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THE FUTURE IS PARTY

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Mohawk Group

BELIEVE IN COMMUNITY

WE BELIEVE THAT COMMUNITY IS ABOUT THE NEED FOR HUMAN CONNECTION, A WAY FOR ALL PEOPLE TO BELONG TO THE GREATER GOOD. AND FLOORING THAT IS WARM AND WELCOMING REMINDS US TO GATHER TOGETHER FOR KINSHIP AND COLLABORATION. **HYBRID MEDIA** IS AN ENHANCED RESILIENT TILE (ERT) PLANK SYSTEM WITH A ROUGH WOOD EMBOSS THAT EVOKES THE COMFORT AND SPIRIT OF HOME AND NATURE.

HYBRID MEDIA RETHINKS ENHANCED RESILIENT TILE BY COMBINING FIVE DIFFERENT WOOD SPECIES INTO ONE PRODUCT. THE RESULT IS A DYNAMIC MIX OF SHADES AND GRAINING WITH A DISTINCTLY AUTHENTIC VIBE, OFFERING A UNIQUE VARIETY OF WOOD TONES AND TEXTURES FOR EACH INSTALLATION.

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BELIEVE IN CRAFT

WE BELIEVE THAT CRAFT IS A TIME-HONORED TRADITION THAT CELEBRATES THE ARTISTRY AND HAND OF MANKIND. OUR NEW BROADLOOM **SHADOW PASS** MERGES THE HERITAGE OF WOVEN CONSTRUCTION WITH ARTISANAL CRAFTSMANSHIP. INSPIRED BY WOMEN WEAVERS OF INDIGENOUS CULTURES AROUND THE WORLD, **SHADOW PASS** IS A CELEBRATION OF HANDMADE BASKETS, BLANKETS, TEXTILES, AND RUGS THAT HAVE BEEN USED AND TREASURED FOR CENTURIES.

THIS INSPIRATION WAS TRANSLATED INTO A GRAND SCALE OF OMBRE THAT TRANSITIONS ACROSS THE LOOM, AND THEREFORE THE FLOOR PLANE. SUBTLE COLOR AND VALUE SHIFTS MIMIC THE MOVEMENT OF LIGHT AND SHADOW CAST BY NATURE AND MARKS MOMENTS IN TIME, WHILE THE SOFT BOTANICAL PALETTE REFLECTS ARTISANS THROUGH THE AGES.

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BELIEVE IN DESIGN

WE BELIEVE THAT DESIGN CAN EXPRESS THE ASPIRATIONS AND OPTIMISM OF HUMANKIND. INSPIRED BY THE IDEA OF “URBAN FABRIC,” **NUTOPIA** WAS DESIGNED AS A METAPHOR FOR THE POETRY OF CITY LIFE. PATTERNS OF BALANCE, ACCEPTANCE, AND INTEGRATION ARE EMBRACED AND WOVEN TOGETHER INTO A MÉLANGE OF CULTURE AND CONTACT.

USING NEW DESIGN INNOVATIONS WITH PATTERN, FIBER AND TUFTING, **NUTOPIA** IS COMPRISED OF SIX STYLES THAT CAN TRANSITION ACROSS THE FLOOR PLANE OR CREATE DEFINED AREAS. LAYOUTS CAN BE SUBTLE, OR VIVID AND DRAMATIC, JUST LIKE THE DYNAMICS OF CITY LIFE. **NUTOPIA** INVITES YOU TO CREATE INTERIORS THAT ARE UNIQUE TO YOUR OWN CULTURE AND IDENTITY.

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BELIEVE IN INNOVATION

WE BELIEVE THAT INNOVATION BEGINS WITH FINDING NEW AND BETTER WAYS TO MAKE CARPET THAT BUILDS ON OUR PAST. USING A COMBINATION OF CUTTING EDGE TUFTING TECHNOLOGY WITH SOPHISTICATED PATTERN WORK, **GOONJ** LOOKS AND FEELS LIKE A PLUSH, HANDCRAFTED RUG.

GOONJ, HINDI FOR “ECHO,” CHANNELS A GROWING NEED TO RECONNECT WITH OUR HERITAGE TO FUEL EVOLVING TRENDS, AS ECHOES FROM OUR PAST MERGE SUBTLY WITH THE PRESENT. TRADITIONAL MOTIFS APPEAR AND DISAPPEAR THROUGH VARIOUS TEXTURE LAYERS WITHIN THIS BROADLOOM COLLECTION, WHICH IS INFLUENCED BY WILLIAM MORRIS-ERA FLORAL ELEMENTS. ADVANCED LOOMS HELP TO EMPHASIZE THESE LAYERS OF DESIGN THROUGH DIFFERENT LEVELS IN CARPETING, BUT ALSO HAS A FRESH APPEAL WITH NEW FORMS AND TEXTURES.

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BELIEVE IN PROCESS

WE BELIEVE THAT THE PROCESS OF MAKING A BEAUTIFUL FLOORING INSTALLATION BEGIN SWITH THE RIGHT TOOL KIT. **COLOR BALANCE** IS A MODULAR CARPET THAT MERGES RICH TEXTURE AND COLOR IN A NEAR-SOLID PLANK FOR CREATING EXPRESSIVE FLOORSCAPES. WITH INTEREST IN COLOR BLOCKING AND LAYERING OF MULTICOLOR HUES, THE TIME HAS COME FOR A CARPET THAT PROVIDES A PALETTE OF ENDLESS POSSIBILITIES AND BRINGS THE PROCESS OF DESIGN TO THE FOREFRONT.

COLOR BALANCE HAS A LARGE SET OF COLORWAYS TO ALLOW FOR PERSONALIZED STATEMENTS ON THE FLOOR. THE PALETTE HAS A WIDE RANGE OF NEUTRALS AND BRIGHTS, FOR MONOLITHIC INSTALLATIONS, OR ACTIVE AND PATTERNED ONES - ALL THROUGH COLOR SELECTION AND ORIENTATION. THE LARGE PALETTE OFFERS COMPLETE FLEXIBILITY IN CREATING SPACES THAT REQUIRE COLOR AND TEXTURE BLOCKING, GRADIENTS, WAYFINDING THROUGH COLOR, BRAND AND IDENTITY.

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BELIEVE IN SUSTAINABILITY

WE BELIEVE THAT WE CAN BE AGENTS OF RESTORATION AND REGENERATION, CREATING A BETTER WORLD THAN HOW WE FOUND IT. INSPIRED BY THE BIOPHILIC IDEA OF “NATURE’S CARPET”, **LICHEN** WAS DESIGNED AFTER NATURAL ASSEMBLAGES OF RICH MULTI-HUED, MULTI-TEXTURED LICHENS FROM EXTREME CLIMATES.

LICHEN IS THE FIRST FLOORCOVERING TO MEET THE LIVING PRODUCT CHALLENGE. THE CREATION AND SPECIFYING OF LICHEN HAS A NET POSITIVE IMPACT FOR PEOPLE AND THE ENVIRONMENT. IT IS TRULY SUSTAINABLE, LEAVING A HANDPRINT RATHER THAN A FOOTPRINT. JUST AS LICHENS PLAY A REGENERATIVE ROLE IN THEIR ECOSYSTEM, **LICHEN** GIVES MORE RESOURCES BACK TO THAN IT USES DURING ITS ENTIRE LIFE CYCLE.

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