

MORFLOOR

ELEMENTS

Geometry is not true. It's advantageous.

Elements | The Magic of quadrilaterals



We are *Morfloor*, a provider of luxury parquet flooring. Every parquet tile produced at Morfloor carries a unique mission. For each project, whether residential or commercial, our design and production team with special care work exclusively on that specific project. The *Morfloor* product is not on the same level as the market; we work for specific individuals and unique projects, not for everyone!

We believe that parquet embodies comfort, luxury in any environment. These qualities are owed to the core material of parquet: wood, an element traditionally recognized as the intersection of functionality and design, and which continues to be a leading inspiration in modern architecture. Researching, exploring, and working with this endless resource is at the heart of our daily activities at *Morfloor*.

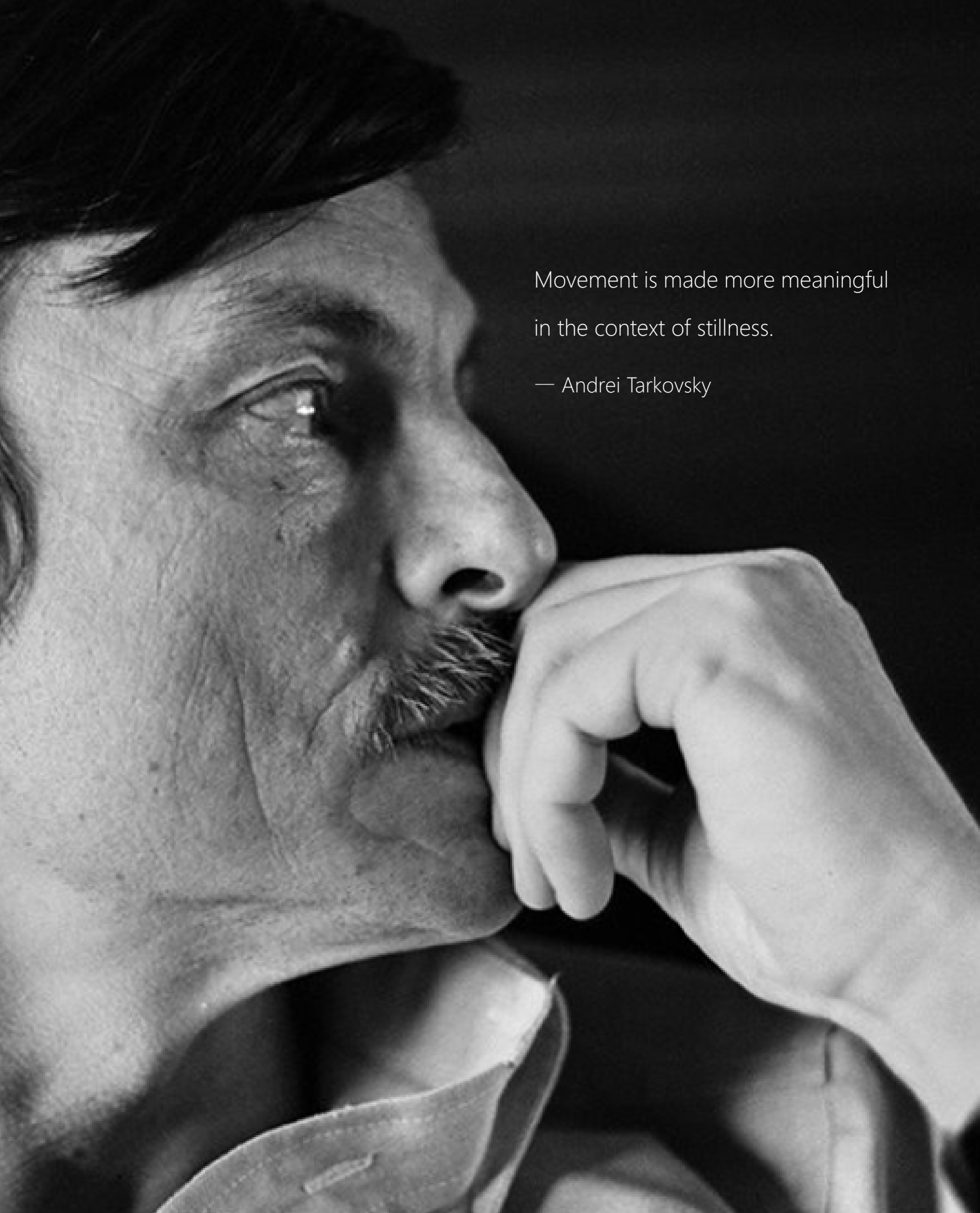
Our encounter with wood has always progressed on a foundation of mathematics and geometry. And how could it be otherwise? The definition of this material in flooring can only be fully realized through a geometric perspective. The core identity of a parquet tile is wood, but the defining feature of the complete parquet, as a whole, is the tiling and arrangement of those tiles. Geometry in wooden floor coverings begins at this point. This discourse is the result of our abstract exploration of the geometry of flooring. The main identity of a parquet tile is wood, but the characteristic of the collection of these tiles that is the final parquet, is actually the tiling and how they are arranged. The geometry of the wooden floor covering starts from this point. This treatise is the result of our abstract search in floor geometry.

The *Elements* series is designed based on the simplest quadrilaterals, resulting in the most intricate floor tiling patterns. The formal complexities of Elements arise from this very simplicity, making this series truly unique. Elements is a collection of simple, small tiles where the complex geometries emerge only through repetition.

In *Elements*, form is born from a continuous and orderly rhythm without any grandeur or texture. Rhythm is the central challenge of the Elements series.

Like serialist music or the intricate tilework of Eastern domes, the *Elements* that make up the Elements series are designed with utmost simplicity, yet the overall result is unparalleled. As Da Vinci once said, "Simplicity is the ultimate sophistication." *Raj, Rokh, Suk and Tar* are the names of the four families within the *Elements* collection, each offering dozens of unique designs. These collections all have roots in the historical tradition of wooden flooring, yet they simultaneously break free from the past and look toward the future. Each of these products tells the story of the architect's design for the project, embedding a unique story within itself.





Movement is made more meaningful
in the context of stillness.

— Andrei Tarkovsky



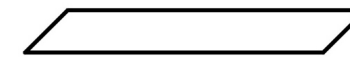
A trip through primitive shapes.

(s) element-

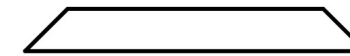
a substance that cannot be reduced
to smaller chemical parts and that
has an atom different from that of
any other substance.



Raj



Rokh



Suk



Tar

RAJ

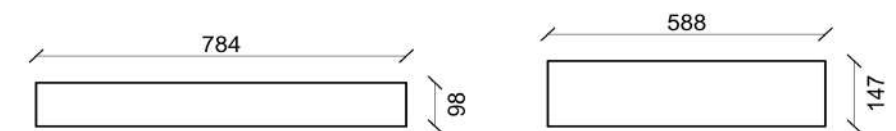


Raj, the collection of rectangular parquets in the Elements series, embodies the essence of classical order and solidity, creating a space with harmonious rhythm and unparalleled dignity, where simplicity shines at its peak of grandeur.

Rectangle; The universal language of every remarkable design, the cornerstone of geometry and design.

The rectangle, this fundamental and timeless shape, has long been a symbol of order and stability in art and architecture. Raj is deeply rooted in ancient design traditions, while simultaneously reflecting modern aesthetics.

The noble woods of walnut, oak, elm, and mesquite, with their unique grains and rich colors, form the authentic and durable foundation of Raj's diverse designs, creating spaces with distinct identity and character.



In Raj the rectangles are defined with two precisely very accurate sizes, serving as the primary modules that enable various designs through diverse and artistic arrangements. This flexibility in design allows architects and interior designers to create unique patterns of lines and surfaces on the floor space through creative combinations. Raj collection relying on a geometry that is both simple and dynamic, creates a space where each rectangle, when positioned next to another, forms an enduring and infinite harmony. In Raj collection architects have complete freedom to use these accurately highly precise modules to create unique and diverse designs on the floor space. Each arrangement showcases a new expression of balance and harmony, allowing the architect to craft flooring that, through the combination and repetition of rectangles, is not only unmatched in order and stability but also imparts a unique spirit and character to every space.





