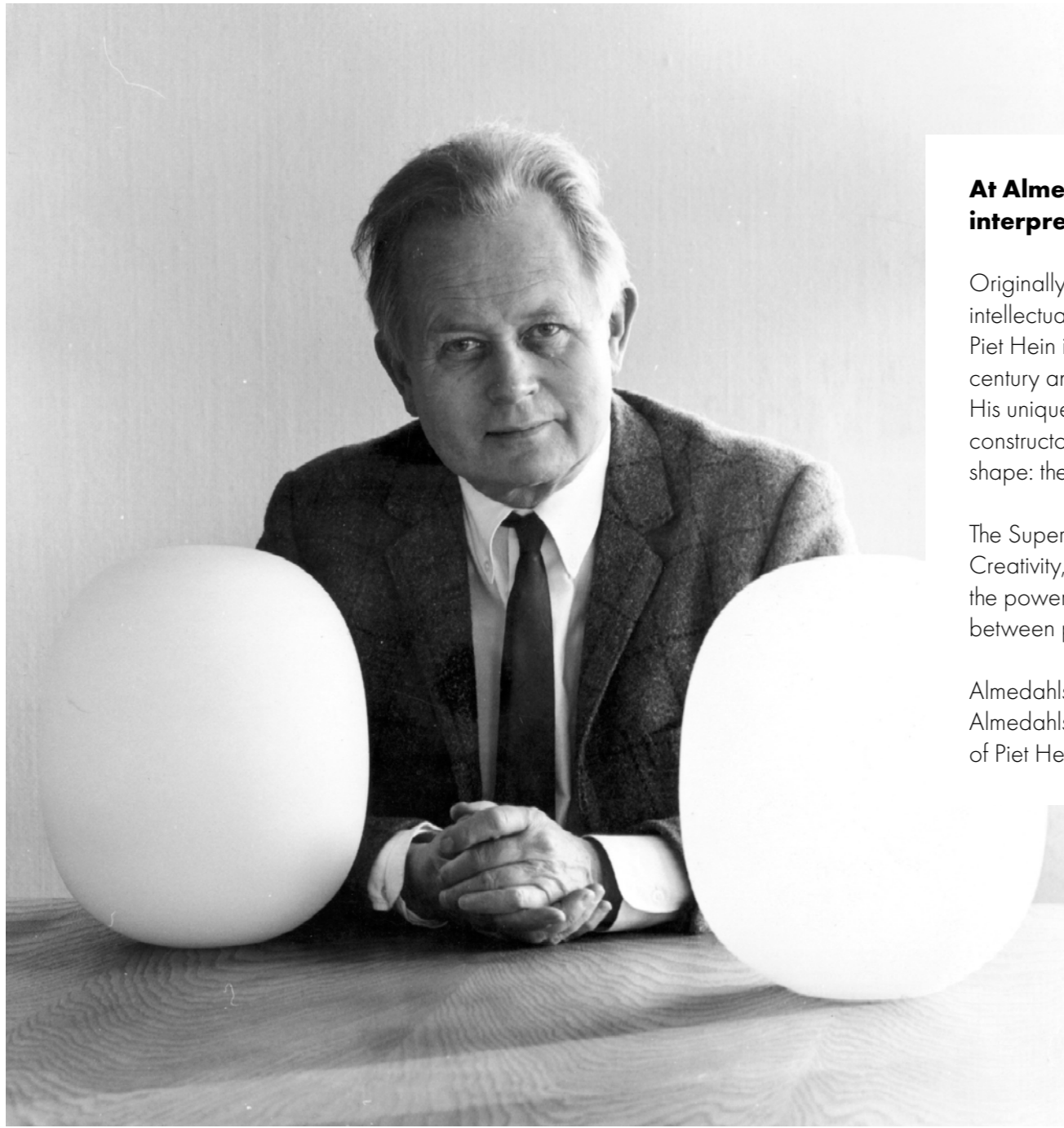


The Superellipse®:
Embodying Harmony, Creativity, Equality and Interaction.

almedahls

**"Art is solution to problems which
cannot be formulated clearly before
they have been solved."**

Piet Hein



At Almedahls we are excited to portrait and interpret the Danish icon Piet Hein.

Originally a scientist but also a multi-thinker, a universalist, an intellectual authority, a multi-talent and a thought leader. Piet Hein is considered as one of the greatest minds of 20th century and is regarded as a national institution in Denmark. His unique and playful way of working as a designer and constructor is epitomized in his development of an innovative shape: the Superellipse®.

The Superellipse® is a symbol and facilitator of Harmony, Creativity, Equality, and Interaction. It is timeless and has the power to create new dynamics in inspiring meetings between people.

