

THE  
LONDON  
DESIGN  
FESTIVAL

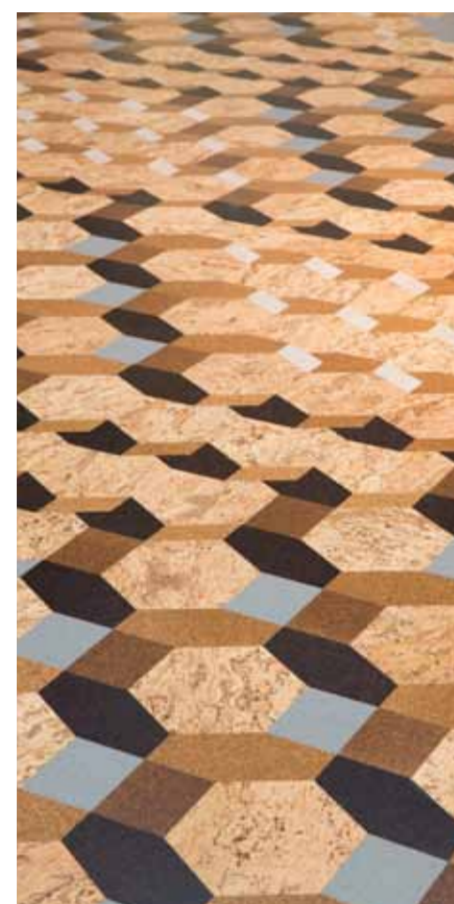
Amorim's  
cork at the  
Victoria  
& Albert  
Museum

# Amorim's cork at the Victoria & Albert Museum



*"It's been a fascinating experience entering Amorim's world of cork. It really is a 21st century material which is highly sustainable and I was privileged to see its multiple applications, from wine stoppers to the lining of rocket engines and from floors to the soles of shoes at Amorim's factory in Portugal. Using cork has allowed us to work in a very different way, starting with the material as generator of the concept. Cork has a very natural appearance which is supported by an intricate geometric structure and the main idea of the design is to capture the relationship between these aspects of the material. The design also makes use of the strong visual acoustic and tactile qualities of the material."*  
 Sean Griffith,  
 Director and co-founder of FAT

Amorim's partnership with the London Design Festival takes Wicanders®' natural cork floor coverings to the V&A Museum



Amorim, the world's largest producer of cork, and the London-based practice FAT, renowned for its conceptual approach to architecture, joined forces for the first time at the London Design Festival, which took place from 14-22 September 2013, presenting cork at a leading international event.

This striking project consists of a natural cork floor - the second most important product of the industry - covering the existing bridge over the V&A's Medieval and Renaissance Galleries, the event's main venue.

Immersed in a world of cork, the visitor encountered the visual and tactile properties of cork in a bold effort to challenge existing connotations with the material. Through this project, it was also possible to witness other intrinsic benefits of cork flooring, among which thermal and acoustic insulation performance are highlighted.

The natural cork floor was made up of a series of tiles laid in a repeating tromp l'oeil geometric pattern, which is based on a scientific diagram of the cellular structure of cork as a material.

*"Amorim is the world's biggest cork producer and the most interesting. It is why we wanted to partner with them for this project which ambitiously shows what cork is capable of. Working with the V&A and architects FAT has given us the best cork floor I have ever seen"*

Ben Evans,  
 Director at London Design Festival



## Natural cork flooring, nature at your feet

Among all the world's forest-based materials, cork boasts properties and characteristics that make it exceptionally useful and adaptable. Without getting too technical, here are some of the main advantages of a natural cork floor:

### OPTIMAL FLOOR TEMPERATURE

The unique cork thermal insulation features provide an optimal floor temperature, assuring a more warm and comfortable ambience with energy cost savings.

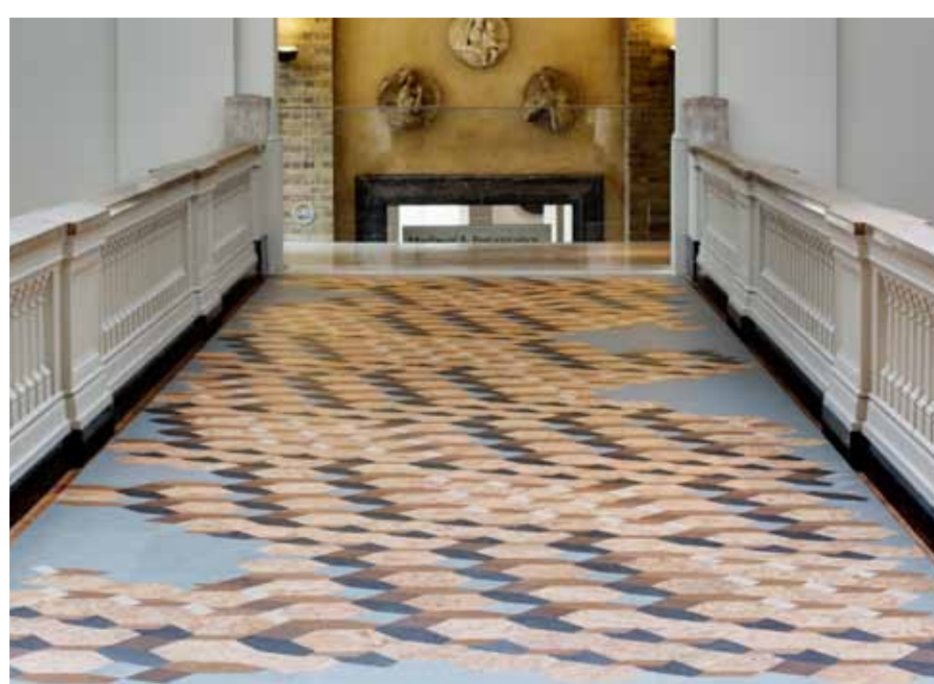
### NATURAL NOISE ABSORBER

Cork's natural properties make it an excellent sound absorber. It reduces noise transmission between and within rooms, creating a quieter and peaceful environment in your home.



*"The London Design Festival is a magnificent convocation of designers from around the world, reinforcing our city's status as one of the world's greatest centres of creativity and innovation. It's a terrific and wide-ranging showcase of a sector that generates around £15 billion a year for our economy and is critically important for our future prosperity."*

Boris Johnson,  
 Mayor of London



*"Amorim's partnership with the London Design Festival is a unique opportunity to showcase CorkTECH, our innovative, design-driven natural cork flooring. Combining FAT's cutting-edge creativity with cork's unmatched technical capabilities will deliver an exciting, contemporary perspective on Nature's most sustainable flooring solution."*

António Amorim  
 Chairman and CEO of Corticeira Amorim



### EASY TO WALK ON

The cork floor is very comfortable to use due to its natural and inherent flexibility. It is very pleasant to touch, even with bare feet, and stable enough to decrease fatigue, providing a unique comfort in movement

### A HEALTHY CHOICE

Cork's shock absorbing characteristics relieve strain on your feet, joints, legs and back and prevent injuries when falling. Besides that cork has also anti-bacterial qualities that make it an allergy friendly floor.

### IMPACT RESISTANT

Cork cells are also extremely crush-resistant. Cork has natural memory and will bounce back from hard impacts, retaining its elasticity. These properties combined with an extra wear resistance surface, create a very durable floor, preserving a perfect look for many years to come.

Cork is the very definition of environment-friendly: one hundred percent renewable and recyclable.