

The image shows a modern office interior. On the left, a wall is covered in vertical wood slats, with the word 'Flutter' in large, silver, 3D letters. The ceiling is industrial, with exposed pipes and ductwork. In the background, there are orange office desks and chairs. In the foreground, several rectangular carpet samples are laid out on a grey carpet, showing various patterns and colors. A pink overlay in the top right corner contains text and the Milliken logo.

**FLUTTER
ENTERTAINMENT HQ,
DUBLIN, IRELAND**

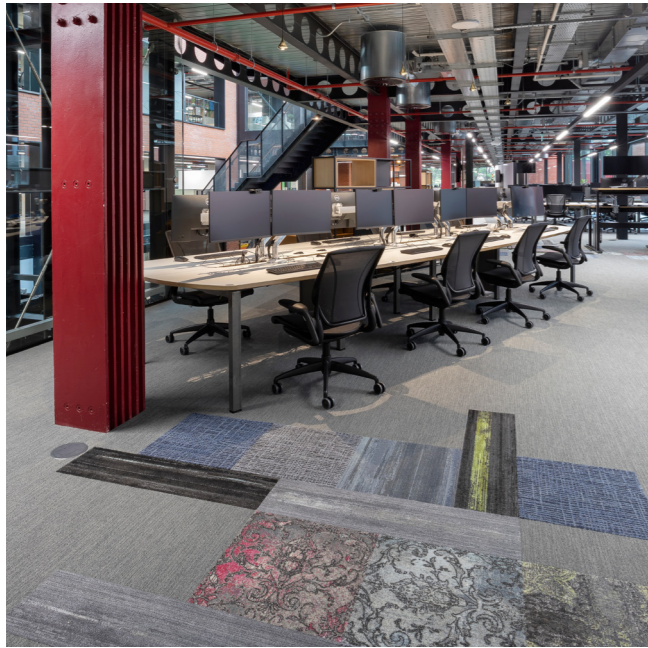
A Case Study

Milliken™

CARPET : NORDIC STORIES - ISOGRAD, COLOUR COMPOSITIONS, GLAZED CLAY, URBAN COLLECTIVE
AND ARTISTIC LIBERTIES - OUTSPOKEN TRADITION, HISTORIC CLASHES

Background

Flutter Entertainment is a global sports betting and gaming group that prides itself on its diverse brand portfolio and fun, people centric culture. In line with these values and with a focus on sustainability, the company planned to dramatically remodel its 1960's redbrick headquarters building in the south of Dublin. Following a long relationship with office interior specialists [Claremont](#), their design team was appointed to realise Flutter's bold vision to create a destination workplace.



Carpet : Nordic Stories - Isograd, Colour Compositions, Glazed Clay, Urban Collective and Artistic Liberties - Outspoken Tradition, Historic Clashes



Carpet : Nordic Stories - Isograd, Colour Compositions, Glazed Clay, Urban Collective and Artistic Liberties - Outspoken Tradition, Historic Clashes

Design approach

The design brief challenged Claremont with reimagining Flutter's HQ into a work environment that would drive greater employee engagement through collaboration, socialisation and learning. Claremont have responded with an impressive, modern and multi-functional workplace with an expansive internal atrium at its beating heart that connects each floor and where employees pass through, meet and interact.

The floor covering would play a key role in unifying the different levels in the building. The design team chose Milliken's [Isograd](#) modular carpet from its Nordic Stories design collection for the main field carpet. Inspired by the landscapes, geology, folklore and modern culture of the Northern Hemisphere, the carpet creates a consistent, neutral backdrop for the variety of activity-based work areas, collaborative meeting spaces, quiet zones and places where employees can relax and play.

