



# LOOK: 2020 VISION



## RETURN TO HUMANITY



Ceramics by Studio Arhoj

Welcome to Mohawk Group's LOOK: 2020 Vision, a digital magazine exploring today's cultural trends and how they inspire design at Mohawk.

Our product development team uses these cultural trends as touch points to delve into relevant subjects that are meaningful and resonate with our customers.

For 2020, we are exploring the concept of "Return to Humanity."

This is a human-centered approach to design thinking, where we aspire to reconnect with nature, with each other and with ourselves in the changing face of digital life and globalization.



**READ MORE ON THE OFF  
THE FLOOR BLOG**



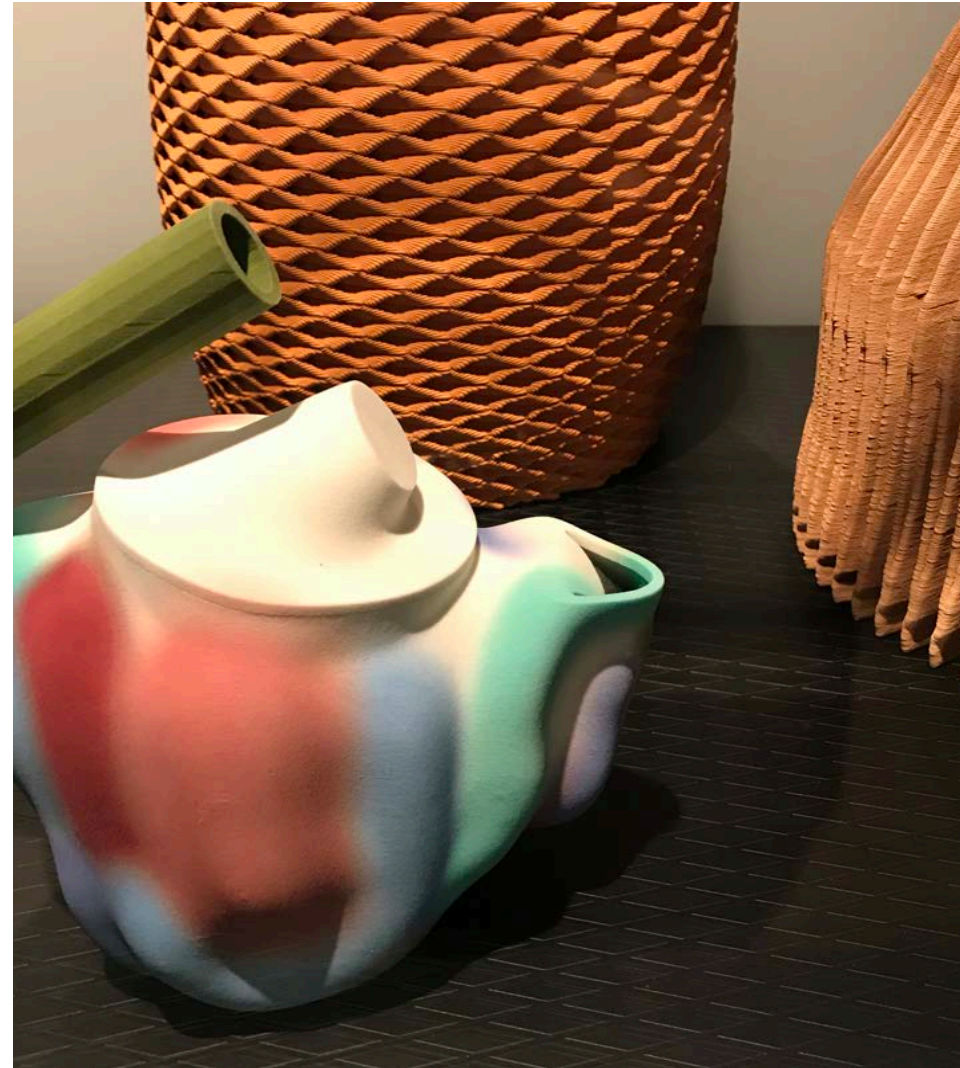


To understand design today, we must look back 50 years. Design and art were moving away from post-war modernism, and into a more contemporary realm that was inclusive of futuristic materials and concepts. In the late 1960s and all through the 1970s, plastics were all the rage, as were warm color palettes and exaggerated textures. And then postmodernism came along with its excess, paying homage to historical forms. Minimalism arrived soon after to counteract postmodernism, reminding us that whenever there is a cultural trend or point, another one comes around: the counterpoint. These cultural shifts are always reactionary to things happening in the world, whether they be political, global, social or economic. So it's important to examine design in context of the times.

