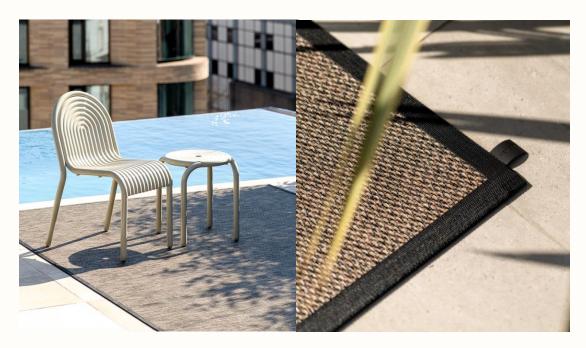
BOLON UNVEILS NEW OUTDOOR RUGS AT CLERKENWELL DESIGN WEEK WITH EXCLUSIVE TOM DIXON COLLABORATION



Swedish design brand Bolon is making a bold statement at Clerkenwell Design Week with a multi-layered celebration of innovation, craftsmanship, and collaboration. Complementing its commercial flooring offering, this year marks the official launch of Bolon's new Outdoor Rug Collection—a natural evolution of the brand's design-forward, sustainable flooring ethos, now extended to outdoor spaces.

Bolon will present the rugs in collaboration with British design icon Tom Dixon in the brand's showroom courtyard. This space will feature Tom Dixon's new GROOVE outdoor furniture collection, thoughtfully paired with Bolon's outdoor rugs to create an experience that merges texture, form, and functionality in a unique social hub.

More than just a design statement, Bolon's outdoor rugs are a seamless extension of the brand's commercial flooring solutions, enabling designers to craft a harmonious flow between indoor and outdoor environments. Made from 100% bio-based and recycled materials in Bolon's climate**neutral factory**, the new outdoor rugs are as sustainable as they are beautiful—offering **easy** maintenance, low profile, and high performance suited for any all fresco setting.

GROOVE combines Tom Dixon's signature aesthetic with practical outdoor functionality, featuring distinctive Art Deco-style raised ridges and crafted from premium aluminium for exceptional durability.

"At Clerkenwell, we wanted to create an experience that goes beyond the product. The Outdoor Rugs mark a new chapter for us—extending Bolon's signature blend of innovation, sustainability, and commercial flooring expertise into the outdoor space."— Sarah Herman, Marketing Director

Join Bolon throughout Clerkenwell Design Week and experience the future of flexible design—where indoor sophistication meets outdoor resilience, and commercial flooring meets new creative possibilities.

Event Details: Clerkenwell Design Week 2025 Dates: 20-22 May

Location: Bolon x Tom Dixon, Bolon, 2 Northburgh Street, EC1V 0AY Opening Hours: 09:00-20:00pm

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