Almedahls Solutions is proud to present Piet Hein by Almedahls. The first result of our co-operation with the trustees of Piet Hein's thought leadership and creative legacy.

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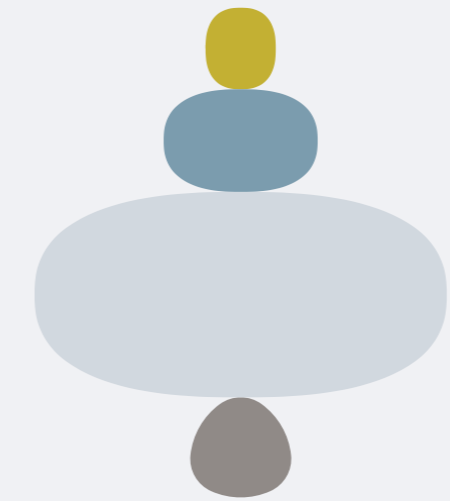
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Beyond the ordinary



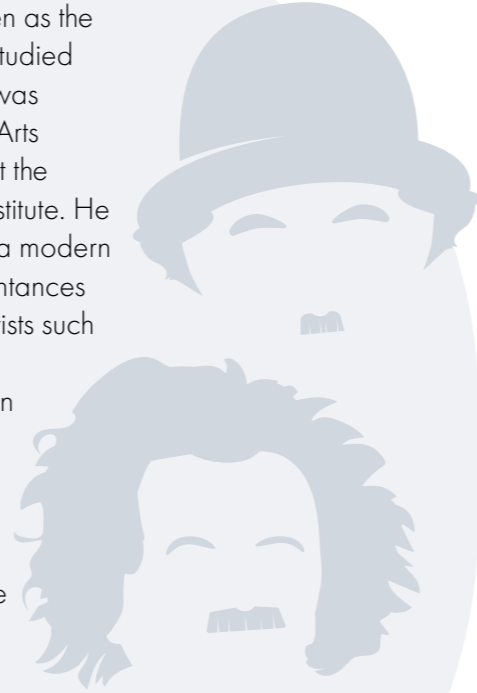
Piet Hein (1905 – 1996) was born in Copenhagen as the son to an engineer and an ophthalmologist. He studied philosophy at the University of Copenhagen, he was a student at the Royal Swedish Academy of Fine Arts in Stockholm and he studied theoretical physics at the Technological University and at the Niels Bohr Institute. He chose his own course in life and is often cited as a modern polymath. He had a remarkable circle of acquaintances such as the comedian Charlie Chaplin and scientists such as Albert Einstein and Niels Bohr. These close friendships were an important source of inspiration in Piet Hein's life.

Piet Hein was a man of eclectic talents: a mathematician, scientist, a designer, and a poet - he strongly believed in the synergy between these skills. This characterizes his style of expression in language and material, turning design into art.

He explained his way of working:

"Art is solution to problems which cannot be formulated clearly before they have been solved."

Piet Hein



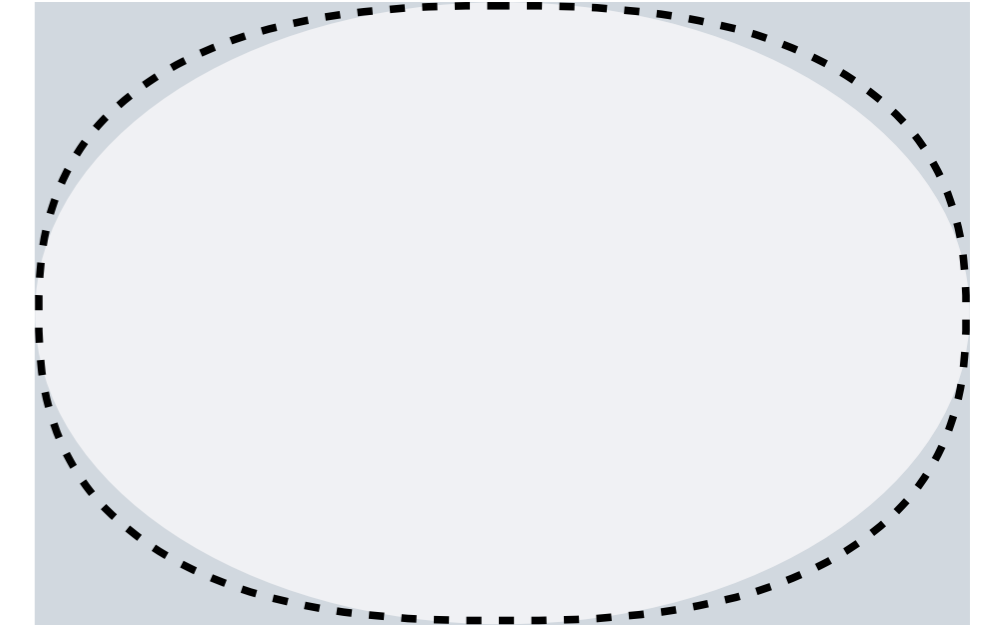
"Living is a thing you do now or never - which do you?"

