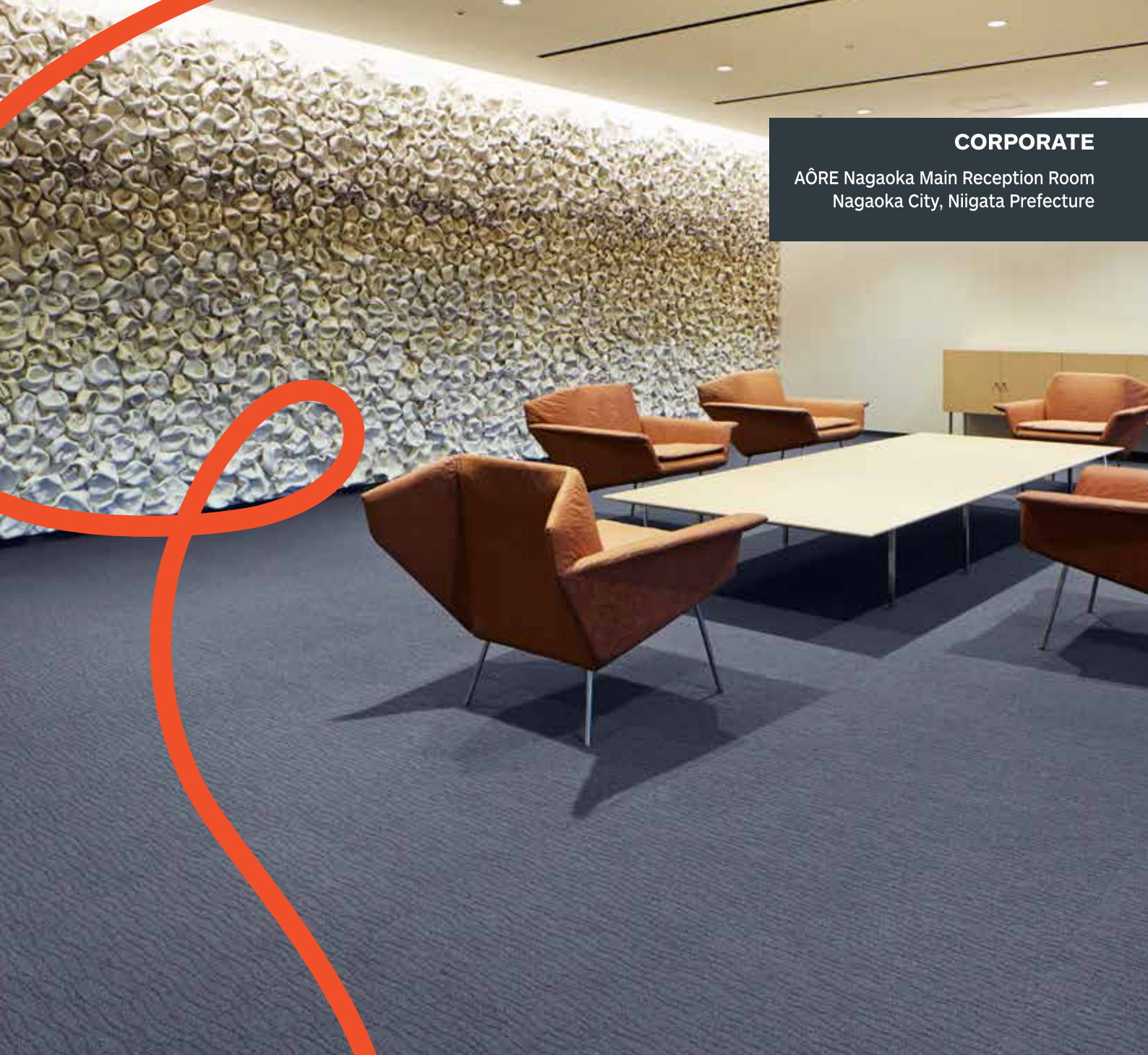


CORPORATE

AÔRE Nagaoka Main Reception Room
Nagaoka City, Niigata Prefecture



Carpet material : TOLI Corporation SOKOITARI CLASSIC GX7901

**Antron®
carpet in
harmony
with
traditional
culture**

Nagaoka City in the center of Niigata Prefecture is the second most populous city in the region. Its central JR Nagaoka train station connects via sky deck to City Hall Plaza AÔRE Nagaoka, a venue for traditional events and festivals that has served as a major platform for civic exchange since its inception. Designed by Japanese architect Kengo Kuma, this multiplex facility — which includes a concert hall, arena, city hall, city council assembly hall and conference room — brings cutting-edge design to the district and artfully expresses a longstanding spirit of civic cooperation throughout the prefecture.

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CASE STUDY: AÔRE Nagaoka Main Reception Room

A unique space for greeting guests

City Hall Plaza AÔRE Nagaoka, opposite JR Nagaoka Station, is a symbol of the city where people of all ages gather, relax and participate in community events. One of the plaza's most popular and notable spaces is a reception room, adjoining the Mayor's room, that was designed by architect Kengo Kuma to entertain VIP guests such as politicians and city officials. To support the local economy, Mr. Kuma made abundant use of locally crafted materials such as Oguni-washi (Japanese paper), which covers the walls and ceilings and is attractively integrated in chairs he designed. Various walls are also decorated with earthenware crafted from Niigata Prefecture soil. SOKOITARI CLASSIC by TOLI, a tile carpet made with Antron® Lumena™ solution dyed nylon, adds color and a delicate touch to the unique interior.

Mr. Taguchi, the facility manager tells us, "We prefer darker tones for spaces where shadows are cast. Floor materials and colors must be carefully selected to suit the building's architecture and this is sometimes difficult to achieve. The color layout for the reception room was particularly challenging in terms of attaining such a harmony. Although many of the guests in the space are executives, the atmosphere must be suitably casual for a city hall. Most of the room's decorative materials were locally produced, and we took great care in choosing the right color for the floor so guests would quickly notice the colors and design of the walls and furnishings."