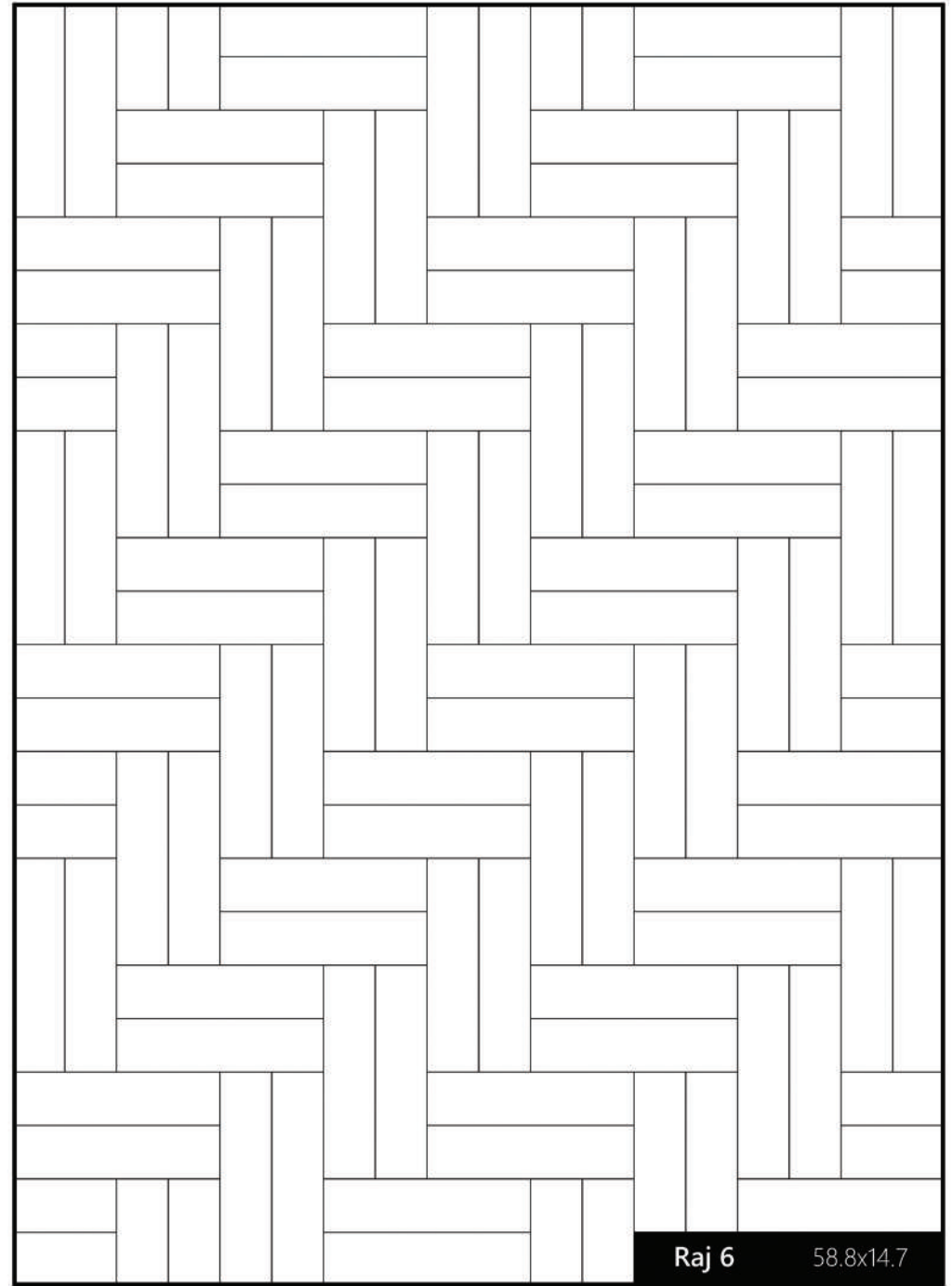
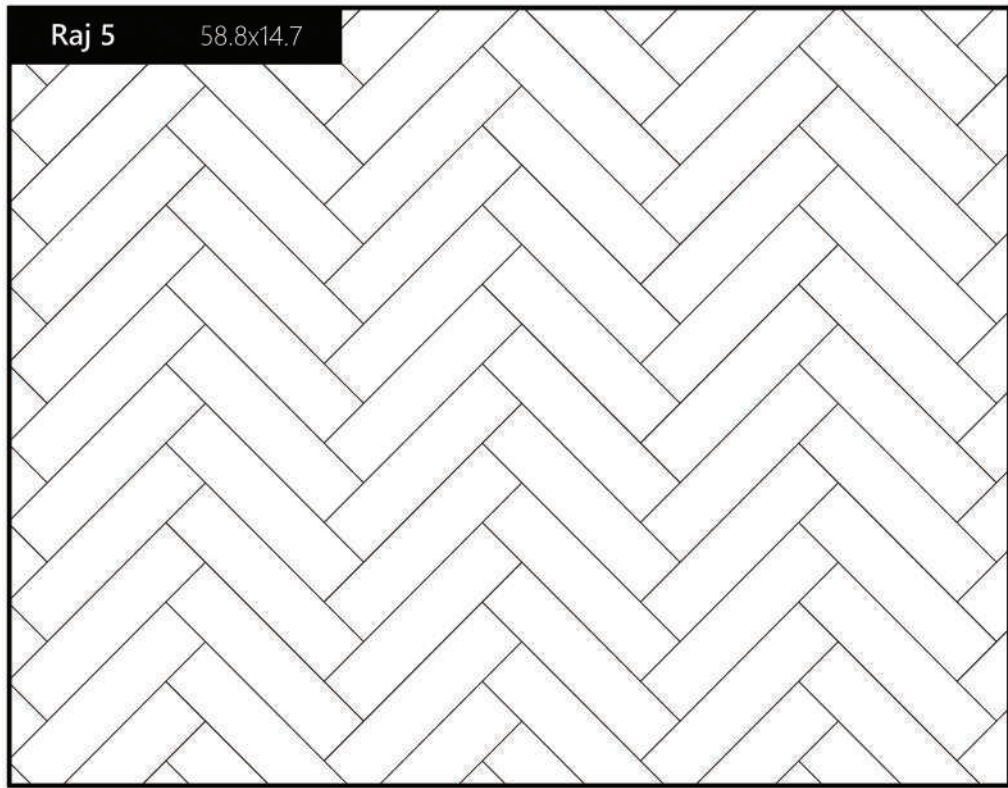
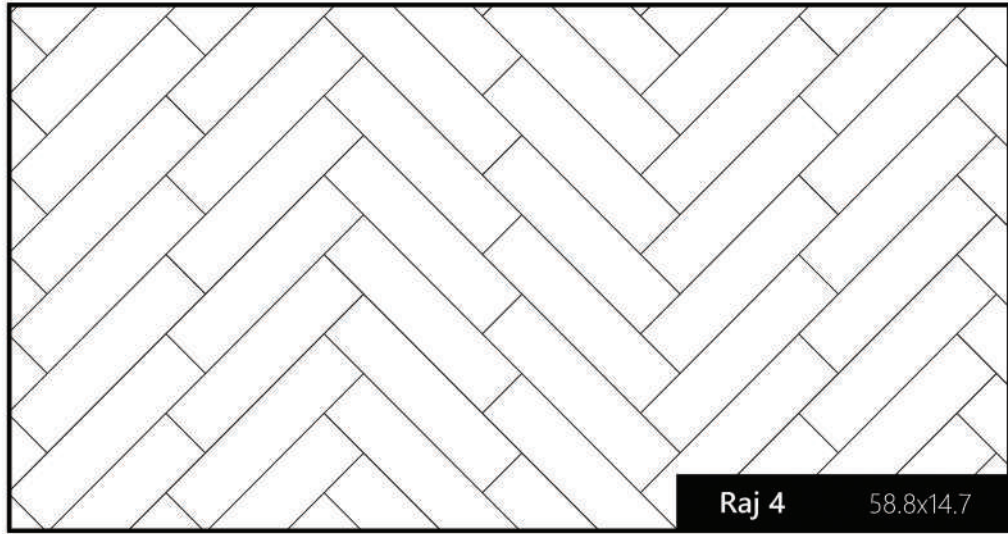
The rectangle is the most basic geometric shape, and the effort to design with this primary form paves the way toward the concept of beauty in its Platonic sense. All possible designs in the Raj collection from the Elements series have been achieved exclusively through this historical quadrilateral.

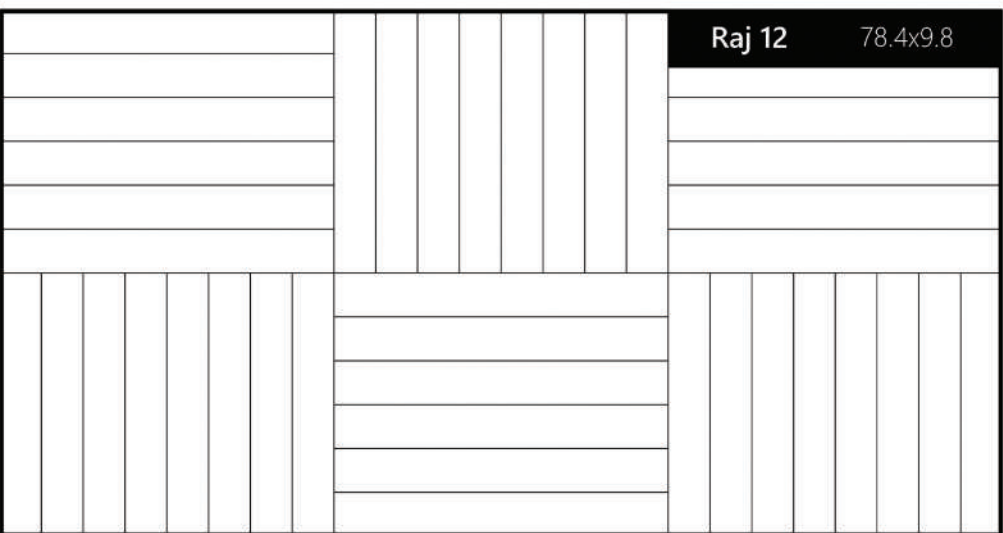
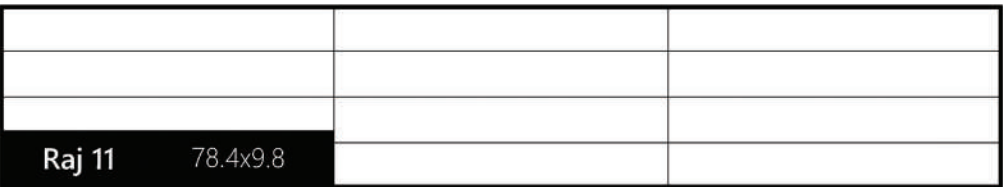
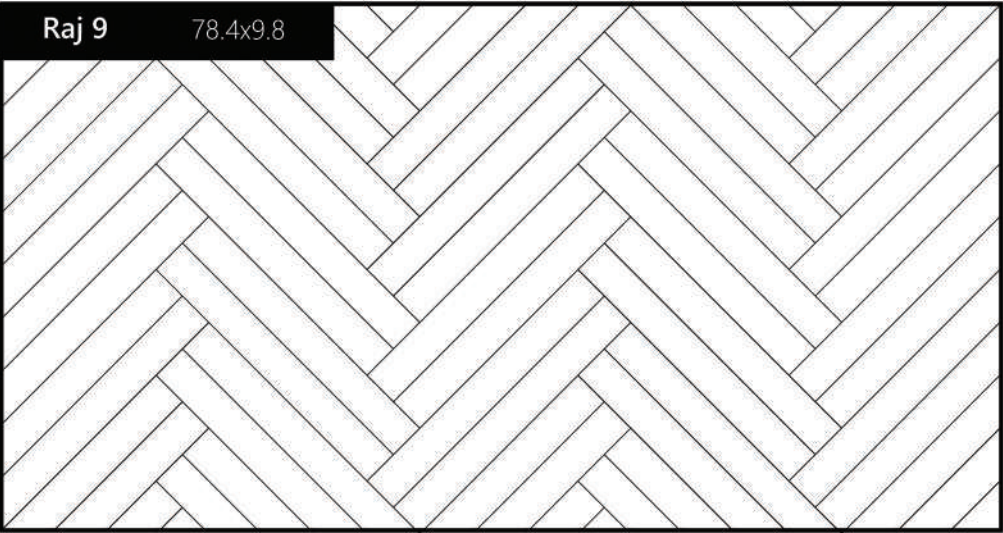
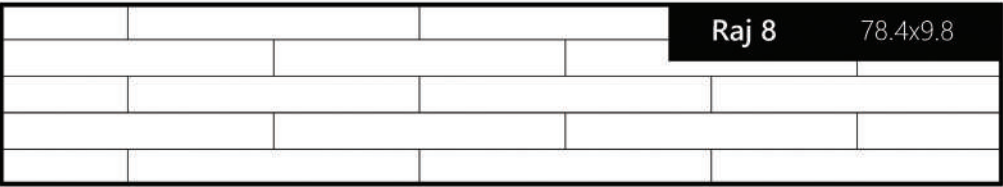
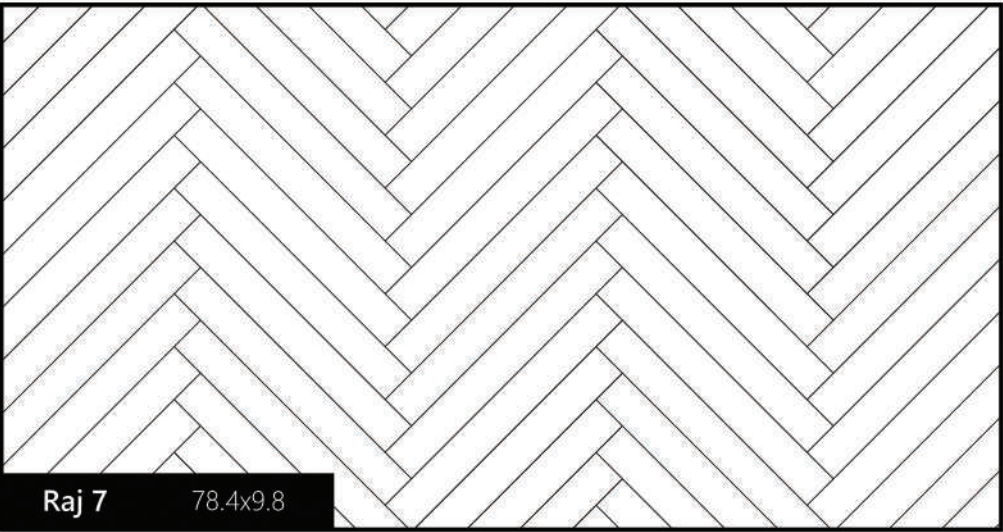