Piet Hein

As a poet Piet Hein wrote numerous short poems, known as "grooms". More than 7,000 in total which have been published in 20 volumes and translated into multiple languages. In a groom (Danish: gruk), Piet Hein presents the reader poems about life, culture and society in a light and epigrammatic style. It was a way for Piet Hein to express his observations with a pointed pen and impenetrable charm which made him dear to many.

As a mathematician, Piet Hein has defied the contrast between the circle and the square and between the ellipse and the rectangle with the Superellipse®. A unique shape which has made its way into everything from urban planning to furniture. The Superellipse® solved a traffic problem at Sergels Torg in central Stockholm in a modern and harmonic way. Whilst Stockholm's infrastructure was quite rectangular it needed a traffic loop to enable flow. When squares or circles could not deliver, Piet Hein saw an opportunity. The solution quickly became successful and the Superellipse® made way into other countries within the areas of architecture and design. Today we can see the popularity of the Superellipse® in tabletops and other interior products but also in planning of city landscapes or sport centres.

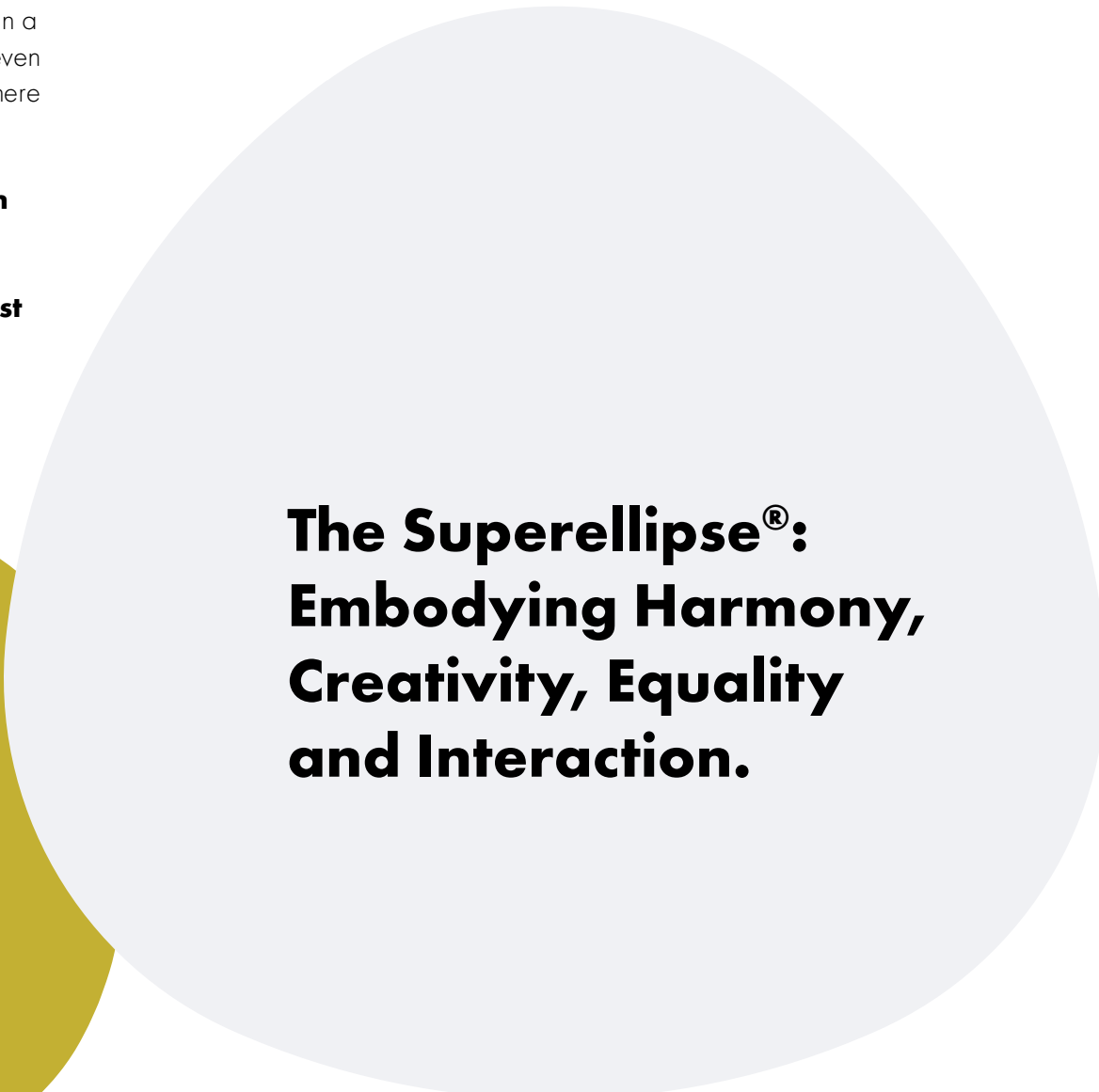
In this illustration we can see that the Superellipse® lies between an ellipse and a rectangle. ■ ■ = Superellipse®



