Designing for Optimism

**THEY'S A NEW ENERGY** pulsing underfoot, whether it’s broadloom and modular innovations or the latest LED-powered carpet solutions (for the latter, see sidebar). As designers weary of so shades of gray, manufacturers are responding with lively colors and bolder patterns, particularly in modular products. And the modules themselves are more varied, with plank, rectangular, and hexagonal options.

“We are the sum of our experiences, and our experience is broadening,” says Christopher Goggin, design director at Gensler, Dallas. “Now we see patterns with innovative scale, geometric motif, and color transitions that extend the aesthetic capabilities of a given product range.”

Exemplifying this, the Butterfly Effect collection by Patcraft and designer William McDonough (right) affords designers customization, beginning with a pixelated or fractal rendering of butterfly wings and branching out with a layer of complex or monochromatic color. —Allison Craig

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**LAYERED LUXE**

**MANUFACTURER:** Shaw Hospitality Group

**PERFORMANCE:** Inspired by a range of natural elements as well as objects and artifacts, this new line features a palette of more than 270 Eco Solution Q-dyed nylon and unlimited skinn-dyed-nylon color options.

**PRICE RANGE:** $$$

**APPLICATIONS:** Ideal for hospitality, corridors, ballrooms, pre-function areas, retail, and high-end office spaces.

[SHAWHOSPITALITYGROUP.COM](http://SHAWHOSPITALITYGROUP.COM) (SNAP #36)

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**OFF THE WALL**

**MANUFACTURER:** Mohawk Group

**PERFORMANCE:** Direct from the urban art movement, the pattern employs bold, geometric, and geometric shapes. The patterned-ultrastone construction and durable fiber system were designed for easy maintenance in the forefront of commercial settings.

**PRICE RANGE:** $$$

**APPLICATIONS:** Flexible, modular collection well suited to commercial interiors.

[MOHAWKGROUP.COM](http://MOHAWKGROUP.COM) (SNAP #37)

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**HARMONIZE AND GROUND WAVES**

**MANUFACTURER:** Interface

**PERFORMANCE:** These complementing products can be used individually or together. Features Interface’s 39%; by 20”-inch skinny planks format, for creating a tire and herringbone installations. Simple, glue-free installation and selective replacement.

**PRICE RANGE:** $$$

**APPLICATIONS:** Suitable for a variety of commercial and educational spaces.

[INTERFACE.COM](http://INTERFACE.COM) (SNAP #38)

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**MONOLITH COLLECTION**

**MANUFACTURER:** Bentley Mills

**PERFORMANCE:** Available in two patterns and 27 standard colorways, and in broadloom of either tufted, textured-loop construction or tufted, tip-pile construction. Features Antron Legacy Type 6.6 nylon and Bentley’s Xtera soil and stain protection.

**PRICE RANGE:** $$$

**APPLICATIONS:** For commercial and institutional applications, such as corporate, retail, hospitality, health care, and education.

[BENTLEYMILLS.COM](http://BENTLEYMILLS.COM) (SNAP #39)
Coming Soon: Carpet with a Message

PHILIPS AND DESSO have launched a joint venture to develop a new product solution that combines LED lighting with light-transmissive carpet. The as-yet unnamed product is meant to transform the way people interact with information and their environment in offices, hotels, convention centers, and other public buildings.

The light-emitting carpet can be used, for example, to guide people to safety exits and routes. It can also enhance the ambiance and interior of a building by combining light with design and color and reduce information overload by making information visible only when and where it’s needed.

“This light-transmissive carpet solution is designed to engage directly with people’s senses and the eyes’ natural inclination to seek out light,” says Ed Huibers, marketing and sales director for Philips Lighting. “The technology takes advantage of people’s tendency to be guided by the floor when moving through and interacting with space.”

At press time, no firm launch date has been set, but the new solution is slated for release in 2014, and will be offered in a wide variety of colors, shapes, and sizes. Pilot projects are under way in key markets. —AC