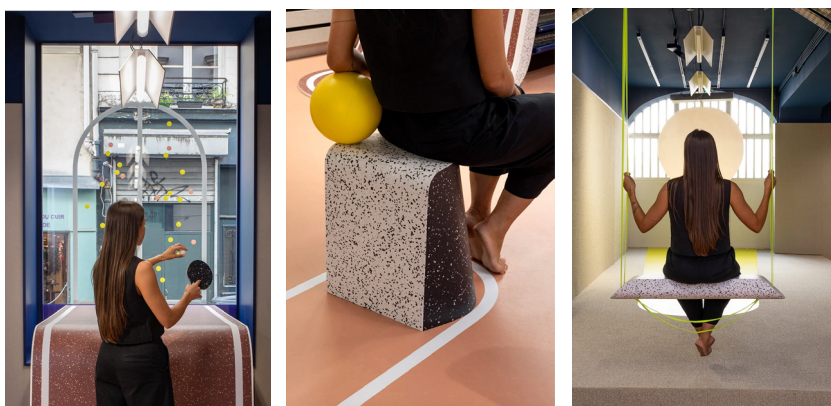


## CONSTANCE GUISETT CREATES A PLAYFUL UNIVERSE FOR TARKETT



On the occasion of *Paris Design Week*, which runs through September 16, 2023, French designer *Constance Guisset* transforms *Atelier Tarkett* with her vibrant exhibition titled *PLAYful Universe*. The installation breathes new life into the showroom, converting it into a dynamic playground that focuses on vitality and sustainability and creates a lively atmosphere for all visitors. The result is a space full of playful spirit, enriched by organic shapes, splashes of color, and speckled surfaces, combining sustainable flooring with ping-pong tables, basketball courts, swings, and slides that spark a sense of fun and spontaneity. *designboom* had the opportunity to discover the installation which Guisset describes 'as a balanced mix of playfulness and seriousness', to experience its entertaining spaces, and explore Tarkett's eco-friendly products.



## ECO-FRIENDLY TARKETT SOLUTIONS FOR VARIED SETTINGS

This inclusive installation is based on the concept of a miniature *PLAY* city, developed by Tarkett (see more [here](#)) in collaboration with *Constance Guisset* (more [here](#)). The poetic vision city invites its inhabitants to move seamlessly between different realms: from office spaces and schools, to restaurants, sports facilities, and shops, all wrapped, covered, and clad with different materials from Tarkett's growing circular selection. This range ensures that flooring waste can be collected and recycled after installation and use.

Using Tarkett's familiar flooring materials, including linoleum, carpet tile, and homogeneous and heterogeneous vinyl, the open-plan space by *Constance Guisset* encourages collaboration and fun. The project creates an inviting and visually appealing space that promotes well-being and enjoyment without neglecting the gravity of circularity and sustainability. It also reflects Tarkett's *Start/ReStart* approach, which encourages us to be more mindful of our environmental impact by reducing waste and emissions.

*'The pursuit of 'always more' is pushing our limits and threatening our planet. The game must change. We need to find a way to deliver more with less. For us, this means less waste, lower emissions, greater wellbeing and more proof. Our Circular Selection gathers collections that are eco-designed with end-of-life recycling in mind,' explains the Tarkett team.*