



## FOR IMMEDIATE RELEASE

### **Patcraft Previews Artefact at NeoCon 2018** *Rusted Visuals Provide Inspiration for Carpet Tile Collection*

**Cartersville, Ga.** – Patcraft will unveil its newest carpet tile collection, Artefact, during NeoCon 2018. The Artefact collection was inspired by an oxidation experiment exposing fabrics to metal, rust and water. Through a six-week process, vibrant colors and designs emerged to create a flooring collection aimed at bringing off-kilter nature into the built environment. Artefact is a reflection of beauty found in natural and organic transformation, with an emphasis on the discovery of artistry in the imperfect.

“Exploring the idea of industrial design veiled by organic influences, the Patcraft design team purposefully exposed an array of discarded, common materials to oxygen and moisture - resulting in the creation of vibrant, rusted visuals,” said Shannon Cochran, vice president of creative and design for Patcraft. “Often seen as a consequence of age and exposure to elements, the rusted tones created rough yet resilient motifs, watermarked colorations and diverse shapes. The final patterns surfaced through artful imperfection, blurring the lines between process and design.”

The Patcraft design team chose an array of cotton, linen, silk and wool fabrics to expose outdoors to metal discarded objects – including building materials, chains and metal sheeting. Using a resist-dyeing technique, the team created a variety of patterns and organic colors which varied in depth, tint and saturation across the base materials.

Artefact is available in four 12" x 48" carpet tiles with a multi-level pattern loop. The collection offers a stunning selection of four carpet tile products, Patina, Etched, Relic and React. **Patina** features subtle patterns alluding to primitive surfaces marked by water and time and celebrates the natural course of age and weathering. **Etched** includes a monochromatic palette reflecting the beauty of materials that have been softened and worn over time. The rugged texture resembles the hand-dyeing process of folded fabrics and textiles. **Relic's** large scale pattern resembles corrugated metal and features a thoughtful mix of textures with scaled and graded placements. And lastly, **React** accentuates the beauty of imperfection to create subtle layers of texture evoking a sense of depth and timeworn quality.

The Artefact collection is inspired by the exploration of the natural influences of nature. With forward-looking design trends uncovering the allure of imperfection and the beauty of authenticity, Artefact's materiality brings in the history and future of nature, connecting inspiration, intuition and method to earthly resources.

Constructed with Eco Solution Q Nylon® and EcoWorx® backing, Artefact is Cradle to Cradle Certified™ Silver. Products are backed with lifetime warranties against stain, colorfastness to light, static and abrasive wear for maximum performance and appearance retention.

#### **About Patcraft**

Part of Shaw Industries, Patcraft is a leader in high-performance commercial flooring, delivering performance carpet tile, broadloom and resilient with innovative design and superior service to meet the

needs of every market sector.

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