

Berlinale 2026: Glamour with a conscience – a red carpet as an environmental ambassador



Photo: Alexander Janetzko

Today's modern carpet solutions combine aesthetics and responsibility – provided they are designed to be fundamentally ecological or, ideally, fully circular. A striking example of this can be found on the red carpet of the world famous film festival Berlinale. Its mono-material construction, high recyclability, and innovative technological process make it a glamorous ambassador for true sustainability.

Environmental problems in the flooring sector

Carpets are among the most frequently used floor coverings in commercial and event venues. This is due to their design flexibility, acoustic performance, and pleasant feel. As a result, they are widely used in offices and hotels, in public buildings, and at large-scale events of all kinds. Although often installed across large surface areas, their life cycle is comparatively short—a characteristic they share with numerous other flooring solutions. Regular refurbishments and renovations are the main reason for this. At temporary events such as trade fairs or festivals, their use is sometimes limited to just a few days.

This limited period of use poses ecological challenges. Like many modern floor coverings, conventional carpets consist of complex material composites: they contain yarns, latex, adhesives, and numerous fillers, often in combinations of 10 to 20 different materials. Once a carpet has reached the end of its life cycle, this material mix can scarcely be separated or only with considerable technical effort, making recycling very difficult or economically unviable. In practice, this means that discarded carpets are often treated as hazardous waste under current disposal structures. As such, they are predominantly incinerated or landfilled. This process results in the loss of valuable raw materials, enormous waste amounts and significant CO² emissions. In addition, many carpets – similar to other building materials in the commercial sector – are treated with chemicals for stain resistance or fire protection, which causes additional emissions during disposal. This reveals a structural sustainability issue that affects the entire flooring industry.

Berlinale carpet as sustainability ambassador

How these challenges can be addressed is demonstrated by a prominent example: Germany's most important film festival. When the international film community gathers at the 76th Berlinale from February 12 to 22, 2026, the red carpet once again takes center stage. As in previous years, it is supplied by the renowned manufacturer **OBJECT CARPET**. Based in Denkendorf near Stuttgart, the company is committed to developing recyclable carpet solutions that allow all components to be returned to the material cycle. The aim is to stop manufacturing products that become waste after use.

The Berlinale carpet owes its exceptional environmental performance to a novel, pioneering manufacturing process: the DUO technology makes it possible to produce carpets entirely without fillers. Instead, they consist solely of polyester and polyamide. These two materials are bonded using an innovative adhesive that can be dissolved during the subsequent recycling process simply by applying heat. This allows the materials to be easily separated after each use cycle and recycled several times to a high standard. Another key component of the Berlinale carpet is the use of ECONYL® yarn supplied by Aquafil, an Italian-based expert in synthetic fibers. It is made from waste materials such as discarded fishing nets and industrial waste. Thanks to its reduced weight, the carpet causes less CO² emissions during transport and is also easy to install.

A call to the flooring and event industries

OBJECT CARPET's CEO Daniel Butz sees the red carpet as a powerful call to action for the industry: "The Berlinale carpet illustrates that even carpet solutions that are used temporarily and intensively can become a model of sustainability through the targeted choice of materials and high-quality recyclability." Berlinale director Tricia Tuttle is also delighted with her 'green' red carpet: "The red carpet represents the unique magic of cinema and creates a wonderful closeness between stars and audiences," says Tuttle. "It's all the more wonderful for us that this iconic symbol can also inspire sustainable change in the carpet industry."

Short interview with Tricia Tuttle

Ms. Tuttle, how important is it to you that visible elements of the festival – such as the red carpet – also embody ecological values?

Taking responsibility is a central concern for us, both in social, economic, and ecological terms. The Berlinale has been working for years to integrate more sustainability projects into all areas of the festival. Such measures are best understood when they can be seen and experienced directly. The recyclable red carpet is a perfect example of this.

OBJECT CARPET and the Berlinale have a long-standing and successful partnership. What criteria must a company meet to become a partner of the Berlinale?

Mutual appreciation and dialogue on an equal footing are extremely important to us. In addition to financial support, the goal remains to work with our partners to create tangible added value for our audience and/or guests – and in doing so, significantly enrich the festival experience.

What role does the red carpet play for the Berlinale brand?

The red carpet is the flagship of every film festival! This is where the glamorous moments take place that excite film fans from all over the world. Just think of the stars who appeared here last year: Margaret Qualley, Marion Cotillard, Robert Pattinson... or Timothée Chalamet in that pink vest!



Tricia Tuttle, Director of the Berlin International Film Festival
Photo © Richard Hübner / Berlinale 2024



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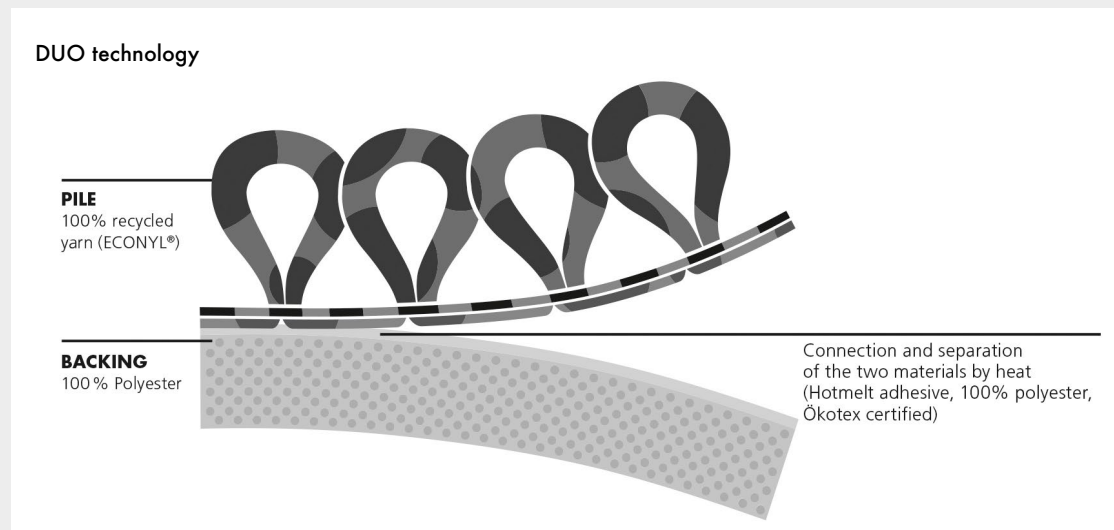
DUO carpet by OBJECT CARPET Press conference room Berlinale 2025 | Photo © Jan Windszus



Photo © Jan Windszus

Circular carpet solutions at the Berlinale

- **DUO technology:** Carpets consist only of polyester and polyamide, bonded with a polyester adhesive that dissolves under heat during recycling. No fillers, no mixed materials. The coating process requires up to 95% less energy than conventional carpet coating methods and uses no water at all. DUO technology saves up to 40% of material.
- **Nearly infinite recyclability:** After each cycle of use, the carpets can be completely separated and then recycled.
- **Robust and practical:** Up to 100,000 visitors can walk on the carpet, even under changing weather conditions.
- **Lightweight and efficient:** Easy installation and collection of leftover materials, which can be recycled once more.



About **OBJECT CARPET**

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. 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 are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to 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 and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO, the first completely circular carpet for the commercial sector. Eight years of development work together with NIAGA® produced a mono-material carpet that raises the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of recyclable carpets. It consists of just two easily separable layers and combines maximal design versatility with minimal use of materials. The vision: step by step, the range is being converted to recyclable products – much of it already by the end of 2026.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **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. **OBJECT CARPET** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

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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