Today we are witnessing a new major cultural shift. The digital age is upon us, colliding with the natural world—the one we knew before climate change and digitization. This new world is exciting and yet stressful at the same time. On one hand, we love the advances of technology to change how we communicate and consume. However, we suffer great loss when we give away our humanity to technology.

How can we become more human in the presence of digital life and artificial intelligence?

How much tech is too much? Where are the boundaries?





We cannot have a discussion about digital life today without talking about nature and biophilia. They are the point and counterpoint to one another. After recent years of global turmoil, both mankind and nature are in dire need of renewal. Scientists are predicting that if we do not address and reverse climate change within the next 10–12 years, the earth will be beyond repair and all our ecosystems that depend on each other will begin, or continue, to fail. And what of younger generations living life in the cloud and online? Will they even care about nature if they grew up more connected to devices than to the world outside? Do we have empathy anymore for ourselves or for nature?

Designers address the challenges of mankind to make the world a better place. They solve problems using design at all scales, whether it be creating buildings that are inclusive and easier to navigate, or household objects that make it easy for people to cut vegetables and clean their homes. Design is everywhere: in our clothing, our kitchens, our workplaces and our schools. And while many people think the role of design is to make the world a better-looking and more useful place, designers will proudly let you know that while this is partly true, their top priority is to serve humanity for the greater good.

Today we are living between two extremes. The next chapter of design will be critical for man's survival in this new hybrid world. As a society, we have big issues to address, such as globalization, diversity, sustainability, the circular economy and urbanization. The world has become polarized, and we live in a time of great discord and conflict.

One thing is clear, however: when looking at culture today, we have multiple visions of the future. For many of us, we live in between the polarities, caught between these two opposing visions. And many of us call for unity and a desire to live as one, hoping for common ground to build a more secure future.

This is what design does best—it seeks answers to create a path forward.





# HAND







## RECLAIM YOUR HANDS

Today we have a renewed appreciation for the hand. The hand represents making and creating as human expression; and planting and growing a biodiverse future.

We share hands with other primates, but we differ in that we use our hands to design and make tools, and with tools we can complete all kinds of tasks from cooking, to making pottery, playing music, etc.

We also use our hands to experience the world, with the sense of tactility being the most prominent in our fingers. We communicate with our hands, through gesture and by swiping glass on our phones.

With digital life, artificial intelligence and robots coming into our everyday lives, we need to maintain our humanity via the very things that make us human, i.e., maintain the essence of the hand.

So things that we used to do by hand—writing, drawing, sewing, gardening, baking, etc.—are all things that will be on the verge of extinction if we continue to allow machines to do these tasks.





## CERAMICS

There is no better art form that expresses man's connection to nature than ceramics, with its warmth, texture and heft.

Clay is literally of the earth. And we need fire, air and water—all forces of nature—to create new things from it.

Today, pottery and ceramics are having a revival, no doubt because they are the antidote to the screens and smoothness of technology.

However, this moment is different than traditional ceramics of the past because we have technology, both mechanical and digital.

And the ceramics movement has taken off into a multidisciplinary one, filled not just with potters but rather designers and makers of all types.

This approach to creating ceramics has democratized the craft and allowed for more hybrid pieces and works at all scales.

It also has allowed for more collectible design that crosses between function and fine art.

But most importantly, it celebrates the imperfection of human making.





Ceramics by Zizipho Poswa







## TEXTURAL EFFECTS



Matte Finish

Awaken your senses with Textural Effects, a collection of heavy textures crafted with bulky heathered yarn that reconnects us to our humanity. When we touch smooth tech devices all day, we lose our sense of touch.

Textural Effects aims to activate our senses and brings a sense of tactility to our day. The desire for soft groundcover visuals such as linen textiles and organic patterns are met with tactility and comfort to sustain us in all types of spaces.

