

altro

## Maritim Hotel Magdeburg, Germany

Altro Ensemble secures  
appearance at the  
Modavision Fashion Show



“Working with Altro was extremely pleasant. In addition to a comprehensive consultation, Altro supported us when we were installing.”

Holger Salmen,  
Organiser and owner, agency First Contact

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1. Altro Ensemble™



Fotos: ©Andreas Lander Fotografie





## Maritim Hotel Magdeburg, Germany

### Altro Ensemble secures appearance at the Modavision Fashion Show

#### Issue

Modavision has been one of the largest fashion and lifestyle shows in central Germany for over 10 years. The elaborate fashion show takes place every year ~under a different theme. In 2017, the scenery created a Roman gladiatorial arena with the slogan "Fashion Arena - May the Games Begin!"

For the first time the 40m long catwalk led directly through the audience. Therefore, the colour of the floor needed to fit the concept harmoniously. Since not only models, dancers, acrobats and countless contributors but also different vehicles were brought to the stage, the floor could not be too susceptible to dirt and had to withstand heavy loads.

#### Approach

After careful consideration, the decision was made to install Altro Ensemble. Altro Ensemble is a modular floor system with 15dB sound reduction. It has a durable finish, making it is extremely resistant to abrasion and wear and retains its properties even with heavy loads.

#### Solution

Altro Ensemble was installed on the catwalk and stage in the color York. It fit perfectly with the theme of the evening and convinced with its authentic "arena look".



"With Altro Ensemble we have finally found a floor that contributed to the success of the evening."

Holger Salmen,  
Organiser and owner, agency First Contact

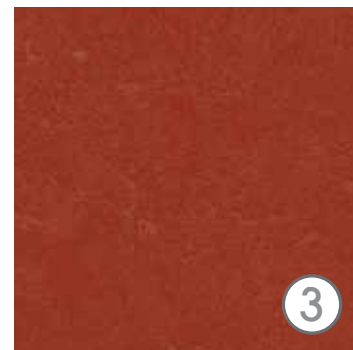
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#### Looks great with:

1. Altro Whiterock™ wall designs
2. Altro Wood™ Safety Comfort
3. Altro Orchestra™

Altro Ensemble modular flooring system is the next generation of luxury vinyl tiles that combines design possibilities for creating stunning effects, superior function and durability, and ease of installation.

The four modular sizes and choice of inspiring colours, textures and designs can be mixed and matched to create unique patterns. The low-reflective surfaces, good acoustic properties with 15dB reduction in impact noise, sound transmission, and 2.6 mm thickness with added comfort underfoot and durability, make it perfect for reception and general circulation and living areas as well as student accommodation and dining areas in restaurants and cafés.