The rippled carpet design is reminiscent of wind-driven ripples on the local Shinano River and attractively complements other features of the reception room. The smoothness of the carpet adds a delicate touch.

"Once a building's main structure is completed, we customarily spread carpets at the site to see how they appear under sunlight or lighting. This particular carpet had a soft color just right for the space," states Mr. Taguchi. The carpet is

also used in the hallway to the elevator lobby where downlighting effectively creates contrast to clearly bring out the pattern.

Mr. Taguchi further remarks, "We're pleased to be using a tile carpet in this working space. Tile carpet helps keep the room clean, stress-free and comfortable for guests. The material can hold up well in areas with heavy traffic, ensures easy maintenance and provides high-level functionality. So we made the right choice." Antron® Lumena™ solution dyed nylon in the main reception room and hallway carpets features a four-hole hollow filament fiber developed through INVISTA's advanced manufacturing technology. The rounded square shape is strong and grooveless, and the smaller surface area of the hollow filament fiber shapes minimize soil accumulation, making cleaning easier. Furthermore, the four-holes running through the fiber diffuse light and hide soil. "The popularity of AÔRE Nagaoka among visitors has far surpassed our expectations," says Mr. Taguchi, "and we hope everyone will continue enjoying it for years to come."

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*Takashi Taguchi
Kengo Kuma and Associates*



➔ *Antron® carpet fiber has unique hollow filament fiber shapes that help hide soiling. Internal voids refract and diffuse light, enhancing soil hiding capability, and the smaller surface area of the hollow filament fiber shapes minimize soil accumulation, making cleaning easier.*

To learn more, please find your local contact below or visit antron.net.

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Takashi Taguchi
Kengo Kuma and Associates

Facility name: AÔRE Nagaoka Main Reception Room
Carpet material: TOLI Corporation SOKOITARI CLASSIC GX7901
(Antron® Lumena™ solution dyed nylon)

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