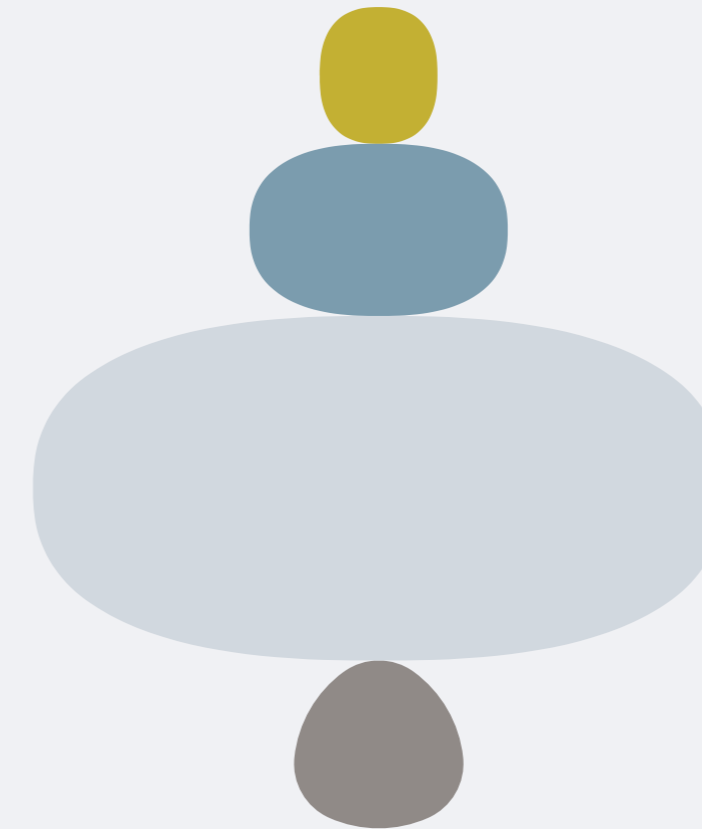
We get to experience a glimpse of Piet Heins' genality in a remarkable game he invented: the Soma Cube. With seven irregular pieces the goal is to assemble it into a cube. There are 240 ways to do it and Piet Hein wrote:

"It is a beautiful freak of nature that the seven simplest irregular combinations of cubes can form a cube again. Variety growing out of unity returns to unity. It is the world's smallest philosophical system."

Piet Hein



The Superellipse®: Embodying Harmony, Creativity, Equality and Interaction.



The beauty of the Superellipse® is laid bare when we examine its character. At first sight it looks familiar, we recognize it but we notice that it is outside standard proportions. It is similar to shapes that we are exposed to daily, such as rectangles and circles. The significant difference is hard to describe but it attracts our awareness.

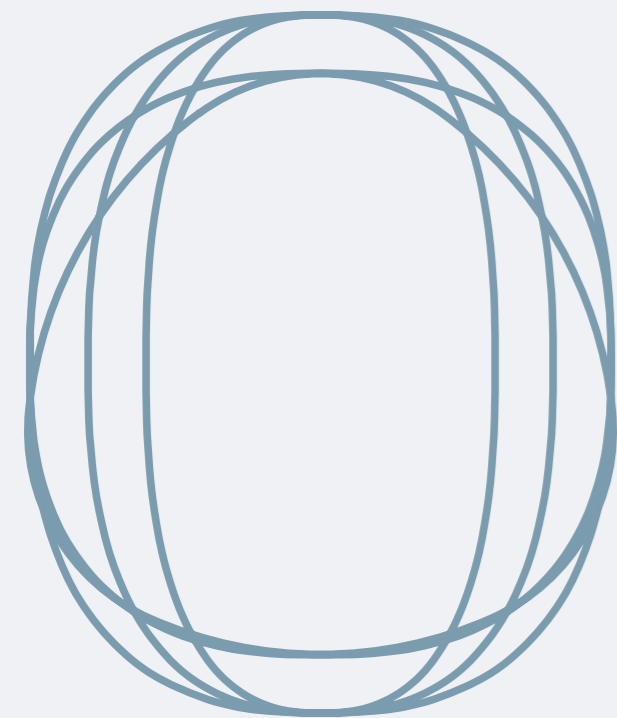
When objects are shaped outside its normal context, we don't know what we can expect but it triggers our curiosity and guides our behaviour.

