

FLOR Returns to Modernism Week as a 2024 Premier Sponsor

2023-11-28

Premium Area Rug Brand Will Mark 5th Year at the Event with Launch of Collection Designed in Collaboration with Trina Turk

ATLANTA--(BUSINESS WIRE)-- **FLOR®**, a high-end area rug brand for homes, offices, and every space in between, returns to Modernism Week 2024 as the Premier Sponsor for flooring solutions. The annual 11-day event celebrates midcentury modern design, architecture, art, fashion, and culture in Palm Springs, CA, and will take place from February 15-25, 2024.

This year, beautiful and responsibly sourced area rugs from FLOR will be featured at multiple Modernism Week installations, including:

The Wexler '54 Project by H3K Design: This is a beautifully restored home by Wexler & Harrison in the Deepwell Estates neighborhood of Palm Springs. FLOR joins H3K Design, Baldwin, and Dunn-Edwards, among other partners, as the premier flooring partner. Attendees can experience the space during Modernism Week's Featured Home Tour.

Modernism Week's CAMP: FLOR is the featured flooring partner at CAMP, the community and meeting place at Modernism Week. Located in the Hyatt Palm Springs, CAMP is the center of the week's events, hosting exhibition booths, lectures, and activations throughout the show.

Differing from previous years, FLOR also plans to launch a new collection at Modernism Week: Trina Turk X FLOR. The new line is a special collaboration with Trina Turk, the print and color lifestyle brand heavily influenced by

contemporary design with a California feel. Products from the collection will be featured at the Trina Turk boutique in Palm Springs and the Trina Turk Fashion Show at Frank Sinatra's Twin Palms Estate.

"We couldn't be more excited to be a Premier Sponsor at Modernism Week 2024," says James Pope, General Manager at FLOR. "At FLOR, innovative design is the foundation of what we do, and we're proud of our continued partnership with this world-class celebration of midcentury modern design. This year will be even more special with the launch of the Trina Turk X FLOR collection, a one-of-a-kind collaboration we can't wait to share."

To learn more about FLOR, please visit: <https://www.flor.com/>.

About FLOR

FLOR®, the specialty design brand of Interface®, has brought high-end area rugs to homes, offices, and every space between since 2003. FLOR carpet tiles are beautiful, easy to install, and responsibly sourced. Our customizable designs are engineered for high-traffic spaces, from family rooms to conference rooms. For more information, visit [FLOR.com](https://www.flor.com).

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Source: Interface, Inc.