Textural Effects is available in both modular plank and broadloom platforms, and it's intended to make interiors feel more intimate and grounded, with a soft residential influence.

The broadloom version has two styles: Moss Moderne is an organic overall texture that coordinates with our Lichen plank collection and evokes the tactile forms found in nature. Matte Finish is a more precise and classic loop texture that calls to mind nubby bouclé fabrics.

All Textural Effects styles provide visual and tactile contrast when used with other finishes that have a smooth surface or high gloss, and they look especially warm and rich with wood tones in hard surfaces.

In fact, the color line is intentionally soft and in a range of mid-tones, as they use Mohawk's Heathered Hues woolen-looking yarn to enhance the look of natural fibers.





## TEXTURAL EFFECTS



The plank version has two styles that were inspired by woven fabric and handicrafts: Thematic Thread is a tweed-style pattern with an irregular, loomed fabric quality. Tactile Infusion is a larger scaled pattern that imparts a cozy, sweater-like textural impression.



**GET A BEHIND THE SCENES  
LOOK AT TEXTURAL EFFECTS**

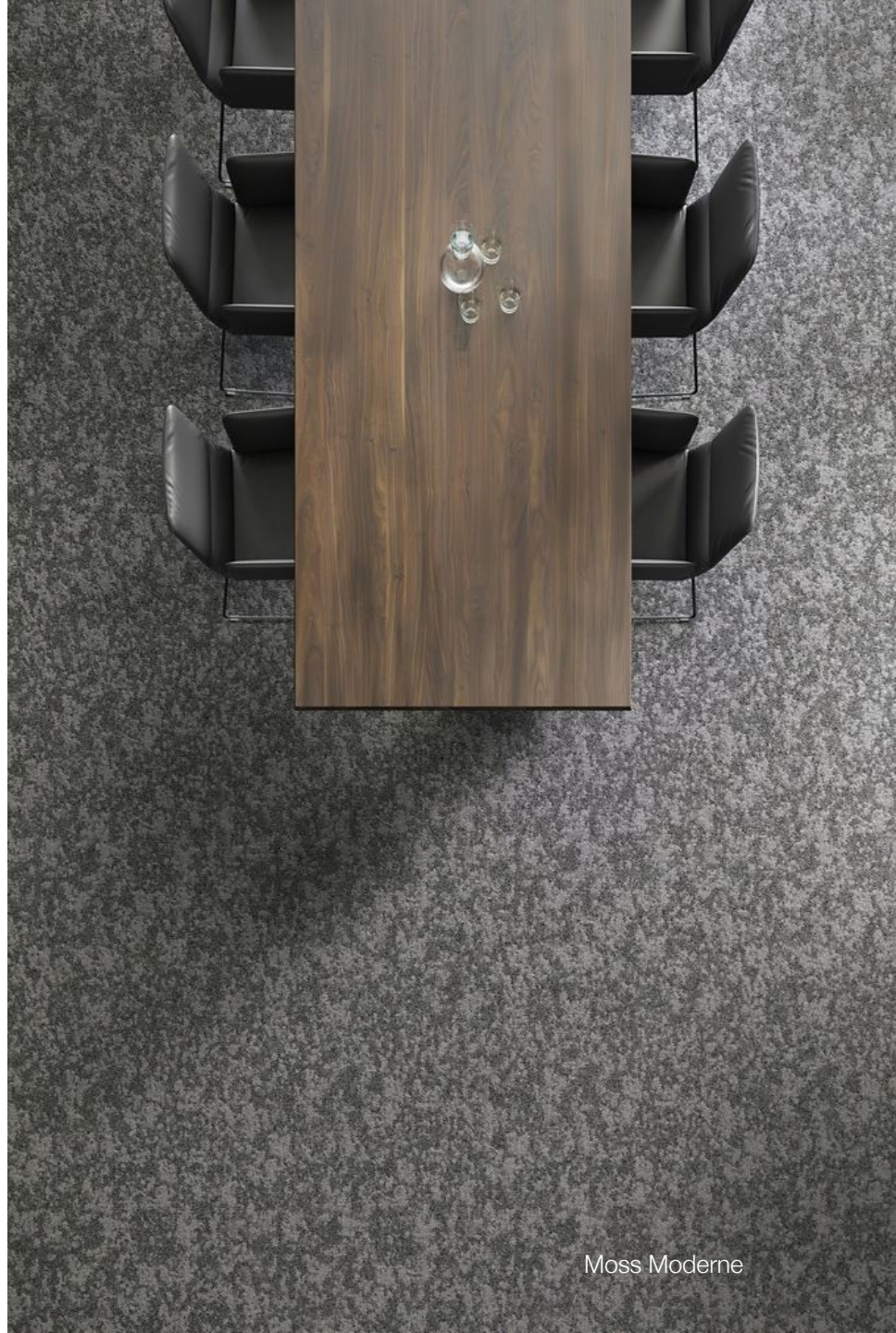




## TEXTURAL EFFECTS



Tactile Infusion



Moss Moderne









**SAKIORI**



Challenge your perception of resilient flooring with Sakiori, a tile that brings visual and physical texture together in a new way. Combining the soft look of textiles and carpet with the durability of resilient hard surfaces, Sakiori speaks to our human desire for tactility. With tech overload, we want to feel materials and use our hands again to create art, make craft and reconnect with the earth. Sakiori's three styles come in varying plank sizes, and reference weaving and hand stitching, which relate to the makers of today and yesterday.

The collection offers a traditional weave (Hemstitch), a multiwidth cord-like weave (Weave) and a vertical striated weave (Linked) for three different design options.

#### DID YOU KNOW?

Sakiori is a Japanese textile that is produced from worn-out cloth and garments that are shredded and then woven tightly into clothing and other products for daily use. Traditional sakiori is woven with cotton warps and the reclaimed cloth as the wefts. Mohawk's Sakiori was inspired by these textiles and also by Scrap Culture, where designers make new design objects by upcycling waste materials that typically would be destined for landfills.