Piet Hein has challenged our habits and behaviours with the Superellipse®. When we understand the power of the shape and the definition of its success, we can successfully implement it in residential areas and public spaces to create unique experiences.

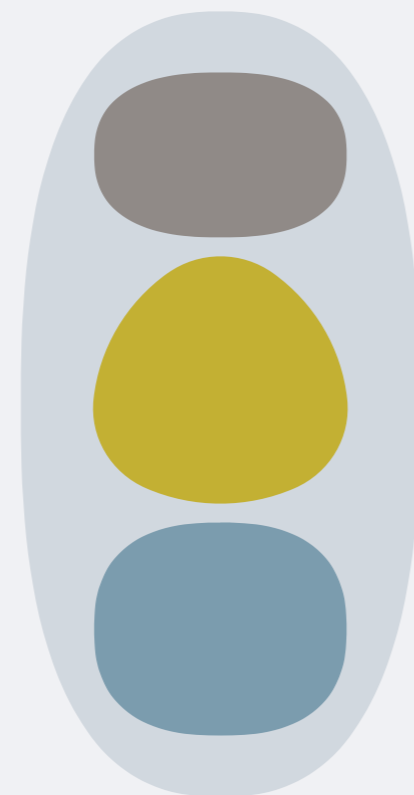
The lasting legacy of the Superellipse® for the 21st century human being is that of a facilitator of Harmony, Creativity, Interaction, and Equality between people.

Harmony

The Superellipse® draws our attention and challenges us to re-think our patterns when confronted with it. It is a seemingly minor change with a major impact on our perception. A humble change that does not differ too much from what we can refer to and what we like. We tend to like it more because the organic curves manifest a bridge between the abstract and reality. It eliminates the gap between what we label as exquisite and what is considered aesthetically displeasing. It creates harmony.



CREATIVITY.



EQUALITY.

Creativity

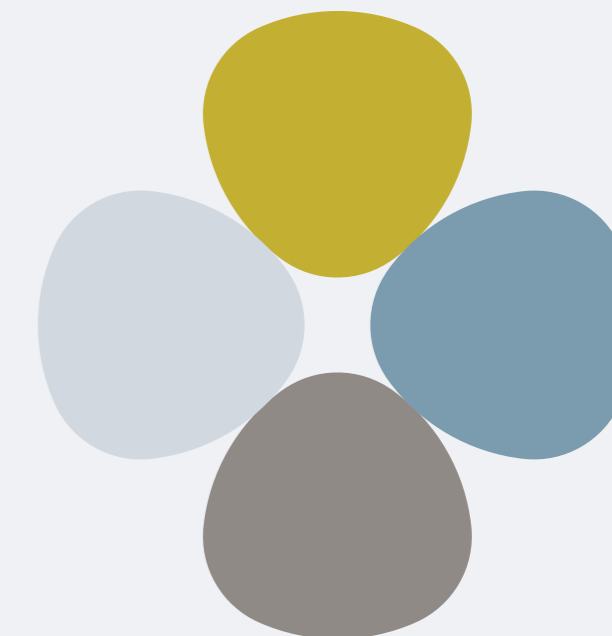
By gently being pushed into new settings we are forced to adapt and to innovate. We discover that we are able to go beyond our beliefs and know-hows and we connect with our true source: Creativity. This allows us to analyse and react to the current situation in a more instinctive way rather than with an unconscious response. We act with an open mind-set, we take distance from our comfort zone and we welcome creative thinking into our lives. The Superellipse® design stimulates creativity.

Equality

When we take a closer look at the Superellipse® we notice it's soft curves. In some variations, the curves almost appear infinite. The absence of a clear beginning and end is a crucial element in creating equality. When the Superellipse® shape is applied we can no longer apply the laws of hierarchy. There is no given leader present which has been made impossible with the soft unique curves. The presence of the shape guides people to sit and interact in a new angle, one that invites and promotes fair play.