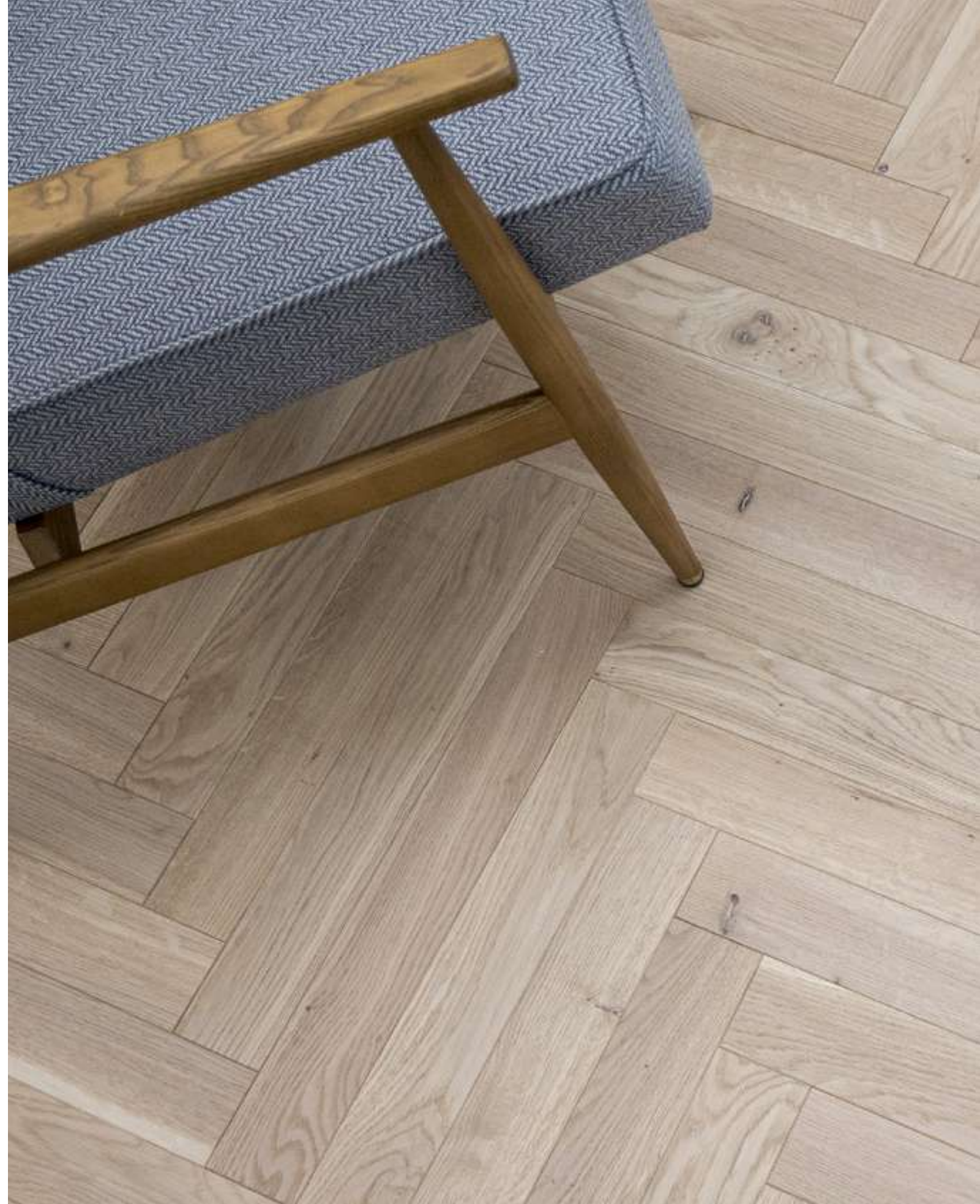


Raj 2	58.8x14.7				

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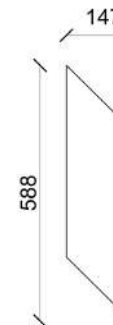
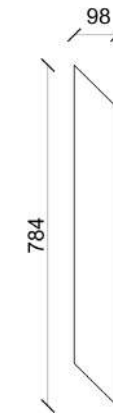


ROKH



Rokh, the collection of parallelogram flooring in the Elements series, creates a space with a unique visual appeal and striking geometry by using precise angles and sharp lines, where each tile is a symbol of harmony in complexity.

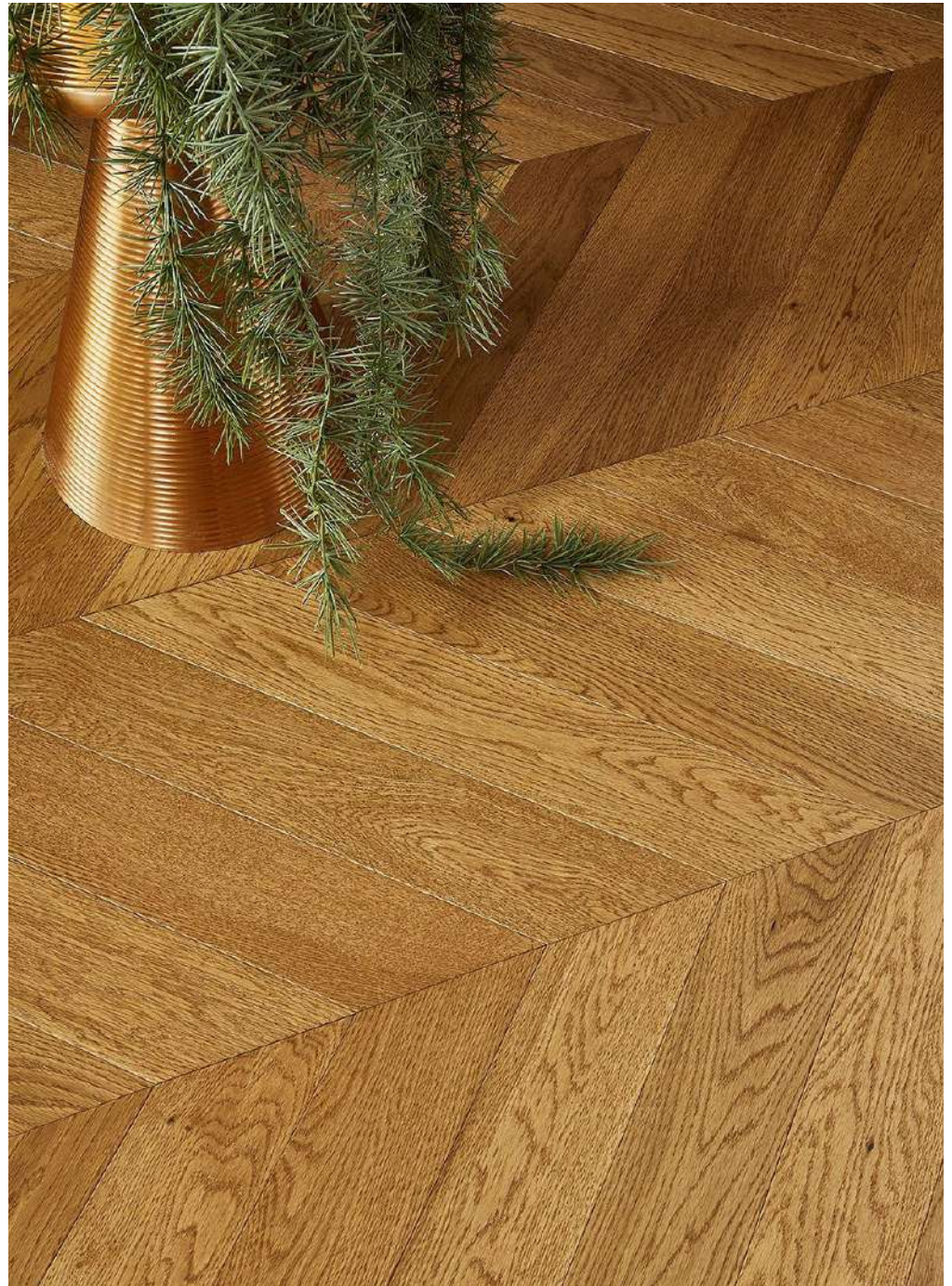
The parallelogram, a geometric shape with distinctive angles, has long been recognized as a symbol of balance and proportion in art and architecture. Rokh, inspired by this form, creates designs that simultaneously embody dynamism and stability. The parquet tiles in Rokh, with their oblique lines and specific angles, not only bring a dynamic and vibrant structure to the space but also reveal a new dimension and unique dynamism with every arrangement.



In Rokh, parallelograms are defined in two accurate sizes, serving as the primary modules that enable the creation of layouts with exceptional visual depth, dimension, and unparalleled variety. These modules allow architects and designers to craft entirely diverse and creative patterns on the floor. From simple combinations to intricate, multi-layered designs, Rokh offers architects complete freedom to meticulously and artistically create their desired space. Rokh, with its reliance on angled geometry and sharp angles, creates a space where each parallelogram transforms into an element of harmony within complexity.

In Rokh, architects can use these parallelogram modules in a way that each composition and repetition add incomparable depth and dimension to the space. With every arrangement, this collection offers a new experience of interaction between lines and angles, creating a flooring that simultaneously embodies visual complexity and elegance, breathing new life into any environment.







Genealogy of a Shape

The parallelogram is not merely a geometric shape derived from the rectangle; it is a symbol of transformation and motion, inherently carrying the essence of dynamism and life. This evolution represents a profound process at the heart of nature and art, where stability gives way to movement, and symmetry transforms into an unstable balance.

The rectangle, with its right angles and orderly lines, has always been a representation of stability and certainty; however, the emergence of the parallelogram reveals a world of new possibilities and latent dynamism. This morphing, like a dance, symbolizes the transition from stillness to motion; a movement that not only transforms form but also imbues it with new meaning and philosophy. The rectangle, akin to a body in a state of rest, embodies order and stability; and the moment this body breaks free from its stillness and embarks on a path of motion, the parallelogram is born. In this process, each angle and line, like the precise and rhythmic movements of a dancer, not only creates a new space but also achieves a form of beauty and harmony that is possible only through dynamism and change.

In this way, the parallelogram defines space not as a static field, but as a dynamic and evolving medium. Here, beauty lies not only in repetition or symmetry but in the dynamism and motion; in moments of change and transformation, in the transition from order to complexity, and from stillness to life.

The parallelogram, with its oblique angles and curved lines, represents moments where movement gives meaning to shape and form; moments where space is seen not as a static field, but as a dynamic and ever-changing medium. This transformation, like a dance that creates new meaning and emotion with each movement, adds a dimension of motion and life to every angle and line in the parallelogram.

This genealogy is a representation of the fundamental processes that flow through every natural and artistic phenomenon. The parallelogram, like a mirror of these processes, establishes a connection between stillness and movement, where intersecting angles and oblique lines evoke the hidden transformations occurring within every form. This geometric shape, evolving from a rectangle, not only acquires a new identity but also embodies the inherent dynamism within every geometric form. In this transition from static order to fluid dynamism, the parallelogram reaches a status where every angle and every line carries messages of transformation and life.

