



Luminous Carpets™

Venice Architecture Biennale The Elements of Architecture

Venice, Italy

PHILIPS

DESSO
A Tarkett Company



“Luminous Carpets creates atmosphere, provides information and above all, through its dynamic effect, it offers a feeling of safety. The solution makes it possible to show markings or real-time information on the floor, so that people can quickly find their way. To an exit. Or, in the case of an emergency, an alternative escape route.”

Federico Martelli, OMA/AMO researcher, designer of the exhibition 'Elements of Architecture'



“Luminous Carpets™ by Philips and Desso a shining example of future floor solutions the Venice Architecture Biennale”



Project info

Customer

OMA - Architecture Biennale Venice

Location

Venice, Italy

Luminous Carpets™

Ed Huibers

Application

Safety

Product

LC Grid (20 x 20 cm)

Under the microscope

There is a real buzz among architects from around the world in the run-up to the International Architecture Biennale in Venice. An important component of the 2014 edition was the exhibition 'Elements of Architecture', curated by that year's director Rem Koolhaas and his team, including OMA/AMO researcher Federico Martelli. "Elements of Architecture places the basic elements employed by architects under the microscope as it were", explains Martelli. "It can be seen how materials and forms for walls, ceilings, stairs, windows and floors have changed through the ages and continue to change, led by innovative, often functional applications."

The answer to 'signage technology'

In laying out the exhibition – especially the 'floor component' – Martelli drew inspiration from Keller Easterling, a leading architect and lecturer at Yale University in the United States. "Easterling recently devoted an essay to the floor as a source of information and navigation system. More or less as answer to the 'signage society' in which we live. It does not matter if it is in hotels, offices, public spaces or airliners; we are bombarded with information on walls, above doors, on screens. While all the time people naturally gravitate their gaze towards the ground. As a future floor solution, Luminous Carpets focuses on this phenomenon with its

key feature, making it interesting technology for architects – the designers of buildings."

Feeling of safety

Thanks to the combination of LED lighting and carpet technology, Martelli believes that Luminous Carpets has tremendous potential. "It creates atmosphere, provides information and above all, through its dynamic effect, it offers a feeling of safety. The solution makes it possible to show markings or real-time information on the floor, so that people can quickly find their way. To an exit. Or in the case of an emergency, an alternative escape route. Where people now often have to puzzle from a maze of different signs, information through Luminous Carpets is only visible at the moments and in the places where it is necessary. So as well as being a safety measure, it is also a more sustainable solution."

'Cleaner architecture'

Martelli expects that Luminous Carpets could soon have a significant influence on the furnishing and design of buildings and so, in turn, the architecture. "Architects are restricted enormously by guidelines and regulations with regard to the location and display of information in specific spaces. Luminous Carpets gives architects more freedom; ensuring 'cleaner' architecture."

Luminous Carpets™

Luminous Carpets™ is a unique, patented flooring solution. It combines robust LED lighting from Philips with light transmissive carpet made by Desso. Luminous Carpets™ is an innovation that fundamentally transforms the way people interact with a space, transforming flooring into a dynamic canvas that engages directly with our senses and our natural inclination to seek out light.

www.luminous-carpets.com



Information



Direction



Inspiration



Safety

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