



GoGo Squeez
Project Profile

filzfelt •



GoGo Squeez

Specifier	Luca Andriani Architects
Location	New York NY
Products	3mm Wool Design Felt, CNC cut Wool Design Felt, Custom Floor Coverings, Custom Hanging Panels
Felt Colors	100 Wollweiß, 105 Rost, 179 Hellrot, 286 H'Blau, 343 D'Grün, 377 Maigrün, 385 Schlamm, 425 Taubengrau, 713 Kiwi

For the GoGo Squeez project, felt is literally everywhere in the Manhattan offices of this fruit snack retailer. Ceiling, wall, and floor covering wrap the glassy conference rooms in soft acoustic absorption and color. A millwork feature wall includes cut-outs lined with multiple colors of 3mm felt to create informal spaces including a private phone booth complete with felt curtain. A custom floor mat in the reception area transitions to the intricate logo wall, created exclusively with CNC cut felt in multiple colors. Lastly, more of the whimsical branding is found in the custom hanging panels with fruit cut-outs.