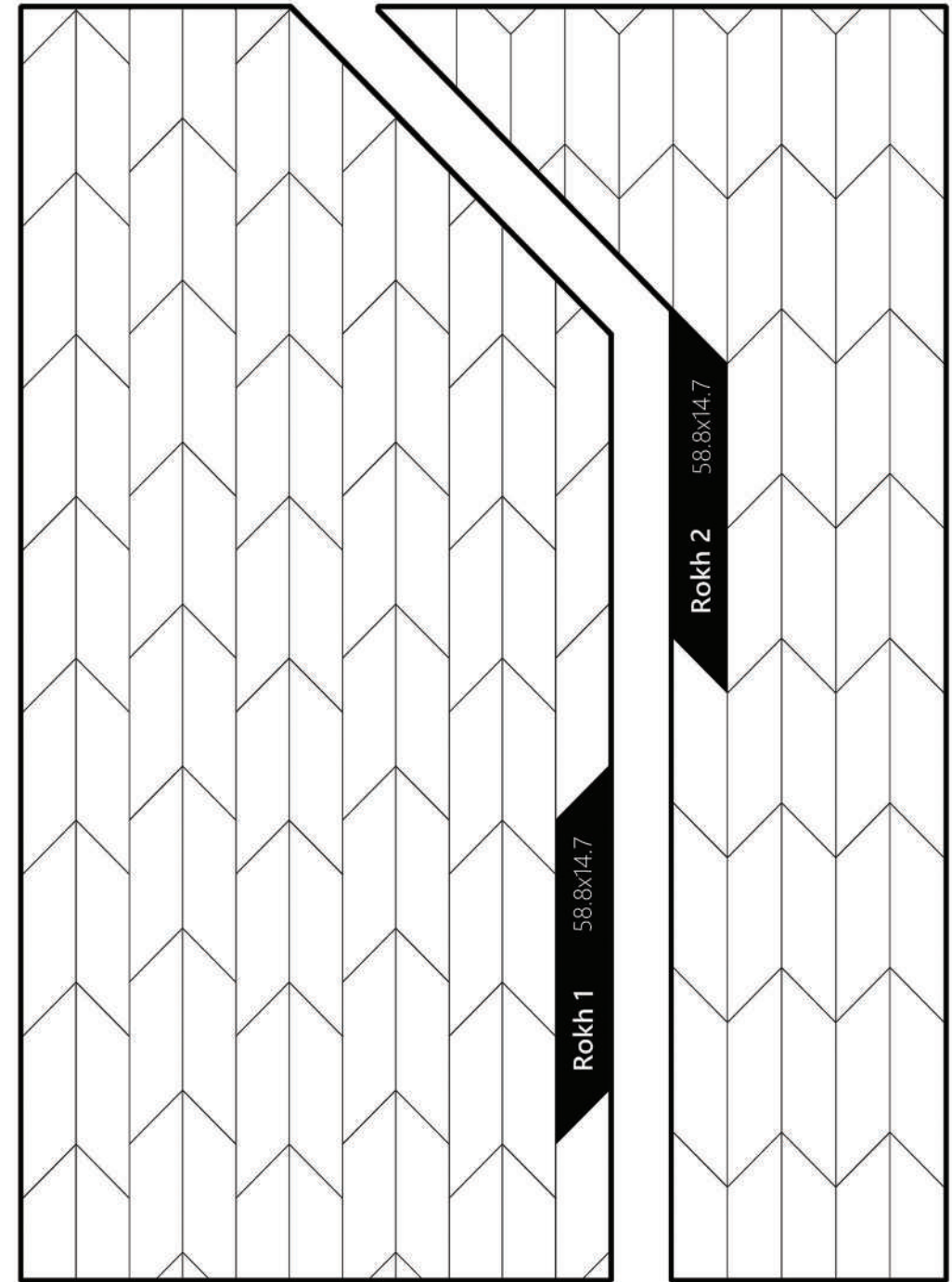
More generally, geometry, like any living being, is also evolving; an evolution where beauty is found not only in pure simplicity but also in the complexities born from change and transformation. It recalls Da Vinci's words: 'Simplicity is the ultimate sophistication.' With such an interpretation, one might ask, why?"

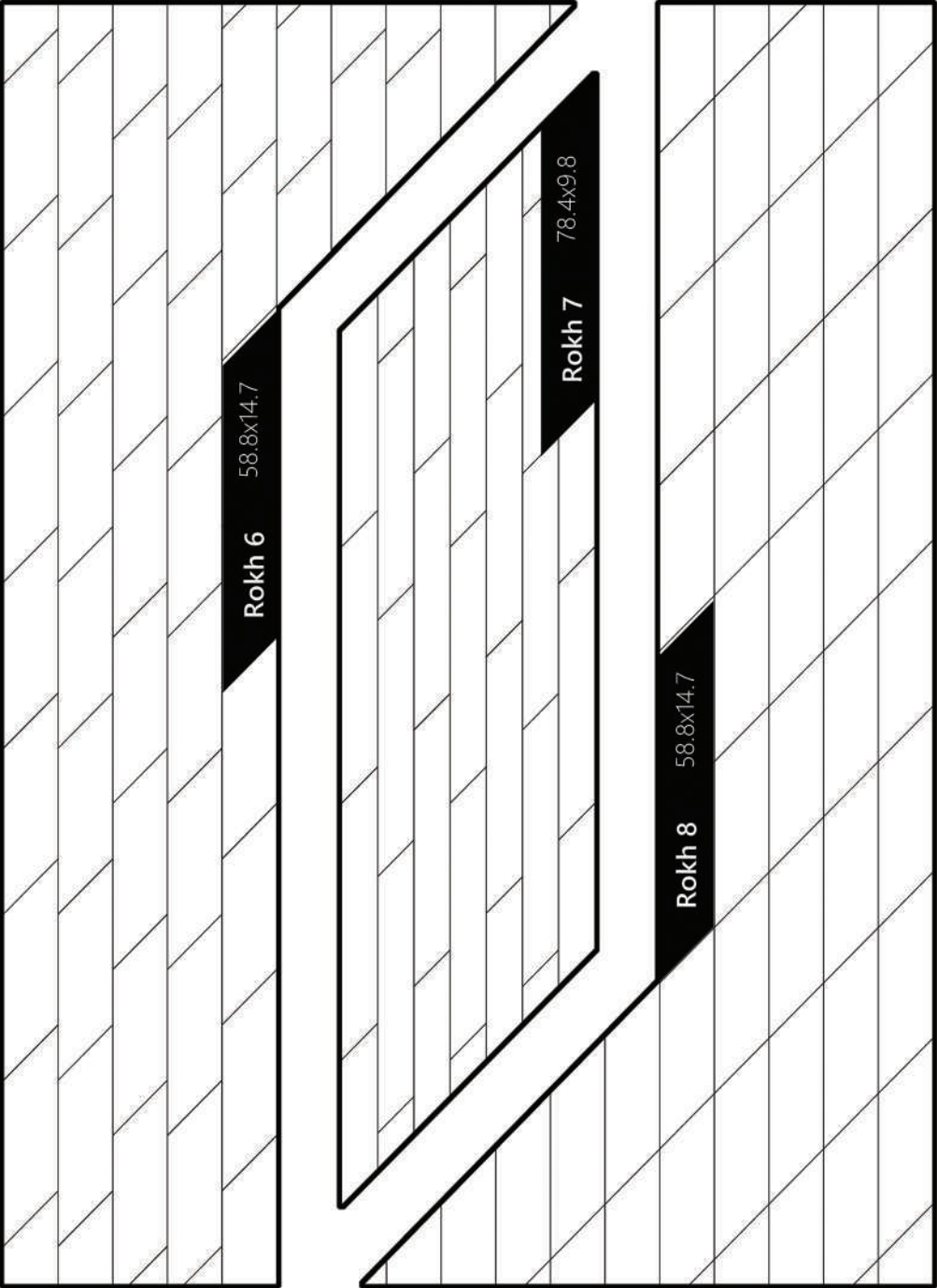
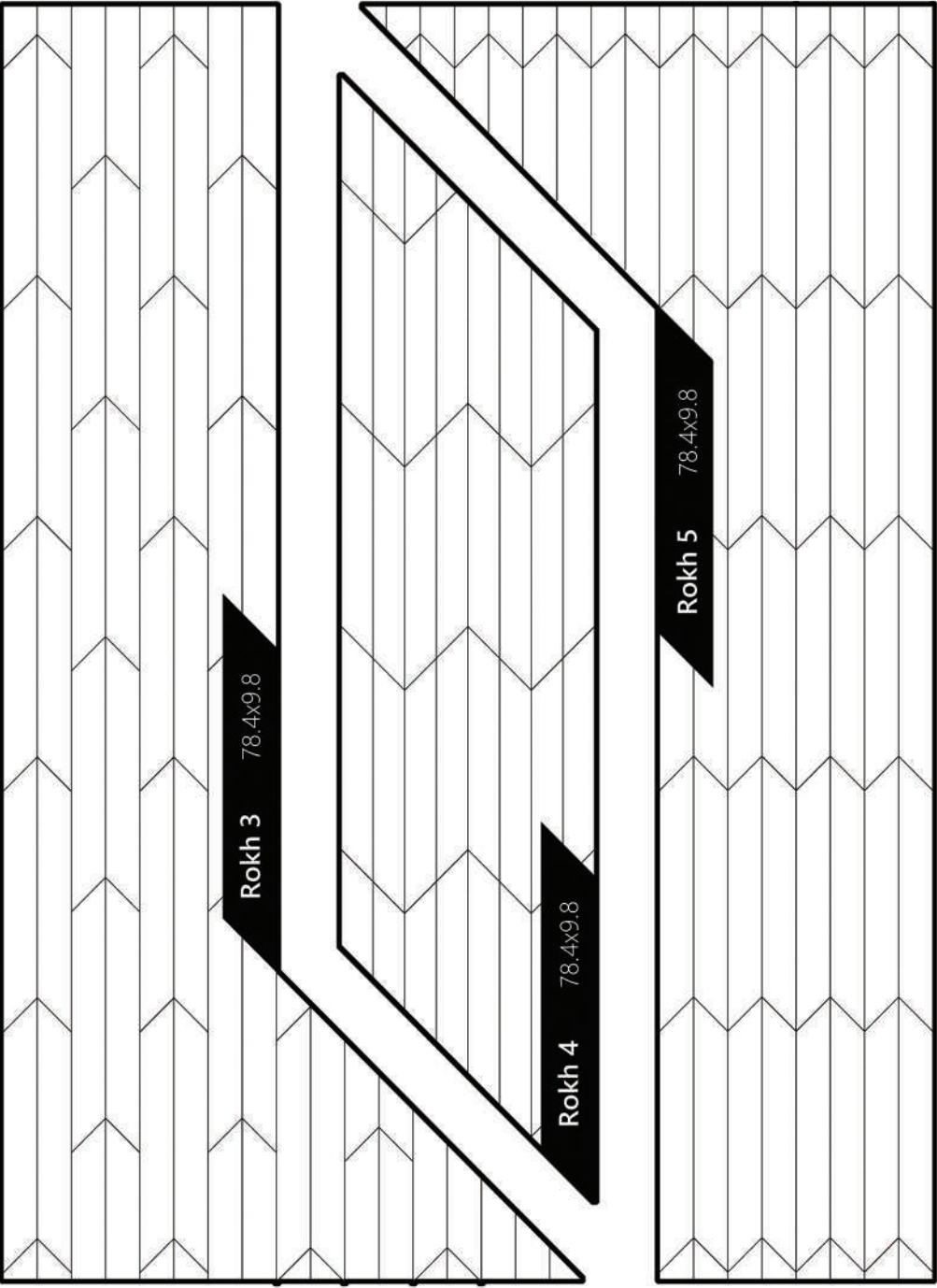