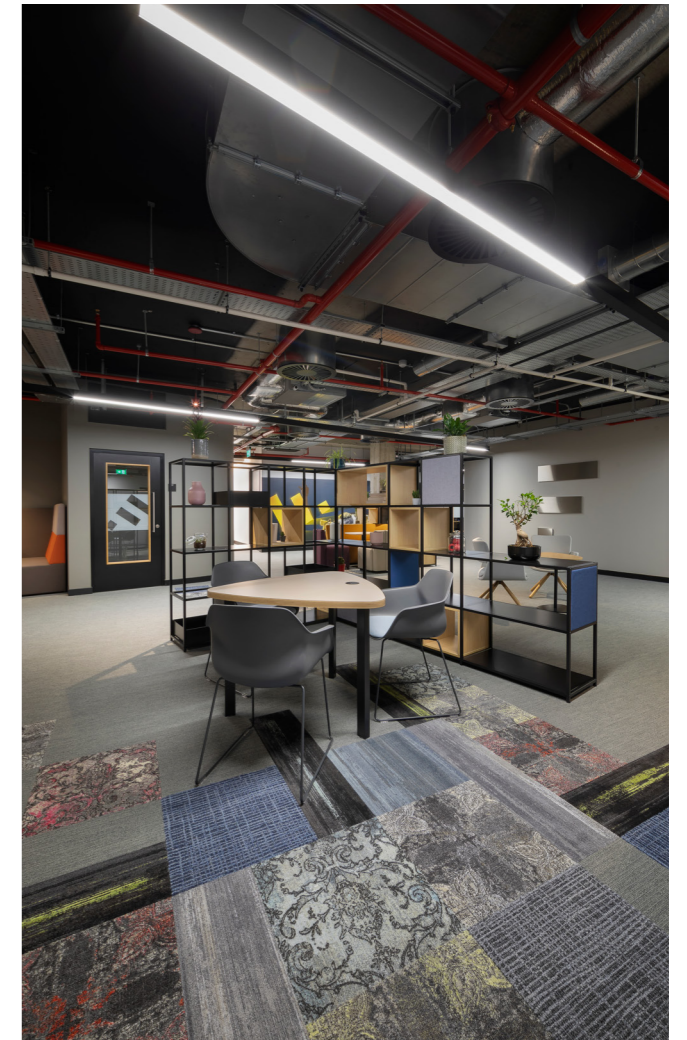
Isograd's tufted loop pile construction adds a welcome textural dimension to the floor. Specified in the soft grey tones of [Meltwater](#), the floorscape reflects the muted tones of the beautiful Wicklow mountains, visible through the vast glass fronted

façade of the building. The carpet is manufactured in 100% Econyl Solution Dyed Nylon which offers deep, saturated colour and evokes a sense of quality and uniformity to the building.

Reflecting the brand

As Isograd floods through the building, it is punctuated by large colourful insets of patterned carpet. In a creative twist on carpet insets, Claremont have selected individual carpet tiles and planks from five classic Millitron® patterned designs to create a series of vibrant rug effects. Combining an eclectic mix of design styles, they are a fun, creative detail to the floor plane that perfectly expresses Flutter's playful brand personality.

Each inset comprises of carefully specified colour combinations that co-ordinate beautifully with the other interior finishes and furnishings in each area. The linear striations of Milliken's award-winning [Colour Compositions](#) plank collection are juxtaposed with the soft lines of [Glazed Clay](#), the grid structures of [Urban Collective](#) and the decorative beauty of [Outspoken Tradition](#) and [Historic Clashes](#) from the Artistic Liberties design collection. These style-clashing design features are located at strategic points throughout the building and make for a striking effect on the floor.



Carpet : Nordic Stories - Isograd, Colour Compositions, Glazed Clay, Urban Collective and Artistic Liberties - Outspoken Tradition, Historic Clashes

"The Comfort Lite backing means that the carpet helps create a space that is much calmer and more comfortable underfoot."



Carpet : Nordic Stories - Isograd

Employee well-being

From a performance perspective, all the carpet products incorporate Milliken's Comfort Lite cushion backing which offers up to 31dB of sound absorbency. In this large, open office space, with its exposed ceilings and where employees are encouraged to move around and interact, the carpet plays an important role in reducing distracting noise around the building. For employees trying to concentrate on their work, unwanted noise can negatively impact productivity and well-being. The addition of the Comfort Lite backing means that the carpet helps create a space that is much calmer and more comfortable underfoot.

This spectacular office transformation truly embodies Flutter's brand values and is uniquely suited to the different needs and working styles of the company's employees. It is a space that considers their well-being and in which they clearly feel proud to work.

Ensuring that this building project was achieved sustainably was also a key part of the brief for Claremont. As part of [Milliken's M/PACT programme](#), all its modular carpet and LVT products are manufactured sustainably and are now carbon neutral. For this project the client could be assured that the floor covering would have minimal impact on the planet.



Carpet : Nordic Stories – Isograd

- Client** : Flutter Entertainment, Dublin, Ireland
- Design Practice** : Claremont
- Project Size** : 11,706m²
- Floor Coverings** : Nordic Stories - Isograd / Colour Compositions / Glazed Clay, Urban Collective / Artistic Liberties - Outspoken Tradition, and Historic Clashes

Visit millikenfloors.com for more information.
T +44 (0) 1942 612777 (UK)