**READ MORE ON THE OFF THE FLOOR BLOG**

Linked





SAKIORI

Linked





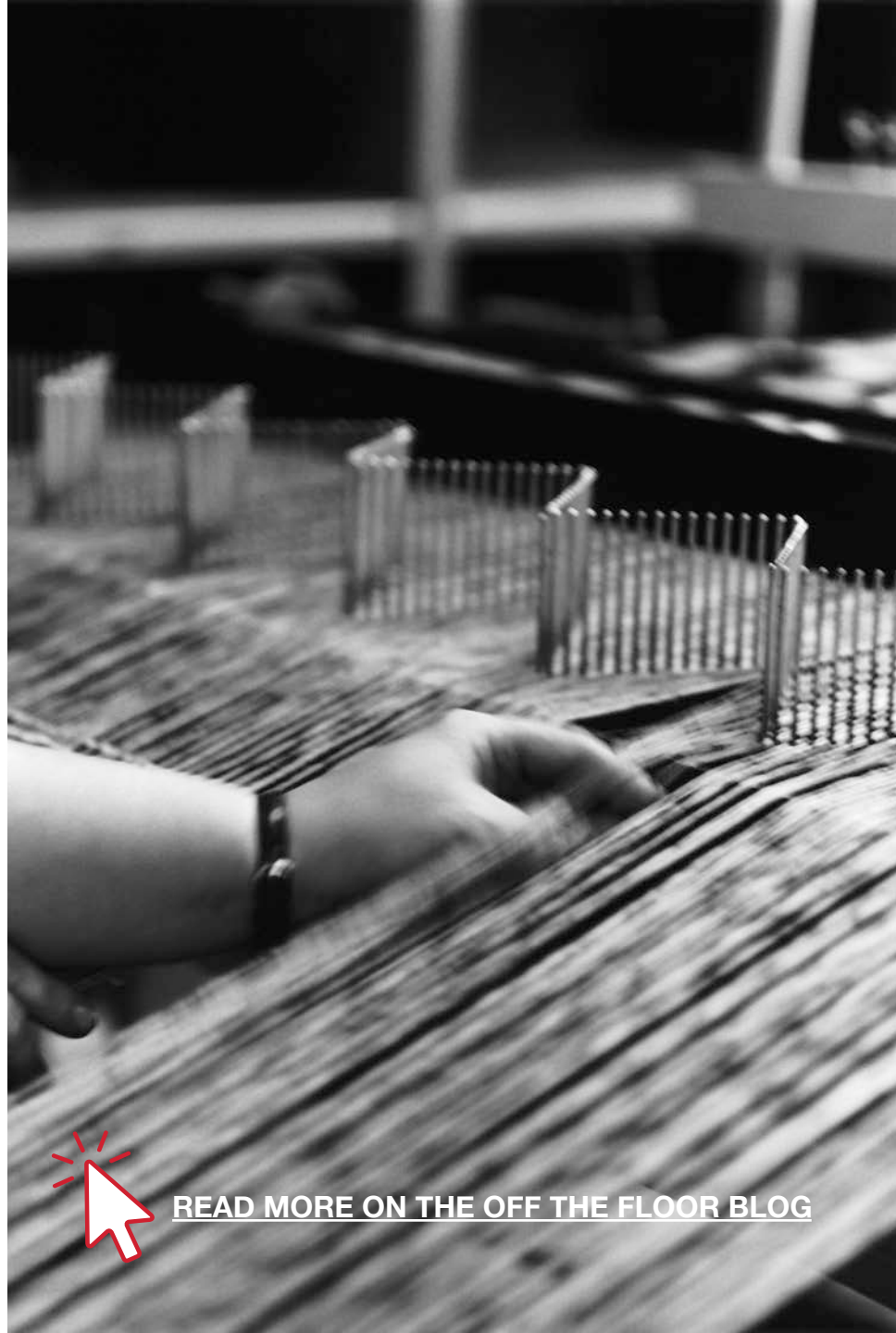




Mohawk has a long and prestigious heritage of weaving that dates back to the 1800s. The founders of our company started with looms brought over from the UK, and these looms laid the foundation for what was to become the time-honored craft of woven construction. This heritage of traditional weaving continues today in our Eden, North Carolina plant, which was the home of our Karastan line for decades and remains at the heart of our business. It's also the largest plant making woven flooring in the United States.

Karastan has a long history of producing woven rugs and carpets. Started by Marshall Field in the 1930s to make machine-made rugs that rivaled expensive hand-knotted decorative rugs, the Karastan brand has been synonymous with quality, durability, elegance and craftsmanship above all. All the weaving machines were built by the Karastan engineering team who innovated the Axminster spool weaving technique in addition to inventing the Kara-Loc weaving technology later in the 1950s.

These weaving techniques are different than tufting, which is a faster and less expensive way to create carpet for mass production. And while we and all our competitors create tufted carpet, it is our woven heritage and technology that set us apart.



[READ MORE ON THE OFF THE FLOOR BLOG](#)



Karastan is well regarded in the design community for its classic, sophisticated legacy. While we still weave many of our favorite styles, we are always innovating and pushing the boundaries of design and technology to create new products for generations to come.