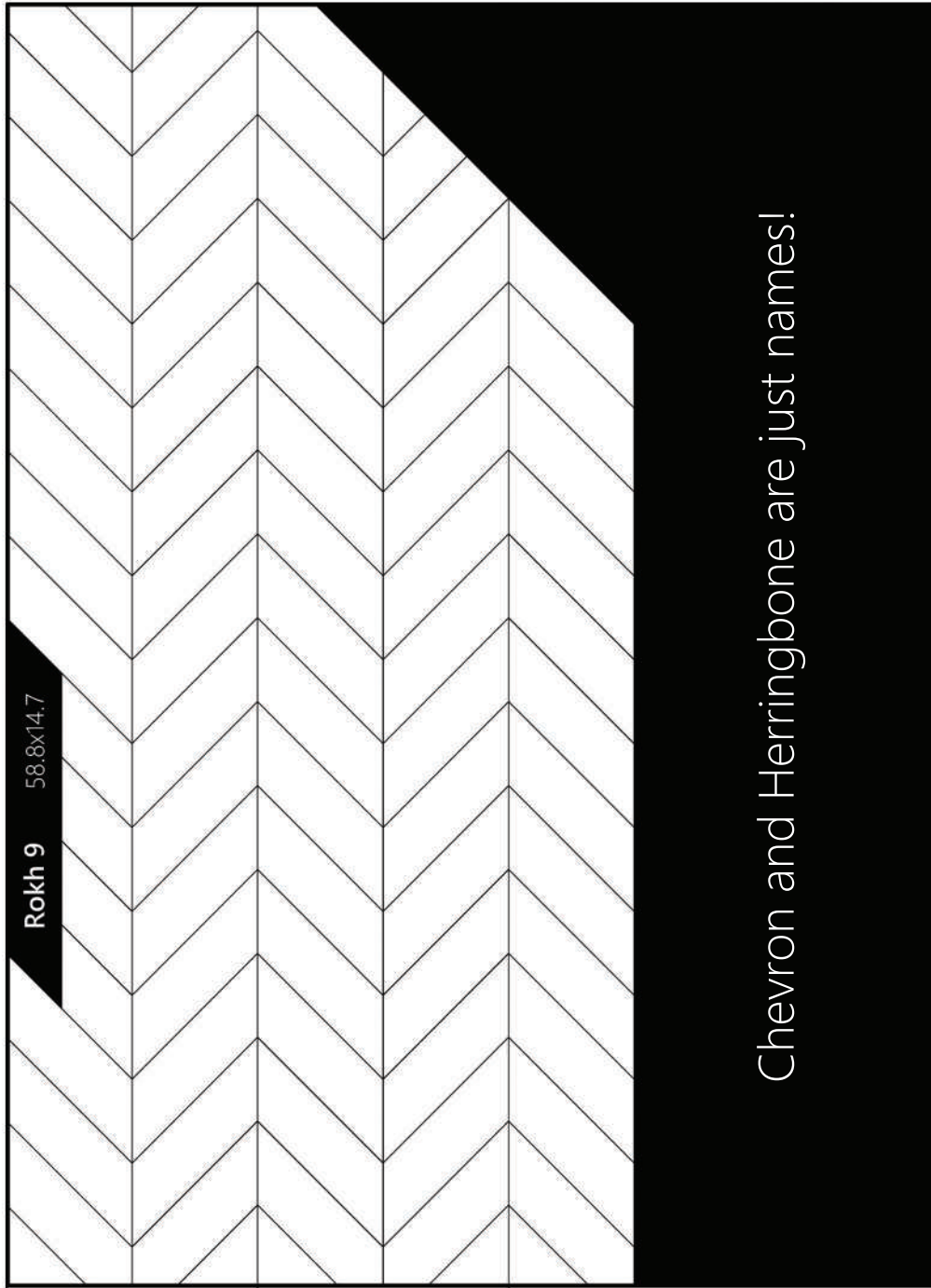


10 Designs

and Even More







Chevron and Herringbone are just names!



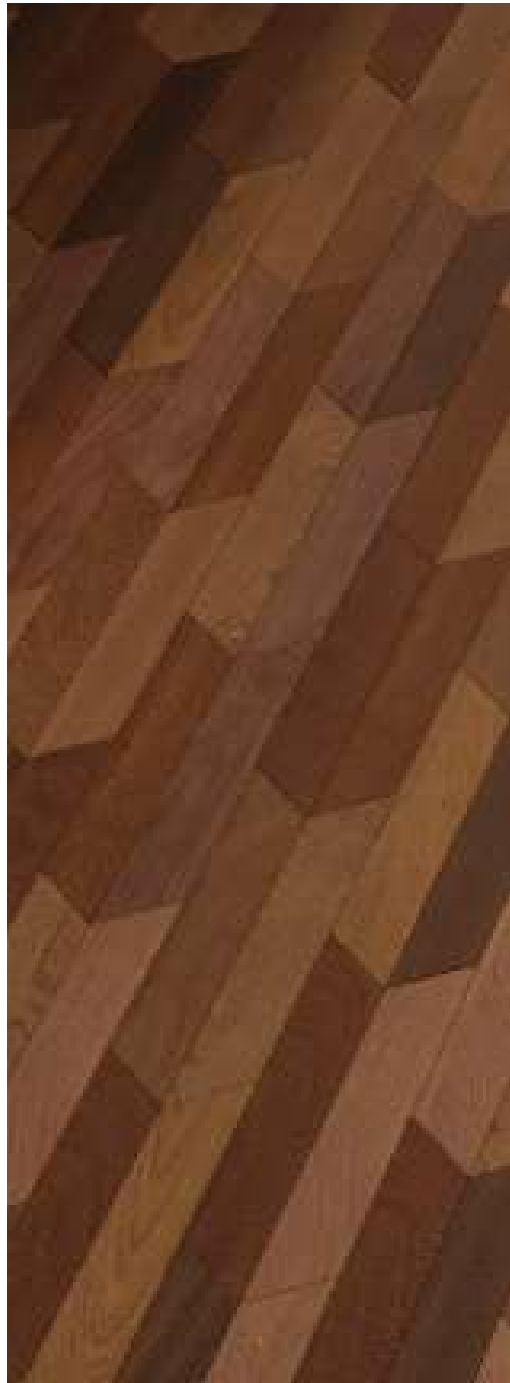
The more we work with fundamental concepts, the outer layer of the work changes. Thus, the primary forms of elements alter conventional naming. It is commonly believed that herringbone patterns are created with rectangles and chevron with parallelograms. However, using single and double arrangements of parallelograms, we can achieve both herringbone and chevron patterns.

The Rokh collection is shaped by the visual and formal qualities of the parallelogram. This shape stands at the crossroads of history and interior architecture, as seen in the wall and floor decorations of numerous Renaissance palaces. However, its historical significance doesn't make it outdated; but rather timeless and original.

The base shape design of the Rokh collection is so precisely crafted that it results in dozens of different designs.





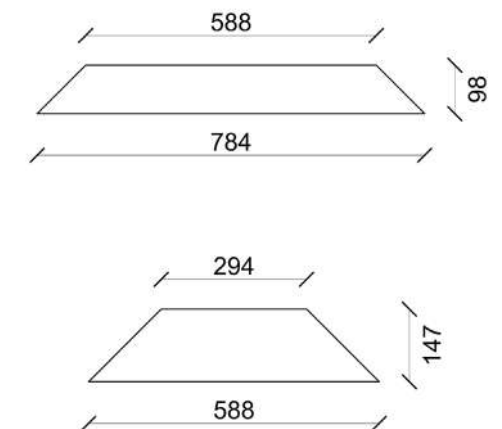


SUK



The visual possibilities of the trapezoid, using its distinct corners, give direction and meaning to any space. The word Suk literally means corner, edge, as well as direction. A fitting name for this extensive collection. Morfloor, with deep respect for geometry, has harnessed the power of the trapezoid to shape the Suk collection.

The main shape employed by the Suk collection possesses multiple functionalities. On one hand, repeating these tiles covers the project floor, enabling the creation of numerous linear and herringbone arrangements. On the other hand, by pairing two Suk tiles together as a module, the perfect symmetry can be utilized to generate various chevron patterns.







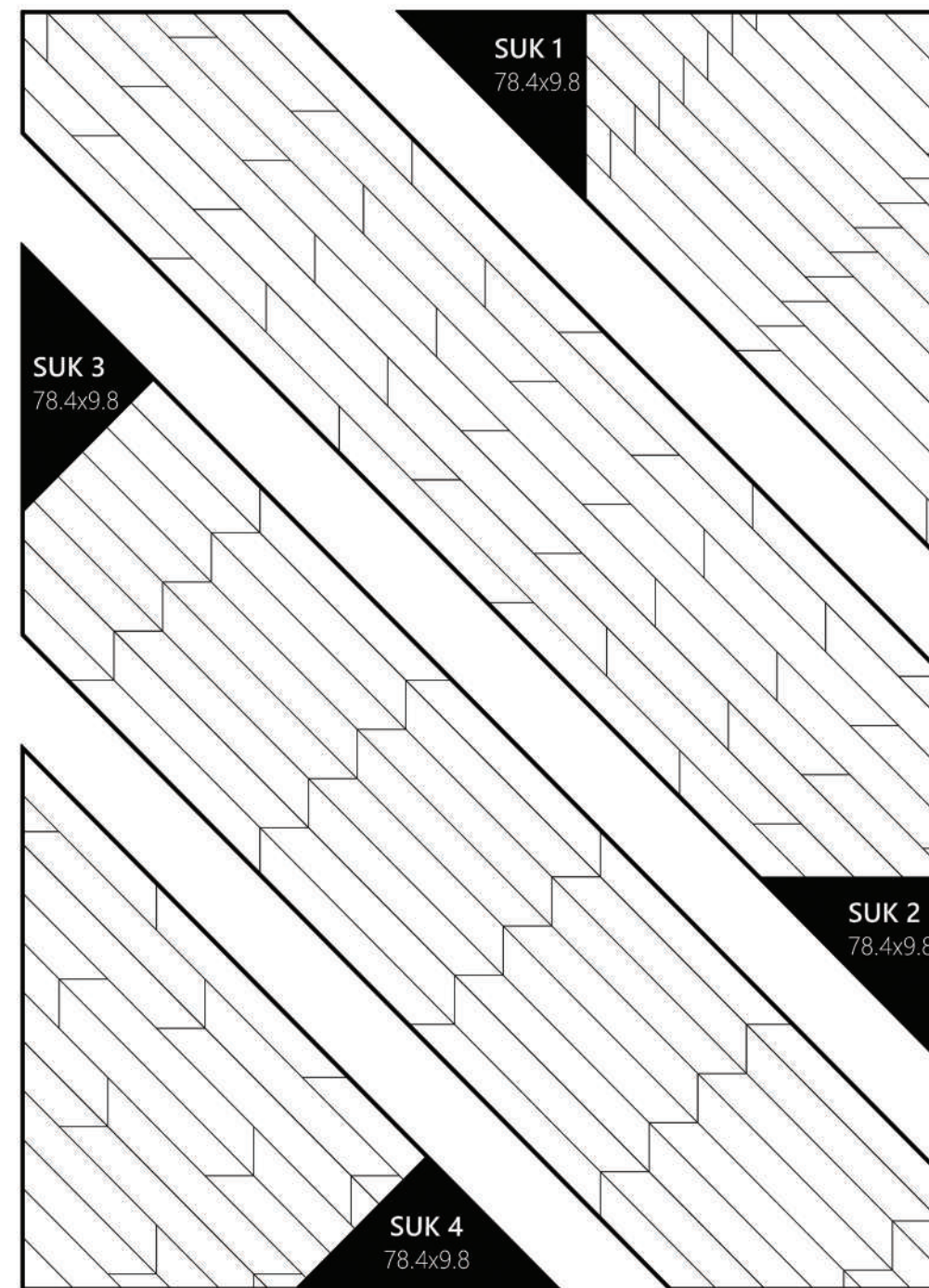
Dancer and Architect, Break Routines
in a Same Manner.

