

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 al 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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