

PROJECT BRIEF



flooring design for a better environment™

PROJECT: Emirates Marquee, Melbourne Cup Carnival '09

CLIENT: GPJ Australia

INSTALLATION: Melbourne Floors

PRODUCT: Polyflor 'Expona Design' tile in Oilshale white & Oilshale black

Polyflor & Emirates

VIBRANT colours, cosmopolitan culture and the rich heritage of India entranced visitors to the famed social hotspot of the Emirates airline marquee, the Birdcage, at this year's Melbourne Cup Carnival.

Emirates' marquee designers travelled through exotic Indian locations including Delhi, Udaipur and Jodhpur, sourcing ornate interior design pieces to showcase the unique Indian lifestyle and culture in the most opulent trackside setting at Flemington.

Brilliantly coloured saris, textured turbans, rustic swing seats and ancient artwork of Maharajas greeted guests' eyes when they stepped

through the striking carved entrance.

Saffron coloured walls stamped with white racehorse motifs and the Emirates' logo adorned walls of the foyer, alternating with whitejali latticework.

The floor in the foyer was dramatic - concentric squares of black and white 'stone', finishing with a square of solid white bearing a three-tiered fountain filled with rose petals. The effect was of a cool retreat after the noise and carnival atmosphere outside on the Flemington grounds.

The floor design was created using tiles of Polyflor's new Expona Design range in White Oilshale

and Black Oilshale. The 305mm x 914mm tiles have a swirly pattern mimicking the structure of the oilshale stone. On the white tiles, this patterning is very subtle, contrasting serenely with the more dramatic swirls of the black oilshale.

The black and white theme was repeated on the stairs leading to the lounge and bar area, with the Emirates' logo stamped on the faces of the white stairs.

Black and White Oilshale are the latest shades in the new Expona Design range, and they create an air of subtle luxury and restrained elegance. Expona Design is Polyflor's luxury vinyl tile (LVT) flooring range,

which consists of the latest wood, stone and material designs.

Expona Design has a wide collection of authentic stone, slate, metallic and abstract tile designs that complement the timber collection with its authentic wood plank designs from classic to contemporary effects, all with realistic surface textures.

There are 90 possible tile and timber plank combinations to choose from in the new Expona Design LVT range, which is ideal for use in all commercial areas such as retail, hospitality, offices, airports and department stores.



CONTACT: Polyflor Australia **TELEPHONE:** 1800 777 425 **EMAIL:** sales@polyflor.com.au **WEB:** www.polyflor.com.au