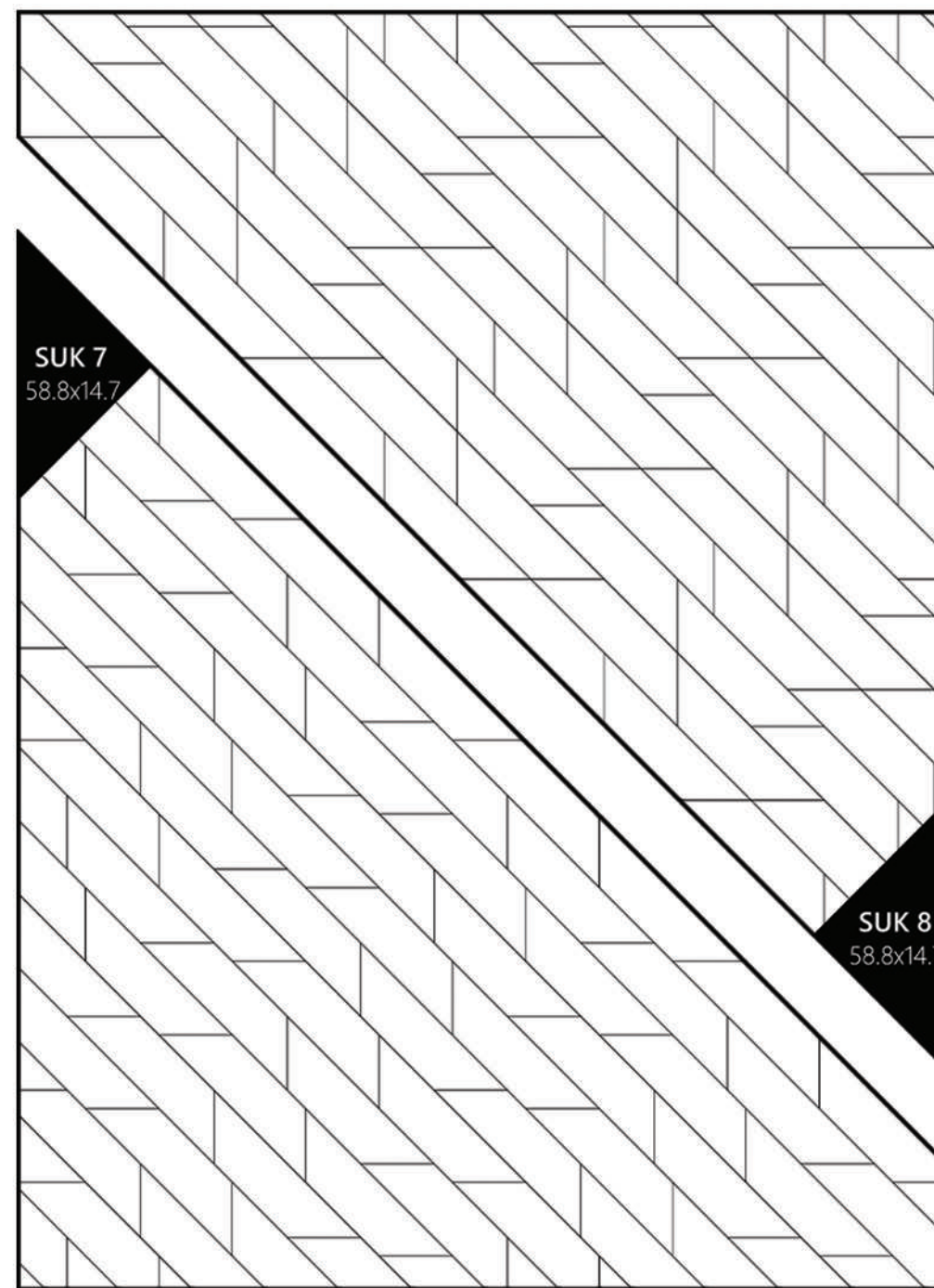
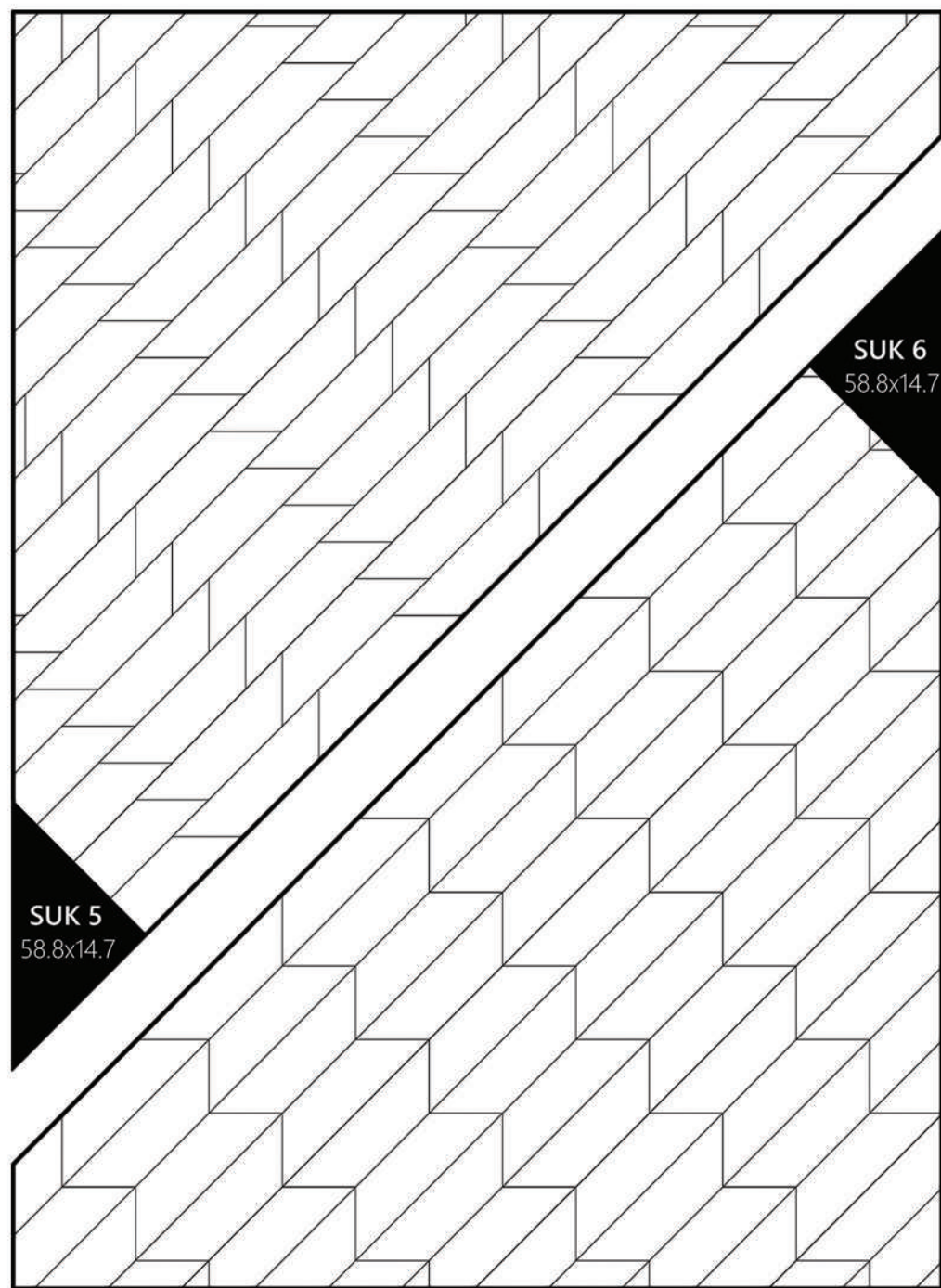
L. Moarref



10 Designs

and Even More





Suk is crafted only with the trapezoid; a unique geometric shape that, with its parallel lines and asymmetric angles, can create an fascinating balance between symmetry and asymmetry. This characteristic adds personality and depth to the space, ensuring that the flooring arrangement has both visual complexity and harmony. In the Rokh collection, intricate patterns can be created where different surfaces align with varying angles and directions. These arrangements can help create a sense of depth and dimension in the space, drawing attention and captivating the eye.

The ten designs within the Suk collection, made using the rich and exquisite woods of walnut, oak, and mesquite, achieve the pinnacle of beauty and functionality. Each of these valuable woods, with their unique characteristics, not only profoundly enhances the formal and geometric strength of the Suk layouts but also adds a layer of depth and warmth to the designs, further amplifying the collection's capabilities. The combination of these woods with the precise and engineered Suk patterns creates a space where form and material are intricately and harmoniously intertwined, transforming each design into a manifestation of art and originality.

At Suk, by using trapezoids and their single and double combinations, we've innovatively achieved the classic herringbone and chevron patterns. These arrangements creatively push beyond traditional boundaries, enabling the creation of patterns that maintain coherence and order while bringing a dynamic and lively touch to the space. In these combinations, the trapezoids, with their unique angles and dynamic shapes, offer a fresh and exceptional experience in flooring design, one that always appears to be in motion and continuously changing.

SUK 9
58.8x14.7

SUK10
58.8x14.7



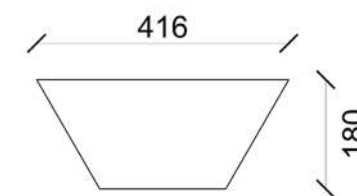


TAR



The mysterious beauty of many intricate Eastern or Gothic tiling is achieved through the repetition of a simple element. This is the foundational concept behind our definition of the Tar collection. Here, we encounter very distinctive arrangements created entirely by positioning a single quadrilateral tile at various angles. The target audience for Tar is designers who find beauty at the heart of complex details.

Filling the floor space is the primary challenge in any tiling. The Tar collection solves this with an asymmetrical shape. The unusual geometry of this unconventional quadrilateral provides numerous possibilities for achieving diverse layouts



In Persian literature, Tar means warp and it refers to a term used by weavers, serving as the opposite of weft. It also signifies thread, string, and yarn.

