

Designing for Optimism

THERE'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 50 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



BOLD STATEMENTS William McDonough and Patcraft collaborated on Butterfly Effect, a collection inspired by the theory that a small event, such as a butterfly flapping its wings, can have an impact halfway across the globe.

KEY \$ = VALUE, \$\$ = MID-RANGE, \$\$\$ = HIGH-END



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 skein-dyed-nylon color options.

PRICE RANGE: \$\$

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

SHAWHOSPITALITYGROUP.COM

(SNAP #36)



OFF THE WALL

MANUFACTURER: Mohawk Group

PERFORMANCE: Direct from the urban art movement, the pattern employs bold, isometric, and geometric shapes. The patented ultradense construction and durable fiber system were designed for easy maintenance in the harshest of commercial settings.

PRICE RANGE: \$\$

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

MOHAWKGROUP.COM

(SNAP #37)



HARMONIZE AND GROUND WAVES

MANUFACTURER: Interface

PERFORMANCE: These complementing products can be used individually or together. Features Interface's 39 1/4-by-10-inch skinny plank format, for creating ashlar and herringbone installations. Simple, glue-free installation and selective replacement.

PRICE RANGE: \$\$\$

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

INTERFACE.COM

(SNAP #38)



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-sheared 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

(SNAP #39)

SNAP BACK: CARPET



KELLY DEINES
Creative Director
Rossetti
Detroit

“What I’m sick of from a trending standpoint is the constant striae or striping. We feel it’s over. What I tend to look for are bolder patterns and something where we can play with scale. Little printed textures can sometimes be more interesting than a broadloom. Our go-to tends to be Karastan’s tight-woven, precision-looking products—very textural.”



LINDSAY WILSON
Principal
Corgan Associates
Dallas

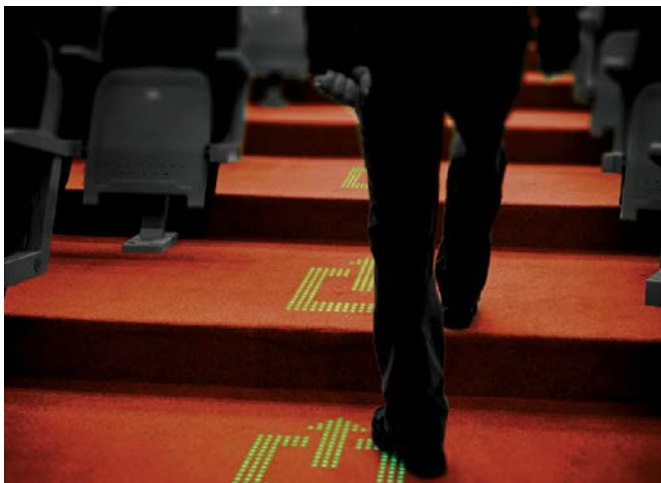
“We’re seeing different sizes in carpet tiles. Three years ago, Shaw introduced the 18-by-36-inch plank, and more and more manufacturers have followed suit. They’re also playing with shapes and what it does to the pattern. This is really of interest to designers and gives us a lot of options and opportunities. I also think there’s a return to color and having fun in interior spaces.”



ÁMBAR MARGARIDA
Associate
Spacesmith
New York City

“I am seeing greater product transparency and improvements in the manufacturing process. Carpet manufacturers are continuously excelling in environmental issues, and acknowledging that sustainability is good for their bottom line. To me, this is the best possible trend and I hope it’s here to stay.”

Coming Soon: Carpet with a Message



WALK ON BY Philips and Desso have created a new design tool: LED-lit carpet brings signage, information, direction, and inspiration to floors.

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 ambience 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

SNAPSHOTS

NEW MATH

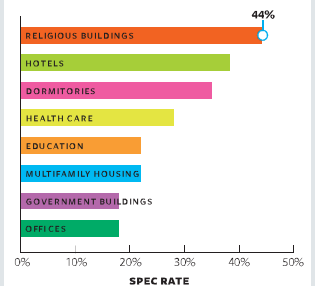
\$20 BILLION

Floor coverings sales are estimated to have increased by 6.7% in 2013 to \$20 billion, according to Catalina Research, while quantity sales have climbed by 4.7% to 18.9 billion square feet.

SOURCE: FLOOR COVERING WEEKLY

BROADLOOM CARPET

SPEC RATE BY PROJECT TYPE
(JANUARY 2013 TO FEBRUARY 2014)



SOURCE: MCGRAW HILL CONSTRUCTION RESEARCH + ANALYTICS

SNAP FACTS

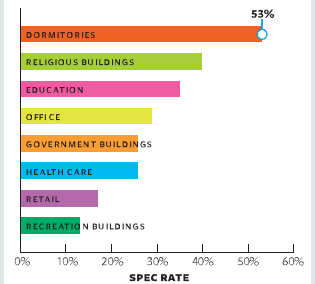
Portion of U.S. carpet market supplied by mills located in Georgia: 90%.

Carpet covers nearly 70% of floors in the United States.

SOURCES: CARPET AND RUG INSTITUTE

CARPET TILE

SPEC RATE BY PROJECT TYPE
(JANUARY 2013 TO FEBRUARY 2014)



SOURCE: MCGRAW HILL CONSTRUCTION RESEARCH + ANALYTICS

CARPET AND RESILIENT FLOORING MANUFACTURERS TO WATCH

- MATEFLEX
- BURKE FLOORING
- FORBO
- MUSSON
- REGUPOL AMERICA

SOURCE: DOWNLOADS FROM SWEETS.COM OVER A 12-MONTH PERIOD