



Photo: Jan Windszus

## OBJECT CARPET: Glamor turned green

# From red to green: the carpet making history at the Berlinale 2025

*Red carpets have long been synonymous with prestige, elegance, and making a grand entrance. Yet at the upcoming edition of the Berlin International Film Festival – the Berlinale 2025 – the famous red carpet won't just be a highly visible statement of glamor: It's also going "green." The vibrant "traffic red" DUO carpet provided by OBJECT CARPET is a triumph of successful design shaped by innovation, sustainability, and a focus on the future.*

### Time-honored tradition with a sustainable twist

The color red has stood for exclusivity for over 2,500 years. Even in the days of Ancient Greece, red was the most valuable of all tints, with a particular species of snail used to extract precious red dyes. Heroes and dignitaries wore it as a mark of honor. In 2025, international stars like Tilda Swinton and Timothée Chalamet will be setting foot on the famous carpet at the Berlin International Film Festival. But this year, this traditional symbol of glamor has been given a modern makeover: To mark the 75th anniversary of the Berlinale, OBJECT CARPET, the premium manufacturer of recyclable floor coverings, will once again be creating a sustainable sensation. The iconic carpet rolled out over almost 400 square meters in front of the "Theater am Potsdamer Platz," along with the 600-square-meter one reserved for the press conference and photo calls at the Hyatt hotel, will be resplendent in sophisticated – yet sustainable – elegance, thanks to the revolutionary DUO technology. But how can a red carpet be turned "green"?

### A masterpiece in recycling, made in Germany

Developed in Denkendorf near Stuttgart and produced in Krefeld, the Berlinale carpet from OBJECT CARPET is a prime example of environmentally conscious design. Rather than including an average of 30 materials, all difficult to separate and sort, DUO consists of just two components: polyester and polyamide. Paring down the materials to these basic essentials not only makes recycling easier, but also sets a new standard in terms of sustainable production and makes the carpet fully recyclable. And the end of its life cycle, every part of it can be reused – without compromising on quality. DUO is really raising the bar in eco-friendly manufacturing: It is made using 95% less energy than conventional processes, with no wasted water, a 50% reduction in weight to help bring down CO<sup>2</sup> emissions from transport, and incorporating ECONYL® yarn made from recycled raw materials such as fishing nets and industrial waste. By adopting this approach, OBJECT CARPET is playing an active part in reducing environmental impact – including in high-end settings like the Berlinale.

This floor covering is not only sustainable, but impressively durable too. During the ten-day film festival, it will get trodden on by some 100,000 visitors in anything from high heels to shoes smudged with snow. Yet its toughness speaks for itself: Whereas the Berlinale red carpet used to need replacing around half way through, now it can last the course and much of it can even be reused in the following years.

### Ready for the future: fast-track ecodesign

The Berlinale carpet in the special color "traffic red" is as groundbreaking in terms of sustainability as it is in durability. "With our MONO and DUO carpets, we are meeting all the criteria for design with recycling in mind and are already implementing the key requirements of the EU's Ecodesign for Sustainable Products Regulation (ESPR)," explains Daniel Butz, Managing Director of OBJECT CARPET.

The European Union's new ESPR rules came into force in July 2024, calling on manufacturers to gradually bring in sustainable production methods that take the entire product life cycle into account – from manufacturing right through to recycling. **OBJECT CARPET** is leading the way in this respect: Even now, the Berlinale carpet offers proof of how products like these can be made in a way that is not only energy-efficient, but also uses resources sparingly and enables full recyclability. By pioneering this approach, the premium manufacturer is playing a crucial role in reducing environmental impact – not just for the red carpet itself, but as an example to the industry as a whole.

### **A vision for the future: sustainability as standard and collector's pieces**

For anyone who would love to take a little piece of this contemporary "green" carpet home for themselves, there's some good news for you: A small and strictly limited edition of high-quality mats have been made out of remnants from previous years' Berlinale red carpets. Last year, this exclusive edition proved hugely popular with movie fans and collectors keen to add a touch of eco-conscious glamor to their own homes and sold out within a day.

**OBJECT CARPET** has a clear vision in its sights: It is aiming to make the majority of its product range fully recyclable by the end of 2026 – an ambitious goal marking a step toward a more sustainable future. But for anyone who would love to take a little piece of this contemporary "green" carpet home for themselves, there's some good news for you: A small and strictly limited edition of high-quality mats have been made out of remnants from previous years' Berlinale red carpets. These exclusive items, which combine sustainability with a piece of film festival history, are available exclusively from the store "Dussmann das KulturKaufhaus" – and you'd better hurry: Last year, the entire edition sold out within a day. What a treat for movie fans and collectors keen to add unique touch of eco-conscious glamor to their own homes!

### **Changing history: rolling out the red carpet for a new sustainable era in glamor**

Thanks to state-of-the-art technology, the DUO carpet is now not only more sustainable than ever, but more fit for the future too. With its emphasis on durability and recyclability, it redefines the traditional concept of glamor as a new kind of responsible luxury. And who knows? Maybe one day recycled pieces of old Berlinale carpets will make another star appearance in red carpets in Berlin, Hollywood, or at other world-famous film festivals? No one would notice the difference – except perhaps the groundbreaking difference in environmental impact.

The Berlinale 2025 proves that Berlin is not just a place for showcasing international movie stardom, but also a stage for presenting pioneering visions. The new standard set here will have an impact far beyond the ten days of the film festival, setting an example for prestigious events across the globe. This carpet is where tradition and the future meet, making history and changing it for the better.



## OBJECT CARPET

This symbol of exclusivity dating back to ancient Greece is now being redefined and the Berlinale 2025 offers an impressive demonstration of how tradition and innovation can go hand in hand. The red carpet therefore represents a vision that will resonate far beyond these ten special days – a vision of glamor that does not shy away from responsibility, and of ecodesign that will shape the future.



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Photo: Alexander Janetzko

## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Environment Agency's Blue Angel ecolabel. **OBJECT CARPET** products also received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas".

The use of recycled materials in production, as well as giving carpets a second life cycle after use, has become standard practice for **OBJECT CARPET**: As part of the "Future Perfect" project, **OBJECT CARPET** is working with UN Studio to breathe new life into old carpets and create unique designs. **OBJECT CARPET** is making a real change in the industry with the first completely recyclable and even circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material carpet NEOO, which takes the circular loop to a new level. With the DUO technology, the next generation of recyclable and stylish carpets has already been born: Consisting of just two easily separable layers, they offer maximum design flexibility with minimal material use.

Numerous design and business awards, such as the widely respected Good Design and Red Dot Awards, have demonstrated **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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