The Tar collection offers an innovative and effective solution to this issue by using an asymmetrical quadrilateral. The unusual and appealing geometry of this shape allows for the creation of diverse and unique layouts. Thanks to this intelligent design, Tar not only fills the floor space efficiently and aesthetically but also allows architects and designers to create patterns that are unconventional yet have visual coherence and harmony. This distinctive quadrilateral, with its unpredictable angles and dimensions, brings a dynamic and lively atmosphere to the floor, offering a fresh and different experience in interior design.

We know very things about wooden flooring and a lot in geometry!





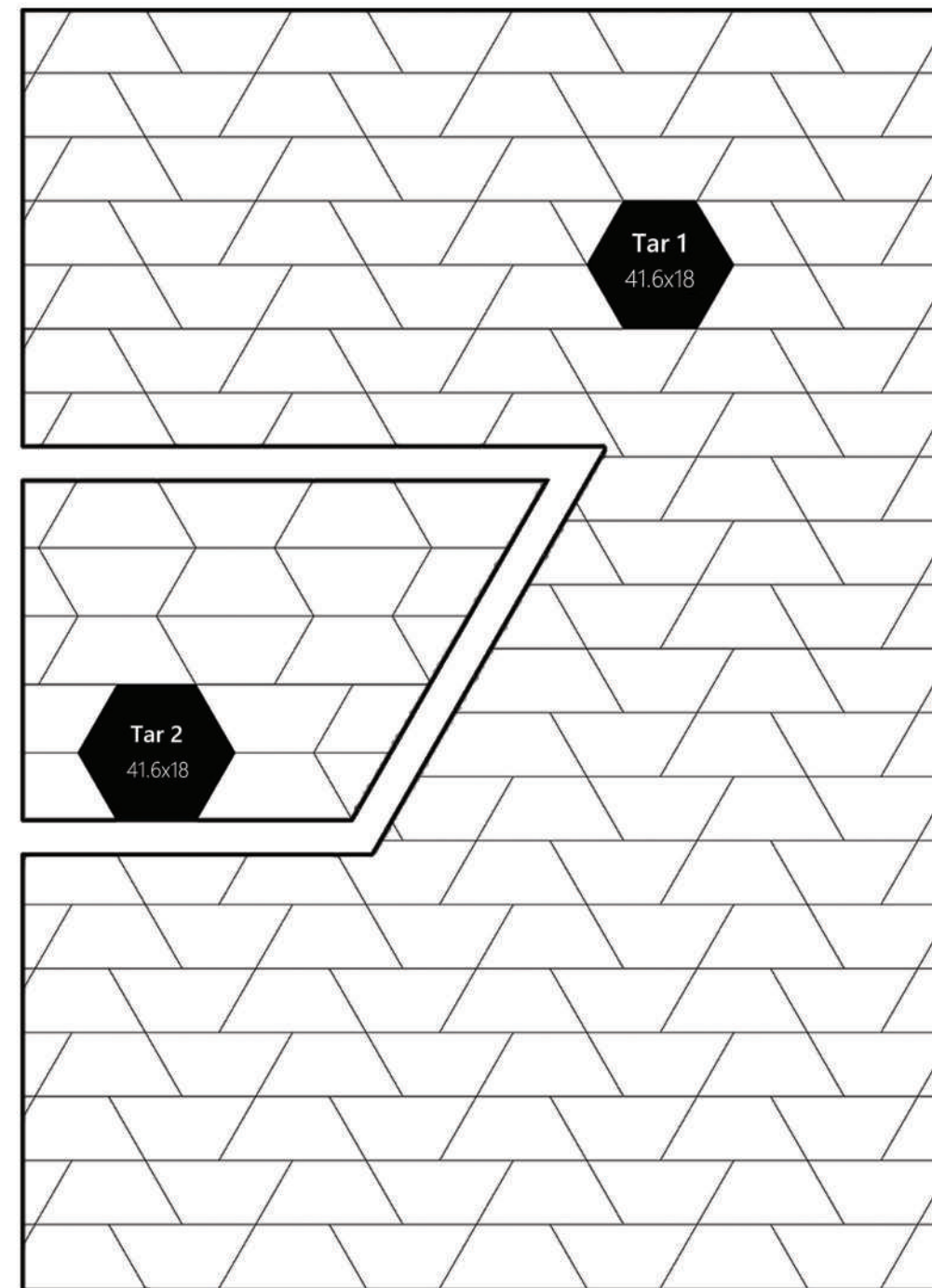


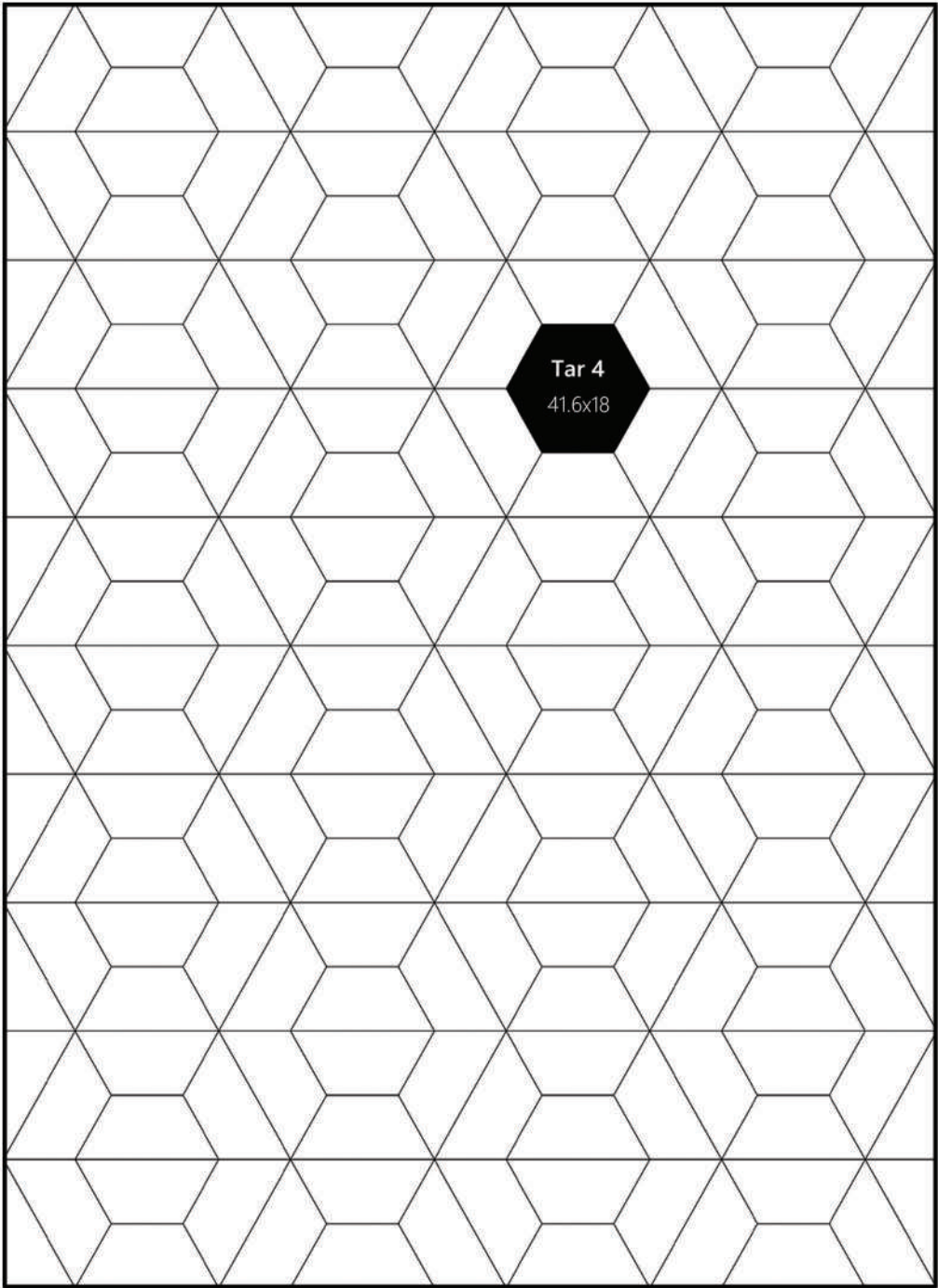
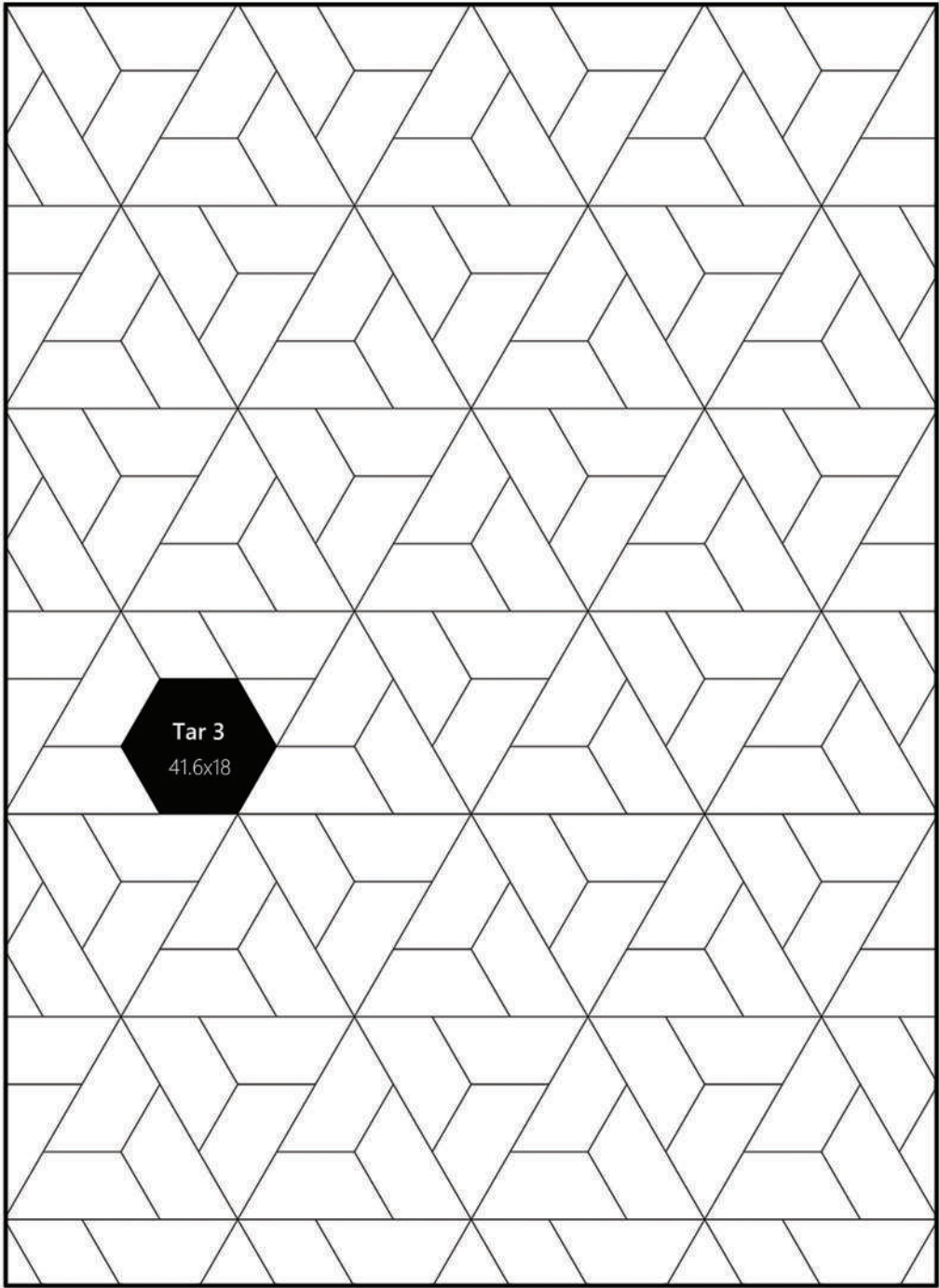
Space Filling; Artistic & Geometrical

