



TCL Chinese Theatre

Sustainability Meets Historic Beauty

PUBLIC VENUE

One important aspect of sustainability is longevity—the idea that when something lasts longer, it has to be replaced less often, which saves the resources of the planet. TCL Chinese Theatre in West Hollywood, California, understands the value of longevity.

Formerly the iconic Grauman’s Chinese Theatre, this historic landmark in theater properties opened in 1927 and continues to attract millions of visitors each year with its elegant interior, handprint-studded Forecourt to the Stars and iconic dragon.

Attending a show here is an experience, and now with the installation of Durkan’s Synthesis Ripple carpet in a 2013 renovation, it is a showcase of what can be accomplished when beauty meets technology and environmental awareness.

The Product: Synthesis Ripple
Synthesis is Durkan’s proprietary patent pending technology that layers pattern and texture together for the first time, offering a fresh spin on carpet suited for a range of hospitality settings. With Synthesis, clients choose a base texture and then begin layering on colorful and beautiful designs to create lush looks with winning personality.

“Synthesis brought a whole new life to the carpet at TCL Chinese Theatre,” said Nicole Hanning, Durkan Southern California sales agent. The dimensional effect of Synthesis, the clarity of color and the detail in design created a stunning effect and an elegant drama that the theater’s owners loved from the get-go, according to Hanning.

PROJECT SNAPSHOT

Project
TCL Chinese Theatre Renovation

Location
West Hollywood, California

Website
www.tclchinesetheatres.com

Materials
Durkan’s Synthesis Ripple

Project Lead
John Natland, Blair Ballard Architects



In the case of TCL Chinese Theatre, the texture chosen was Ripple, and the key design element was the theater's signature thirty-foot-high dragon, which is carved from stone and overlooks the theater's imposing entrance. Durkan's design team photographed the dragon and worked it into a medallion design. In the final custom product, the dragon medallions appear in four-foot, eight-foot and twelve-foot renditions. Also worked into the custom design are patterns symbolic of the Chinese culture such as lotus flowers. The colors continue the Chinese influence with brilliant reds, lush golds and fabulous fushias.

And all of this—design, manufacture and installation of the carpet—was done in record-breaking time, just four months.

Thinking of the Future

In January 2013, when the Chinese Theatre teamed up with one of China's biggest electronics manufacturers, TCL, aka "The Creative Life," the focus became blending the legacy of the world-famous Chinese Theatre with the innovation of TCL. It meant balancing a monumental building renovation with historic preservation and the latest technology upgrades in audio and visual presentation.

When Synthesis came into the picture, TCL Chinese Theatre took still another step toward creating a theater of the future with a respect for the past. It entered the realm of sustainability in a big way with the help of Durkan, a division of Mohawk. All Mohawk products and adhesives, including Synthesis carpet, are Green Label Plus certified. Mohawk also has third-party certified recycled content certificates for all of its commercial products.

The Synthesis carpet used in the TCL Chinese Theatre installation was crafted of durable nylon 6,6 in the USA in a Mohawk manufacturing facility dedicated to conservation efforts in water usage, waste management and emissions.

This project required 1,300 yards of broadloom carpet. In the past, massive amounts of old carpet ended up in landfills. Mohawk is changing that. It is the largest recycler in the flooring industry. Through its ReCover carpet recycling program, Mohawk offers clients ways to keep our planet cleaner. It recycles carpet fiber into nylon and polypropylene pellets for the automotive parts and furniture industries.

This renovation, which includes environmentally friendly Synthesis carpet, means that TCL Chinese Theatre will provide a healthier and more pleasurable experience for movie-goers for many years to come. ■