Interaction

In public environments the Superellipse® affects us by stimulating interaction between people. The shape invisibly enables and facilitates free interaction with everybody in the Superellipse® zone. Differences between people are evened out, and communication flows freely to the benefit of mutual understanding and team results. The Superellipse® shape is a genuine source of interaction.



INTERACTION.

02

The AVGO Superellipse® Creative Rug Collection



To celebrate the legacy of Piet Hein we have created a Superellipse® rug collection which combines the best traits from our Creative Rugs offer with the power of the Superellipse®.



AVGO: an innovative and versatile rug collection

The creative character of the rug gets exposed when we plan its placement strategically. It will contribute to a unique setup in a room, one that gently invites new forms of interaction and thinking.

The Superellipse® works as a bridge between the familiar shapes that we frequently use and see. Their everyday presence has led to that we don't notice them as shapes anymore. We blindly rely on their functions, which we are used to, but they do not exceed our expectations nor do they feed our curiosity.

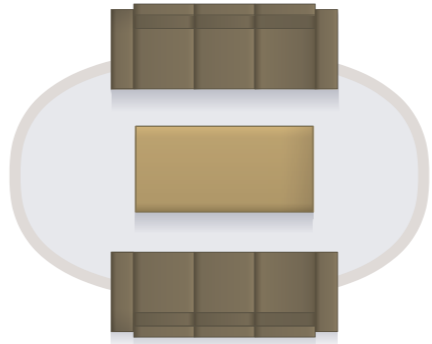
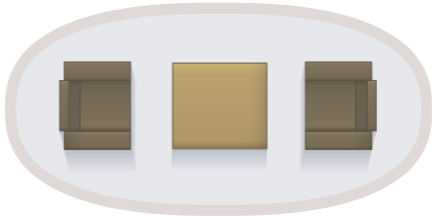




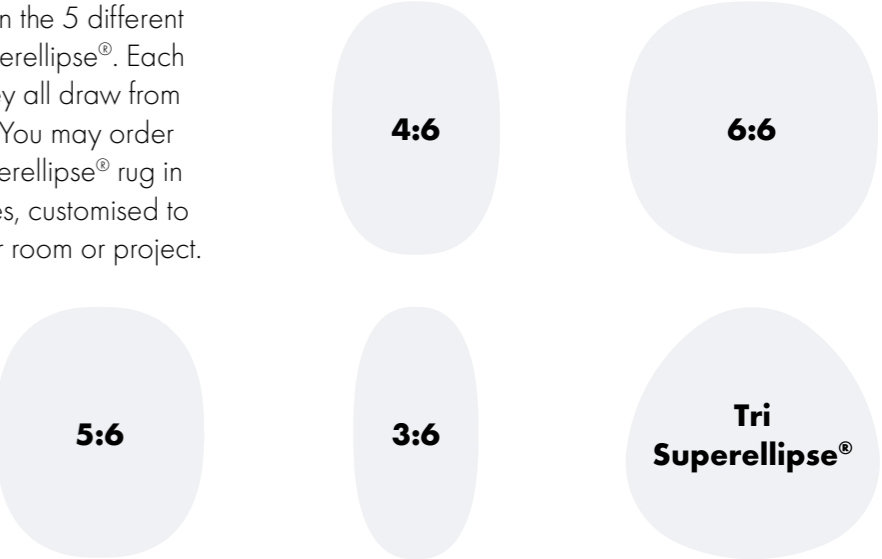
The innovative quality of the rug lies in how it creates and integrates into the room. It does not consume too much attention, but it won't stay unnoticed. The organic curves soften up the abstract corners and the slightly bended sides accentuate the straight lines in a room. It balances with the space that is not covered by the rug but it does not let space go to waste. It opens up the area and unifies the entire space. It establishes harmony both between objects and between people.