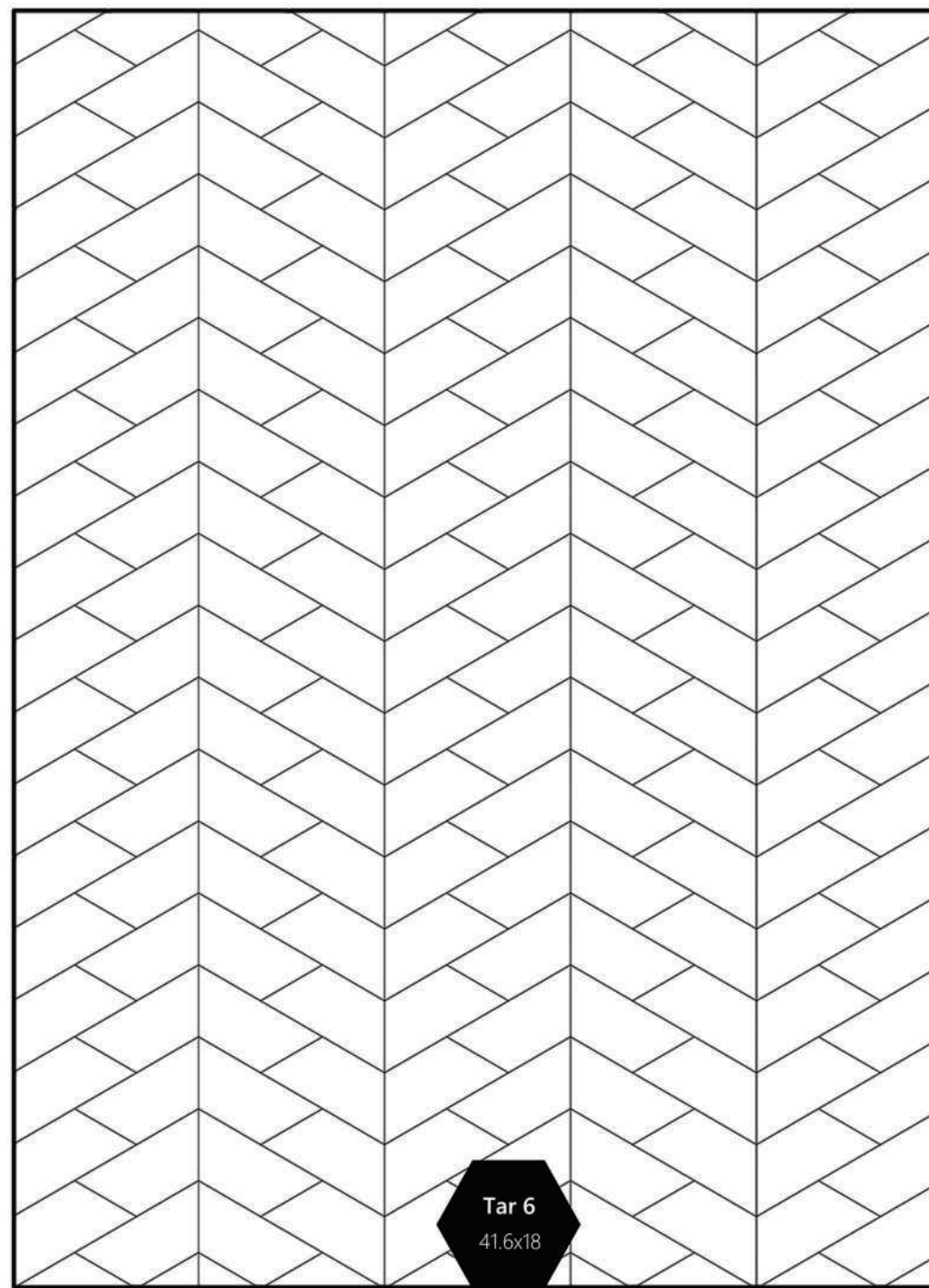
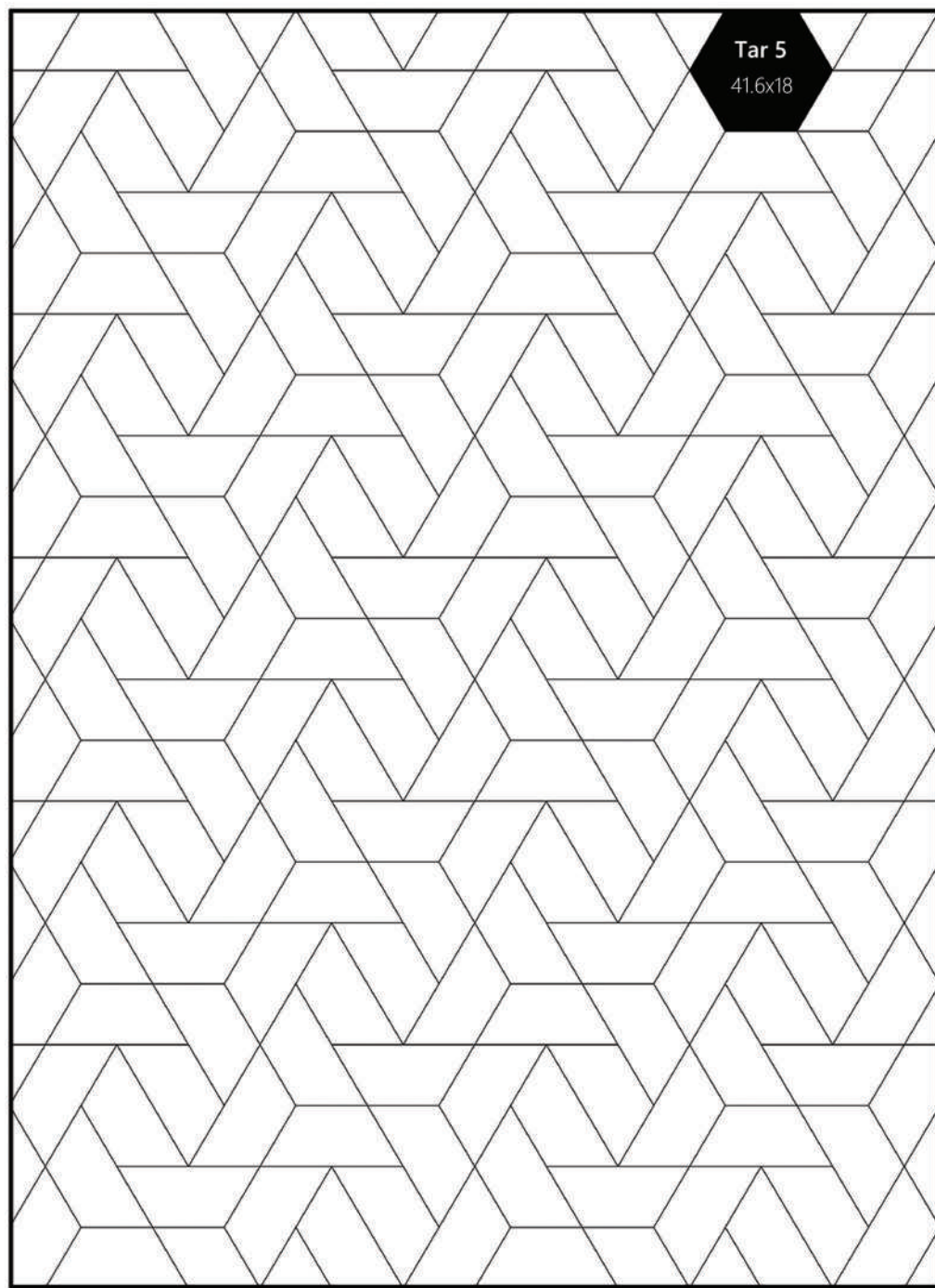


6 Designs

and Even More

















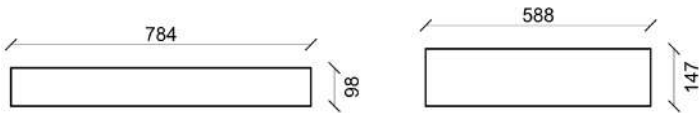
TECHNICAL FEATURES

ELEMENTS

Raj
Rokh
Suk
Tar

ELEMENTS - RAJ

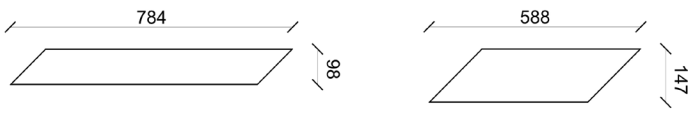
Type :	Engineered Wooden Flooring
Dimensions :	Oak / Walnut/ Elm/ Mesquite 784 x 98 mm
	Oak / Walnut 588 x 147 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

ELEMENTS - ROKH

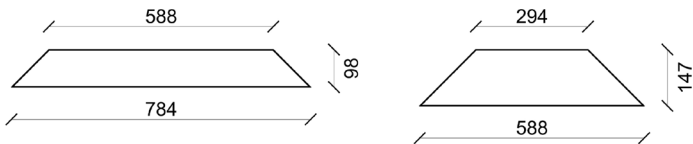
Type :	Engineered Wooden Flooring
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Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

ELEMENTS - SUK

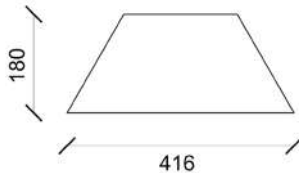
Type :	Engineered Wooden Flooring
Dimensions :	Oak / Walnut/ Elm/ Mesquite 784 x 98 mm
	Oak / Walnut 588 x 147 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

ELEMENTS - TAR

Type :	Engineered Wooden Flooring
Dimensions :	Oak / Walnut/ Elm 416 x 180 mm



Overall Thickness :	15 mm
Top Layer Thickness :	3 mm
Backing Layer :	Baltic Birch Plywood
Overall Weight up to :	11 kg/m2
Installation :	Glued down
Recommended Application :	Residential & Commercial
Finish :	Natural Oil / PU
Maintenance :	swiffer, Dusting Pad, Vacuum cleaner
Installation on floor heating system :	Allowed

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It is recommended for the customer to always contact the company in order to get complete and updated information on the specific features of every product.

The collections Texture and Natural Surfaces are made with “real material” featured by a specific nature and different one from another. The shades of the same color will never be the same because they are hand-crafted. Different elements and lots of the same product will show different colors when compared.

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