

CLIENT:

PRODUCT:

LOCATION:

HEC - HÉLÈNE DESMARAIS BUILDING

TARALAY PREMIUM | 12,558 yd²

MONTREAL, QC | 2023

Gerflor solutions at HEC Hélène-Desmarais Building

Inaugurated in September 2023, the new Hélène-Desmarais Building at HEC Montréal, designed by the firm Provencher-Roy, was envisioned as a dynamic interface that respects Montréal's heritage, encouraging interaction between the institution and its urban surroundings.

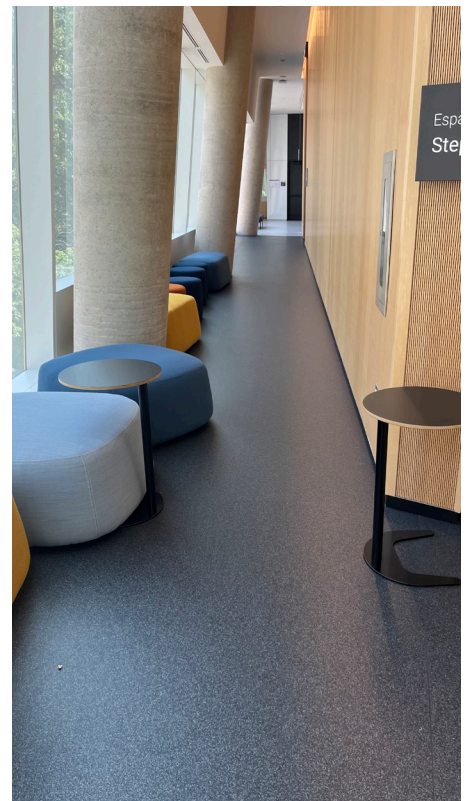
To reflect this ambitious architectural vision, the design team placed great emphasis on the choice of interior materials. **Taralay Premium** flooring was selected for its technical performance, ease of maintenance, and carefully curated contemporary designs.

The **4004 Pago** tone provides a soft, professional base, while **4002 Manua** and **9753 Energy** accents introduce bold visual elements, playing with light and spatial volume to structure corridors, common areas, and learning zones.





The result is a cohesive and inspiring interior, blending aesthetics, durability, and comfort, while reinforcing the educational mission and brand image of this internationally recognized institution of higher learning.



For further information on Gerflor's extensive range of flooring solutions, please contact us: