



## FLOR RECIPIENT OF AIGA CHICAGO CORPORATE DESIGN LEADERSHIP AWARD

*Award recognizes organizations that promote excellence in design  
as a meaningful business philosophy*

**Chicago, IL, June 9, 2011**—FLOR, Inc., creator of beautiful and responsible modular floorcovering, was honored today with the Corporate Design Leadership Award from the AIGA Chicago Chapter at the organization's Annual Members Meeting. The AIGA Chicago Corporate Design Leadership Award recognizes organizations that have shown dedication and leadership by promoting excellence in design as a meaningful business policy. Recipients demonstrate outstanding and consistent commitment to the highest standards of design as a means to advancing their corporate message and brand experiences.

Selection criteria includes corporations that have demonstrated a commitment of more than five years to design as a distinctive and effective business policy, supported the development of design within its organization as well as in the broader marketplace, promoted and contributed to the development of design in the Chicago area or nationally, and established a commitment to sustainable business practices.

"From the beginning, FLOR's philosophy has been to support its consumers' dynamic, ever-changing lives and tastes by taking heed on what many believe to be a paradox in consumer products—the desire for products that are both impeccably designed and that respect the environment," says Steven Ryan, principal at VSA Partners and former AIGA Chicago president. "Along with its parent company Interface, FLOR was among the first organizations to truly walk the walk when it comes to sustainable practices across the entire lifecycle of a product. And doing so didn't necessitate compromising on any front. Since its launch in 2003, the FLOR concept has become a favorite of design-conscious consumers around the world."

According to FLOR president, Greg Colando, "Design is now and has always been fundamental to the FLOR brand. All of us at FLOR believe that well-designed products have the power to change the way you live – and to help you live better and smarter. We're honored, and humbled, to receive this award and will use it to propel us forward in our mission."

## **About FLOR**

Launched in the spring of 2003 as part of the Interface, Inc. family of companies, FLOR ([www.flor.com](http://www.flor.com)) is a coordinated design system of 50 cm (19.7-inch) carpet squares that allows people to freely and easily mix and match colors, patterns and textures in countless ways. FLOR's unique modular system offers area rug, runner and wall-to-wall floorcovering solutions for any space in a way that is beautiful, adaptable and environmentally responsible.

FLOR's dedication to beautiful design includes a commitment to the environment: Truly great design creates sustainable living solutions that are beautiful for the Earth. Because FLOR cares about the planet and its future, it seriously considers its footprint in the design, manufacture and ultimately recycling of FLOR tiles to create new products. Learn more at [FLOR.com/sustainability](http://FLOR.com/sustainability). FLOR is part of parent company, Interface's, Mission Zero initiative – a promise to eliminate any negative impact its family of companies may have on the environment by the year 2020. Learn more at [InterfaceGlobal.com/sustainability](http://InterfaceGlobal.com/sustainability).

## **About AIGA**

AIGA's purpose is to advance designing as a professional craft, strategic tool and vital cultural force. AIGA, the professional association for design, is committed to stimulating thinking about design through the exchange of ideas and information, the encouragement of critical analysis and research and the advancement of education and ethical practice.

AIGA Chicago is a dynamic community of 1,600+ members, including designers, communications professionals, design educators and students. The Chapter was founded in 1986, and has been a leader in advocating the importance of design ever since. Visit [www.aigachicago.org](http://www.aigachicago.org) for additional information.

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