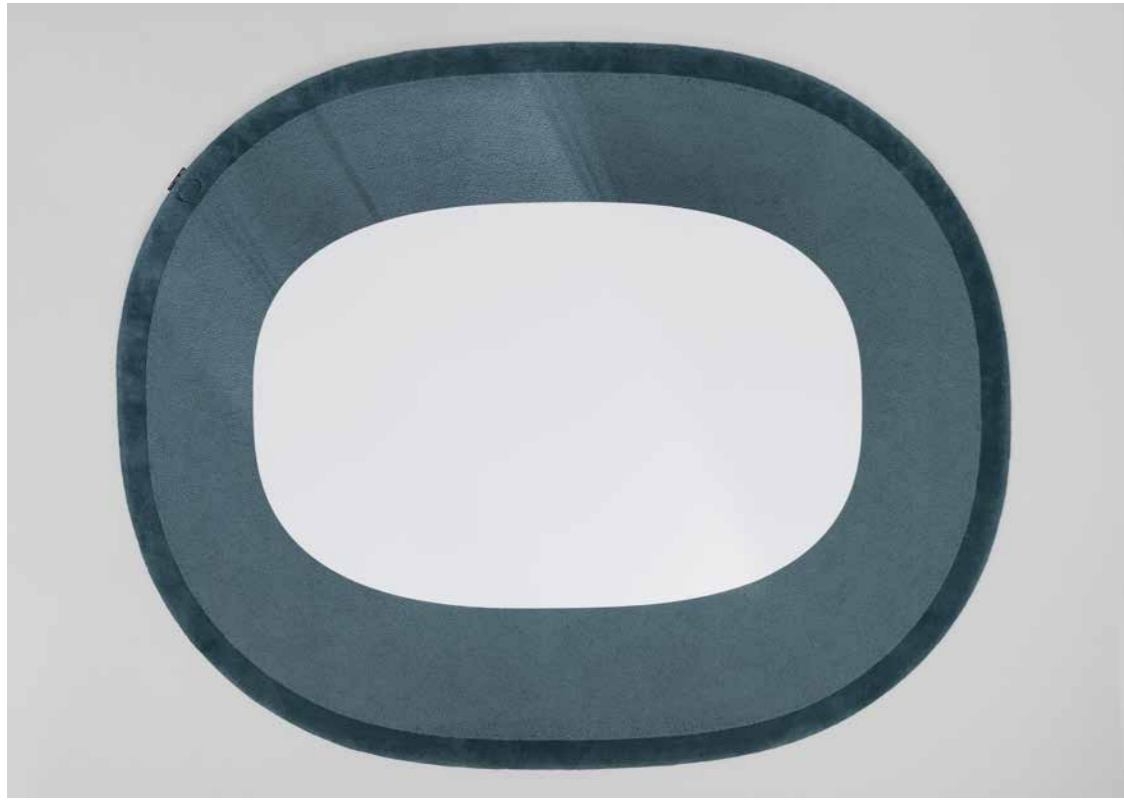


Using AVGO in a room for Harmony, Creativity, Equality, and Interaction



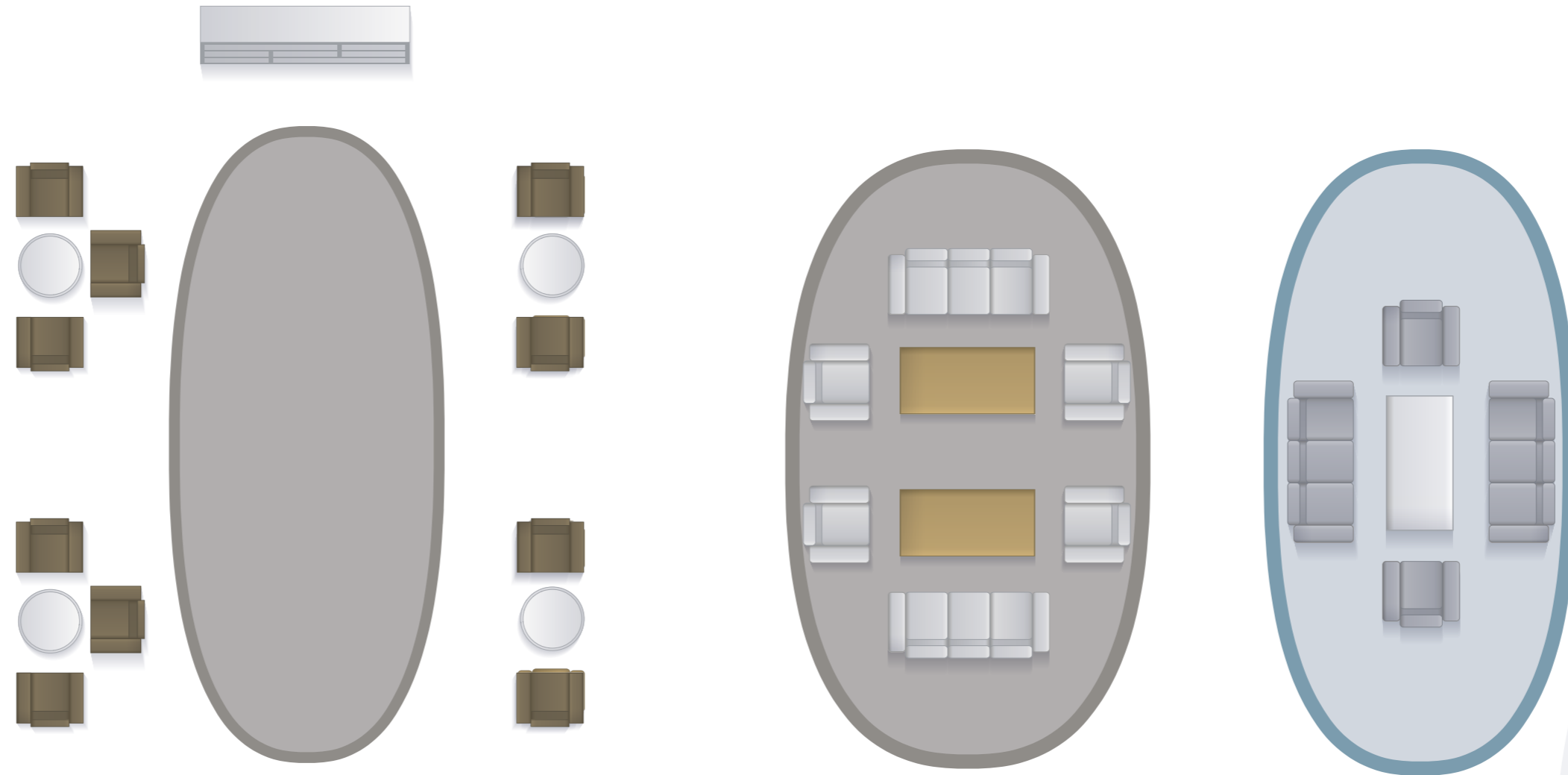
AVGO is available in the 5 different variations of the Superellipse®. Each one is unique but they all draw from the same principles. You may order your Almedahls Superellipse® rug in a wide range of sizes, customised to the character of your room or project.





