Ideas About Floors
Issue 1: Flow

Mission Zero:
Our promise to eliminate any negative impact our company may have on the environment by the year 2020.
Flow happens when the way is clear. Every detail can enhance an experience, create confidence, even improve a mood. We make the floor work a little harder. Having a place to start makes it easy.
All around us
Entryways
The Way In

The path leads to an entrance or meeting place. Steps like wooden planks or piano keys say by all means, the way is open. Slats of color suggest shadows down a tree-lined walkway, inviting you. The floor couldn’t be more clear.
The First Stop

Like a raft, the floor in front of reception invites a quiet place to wait before entering the stream of things. Subtle pattern shifts suggest more than words can say about how a company intends their space. Wait here, engage, continue.
Highlight an Area

A safe place to land can be as simple as brand colors standing out against a neutral field. The floor gives subtle cues that reveal where to best reach help, like a lily pad when the waters are deep.
Stepping Stones

Navigate unsure spaces like a favorite forest path. The floor reveals one space as different from the other, marks an edge without drawing a line. When you delineate place intuitively, the path is clear.
Alert

Knowing where not to go can be vital information. A color splash gives a gentle warning and reveals a company’s preference for the use of space. This hallway seems off-limits. Maybe we should talk over here.

interface.com/pop5
Define the Runway

Many paths converge into one when traffic flows. The floor can help your company move along in more ways than one. Pattern shifts reveal where you walk and where you stand.

interface.com/pop6
Transition on the Edge

A subtle color invites, like a blue lake rising up out of the trees. Showing where it’s okay to go, an invitation to public space, it’s one way to use a floor.

interface.com/pop
People Mover

A hint of white water quickens the step.
A simple pattern with slightly higher contrast suggests movement and encouragement to keep going. Don’t stop now, you’re nearly there.
Walk This Way

The floor told me how to get there: First a left, then a right, etc. It also suggested a bounce in my step. A company can define active and passive spaces, and even show how to get there. Linear or whimsical floor patterns speak volumes.

interface.com/pop9
Delineate Space

Here or there, this place or that? Suggest fluid or solid, movement or stasis, loose or formal meeting spaces. With confidence. At a glance.

interface.com/pop10
Highlight a Path

Sometimes a direct approach is what’s needed. Follow the hallway to the end, can’t miss it. Color can be a cue for where to go, something easy to recognize. How important is this place? Even subtle color catches the eye, facilitates directions.
How many spaces might a company need? The floors can designate place. Do this here. Put the table and chairs over there. Set semi-private zones as well as spaces wide open and clearly meant for everyone. Lead the way, even activate a dead-zone.

interface.com/pop12
Celebrate the arrival
Destinations
Differentiate

One element clearly speaks volumes. Go here, don’t go here. If a line were to form, this might be a good place to stand. A bold and simple cue to make a statement.
Suggest Protocol

An invitation to the table couldn’t be simpler. Alternating colors move you inside where choices await, different spaces for different needs. The floor directs movement; you direct the floor.
Highlight Space

This floor says, Hello! Sit here for communal space. It’s a bit brighter, higher profile, an inviting energy to it. Off to the side fades to neutral, semi-private conversations, out of the spotlight. Intuitively navigated.
How could you be more clear? This must not be the way inside. Bright colors and patterns ask you to take notice. What’s happening here? What’s that you say? This is the way I should go? The protocol here is obvious.
More ideas

Want more? Here are extra places to start, build on, and share. If the floor isn’t right, you can’t go on. Favorite styles, colors, and patterns are ready to go so you can get them fast. At many different price points, you choose.

Create and find more floors at interface.com/pop
Flooring has changed. We expect more, want the details to add up to something, take them somewhere. Our floor design starters anticipate these needs in creative, easy ways. The future is happening now. Or possibly very soon. It’s up to you.