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Date: June 14, 2010

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InterfaceFLOR's "Memphis Under Foot," *influenced by 1980's Design Movement*, plans to rock NeoCon.

Bold new offering inspired by Memphis Design launches in a big way at NeoCon in Chicago, June 2010

LaGrange, GA, June 1, 2010 - This year, InterfaceFLOR, LLC, the world's leading manufacturer of carpet tile has ricocheted through our recent past and back to the future with a gorgeous new over-the-top offering. These thoroughly modern and colorful new products were inspired by the 1980s Memphis design movement and will launch at NeoCon with a certain futuristic fanfare. With big color, souped up black and white stripes, bold graphics, an extensive pattern library and coordinating solids, InterfaceFLOR's Memphis-inspired collection forms an offering like nothing it has ever introduced.

Inspiration: 1981 and it was time for a change.

In early 80's Milan, Ettore Sottsass, famed 61 year old designer and guru known for surrounding himself with bright young talent, led a dramatic revolution in the design world. His followers, a merry band of designers, artists and architects, would gather at Sottsass's house in the evenings discussing the tired grays of Modernism and how they believed Modernism's dark aesthetic had run its course. On one such night, after many bottles of wine, a Bob Dylan record "Stuck inside of Mobile with the Memphis Blues Again" actually got *stuck* and played over and over and over again. As the song repeated, the group agreed it seemed to stand for everything they were feeling. So there, in the early morning hours of December 1980, the Memphis design movement was born.

Although the group was in Milan, their work was definitely influenced by all the good things that had come out of Memphis...The Blues, Americana, Fifties Kitsch and Tennessee Rock 'n' Roll. The result was design considered outlandish by many critics. Love it or hate it, Memphis had a sense of humor and was just what the design world needed to wake from its banal slumber. So "out there" it didn't last long, Memphis set the design world on a new course while evoking smiles (and a few smirks) along the way. It was simply something new, something loud, and something joyful. The mod, graphic work of the Memphis movement came out of nowhere, created a stir and was a great liberator for those bored with status quo.

InterfaceFLOR: Joy, Whimsy and Color rock the Design World...an encore.

If the Memphis Movement was a wake up call to color and joy, then maybe that same kind of revolution is what the world needs now? InterfaceFLOR thinks so. With a respectful nod to Ettore Sottsass, David Oakey of David Oakey Designs has created one of the most exciting offerings InterfaceFLOR has ever brought to market. The Memphis-inspired collection includes the colorful stripes of Beale Street™, the bold black and white lines of Union Avenue™, the graphic squiggles of

Doodle™, and a drop dead library of fabulous black and white patterns called Memphis to Milan and Back™. And great style isn't all it has going for it. The Memphis styles are all made from fiber created with post consumer content and Beale Street, Union Avenue and Doodle are part of our Convert™ design platform, which is also third party verified under an *Environmental Product Declaration (EPD)*. So...not only are they good looking; these Memphis inspired offerings are good for sustainability.

Finally, the new Memphis offering reflects designer David Oakey's take on sure signs of revitalization in the economy. Oakey says, ***“As the world transforms and evolves and the economy slowly makes a comeback, people are demanding sustainable products made by responsible companies that are both beautiful and joyful. Let's try to move past all this gloom and doom. Let's talk about color and happiness!”***

Featured “Memphis” Products, NeoCon 2010

Beale Street™ & Union Avenue™



Memphis to Milan and Back™



Doodle™



About InterfaceFLOR

InterfaceFLOR, LLC, is a subsidiary of Interface, Inc., the world's largest manufacturer of commercial carpet tile. For 37 years, the company has consistently led the industry through innovation and now leads the industry in environmental sustainability. InterfaceFLOR is setting the pace for development of modular carpet using materials and processes that take less from the environment, and is well along the path to "Mission Zero®," the company's promise to eliminate any negative impact it has on the environment by the year 2020. Interface's worldwide carpet manufacturing facilities maintain third party registration to the ISO 14001 Environmental System, and the company obtained the first-ever Environmental Product Declaration (EPD) for the commercial floor covering industry. The company is recognized globally for its commitment to build environmental considerations into its business decisions. For more information go to www.interfaceflor.com.