This allows you to combine the rug with the Superellipse® table which comes in the same size variations. This is a great setup for conference rooms or areas designed for interaction and creativity.

In larger spaces, the Superellipse® rug may excite curiosity and get-togethers. The rug builds up an inviting space-in-a-space construction. In spaces such as hotel lounges or receptions the rug becomes a compelling object. It will draw attention as the centrepiece in the room and it suits



spaces drawing crowds to mingle and interact. It constructs a comfortable and secure base for all kinds of dialogues.

When entering the Superellipse® dimension the basics of what is considered a shape vaporizes. Concepts of form that envelope our perceptions of reality open up for pure innovative behaviours.

As Piet Hein wrote:

**"There is one art,
no more, no less:
to do all things with
artlessness."**

Piet Hein

03

Creative Rugs from Almedahls and AVGO Superellipse® rug



Our passion for the product and our ideals for quality come together in the process of manufacturing. We have combined materials and functions that last a life long and that meet the high standards that are core to our company.



An intriguing construction

AVGO has a technical solution that creates a two-tone effect whilst using only one colour. We have incorporated two different techniques to create dimension and an exciting surface.

To emphasize the shape, the rug has a smooth and decorative edge of 12 mm cut pile. The core surface of the rug is made of 11 mm loop pile that has a textured and organic surface.

In the cut pile of the edge there is a symbol of the 4:6 Superellipse® that is made of 10 mm loop pile.



Specifications

AVGO Piet Hein by Almedahls Design Studio

Material	100% Spirit wool Tufted 39 000 tuft/m ²
Pile	11 mm loop & 12 mm cut
Colours	140 standard colours
Max size	5x8,9 m
Fixed edge size	10 cm
Fixed symbol size	10x6,7 cm
Backing	Action backing, has an integrated anti-slip effect. Textile backing is optional.
Edging	Woven textile tape monted on backing for shape and stability.
Care	Remove, absorb with dry cloth, soak with cold water. Contact professional rug cleaner. No dry cleaning.
Sound class	D according to ISO 354
Weight	3.3 kg/sqm with anti-slip backing 3.5 kg/sqm with textil backing



Designer's choice

AVGO is available in 140 standard colours but the Design Studio at Almedahls has made a selection of recommended colours for the AVGO collection.

The colours selected are powered by Nordic light and nature. Undyed natural colours, next to pale hues and interpretations of bolder primary tones.

They represent a harmonical, yet intriguing, contrast between the light reflection of cut and pile technique and are as such a natural extension of the Superellipse® rug design.

Also, the recommended colours are chosen to match the building materials and expressions prevailing in modern architecture.



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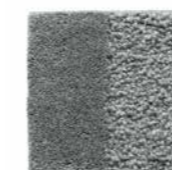
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31543



**"Love is like a pineapple,
sweet and undefinable."**

Piet Hein

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