Today at Mohawk we are known for two types of weaving. One type is created on our Wilton looms, which create flat, almost needlepoint-looking textures. They are woven horizontally, and so all the patterns are either linear or grids in the horizontal direction. There is little variation in height or texture, and it is this uniformity that is truly beautiful to designers and architects who appreciate minimal textures and patterns. It is also closest to the look and feel of weaving on a hand loom and continues the long, rich heritage of craftsmanship that people expect from weaving.





WOVENS

This method of weaving dominated our market until the mid-century, when the engineers at Karastan decided to experiment with other types of weaving by “hacking” the Wilton looms. And so, they created the “Kara-Loc” loom by changing the orientation of the weave. It uses pile wires vertically to produce the yarn tufts as opposed to Wilton wire looms that use pile wires horizontally across the loom.

By changing from the horizontal orientation to a vertical orientation, the textures and styles can become more varied with highs and lows, different-sized loops, etc. These mid-century machines have not been used in commercial production since the days of shag carpet; however, with the desire for more textured carpet, we brought them back into production to yield the look and feel of nostalgic residential textured carpet.



**GET A BEHIND THE SCENES**  
**LOOK AT HOMEGROWN**

Homegrown





**WOVENS**

The fact that this experimentation in texture happened in the mid-century era is no accident. Tastes were changing. With the advent of television and the notion of family rooms catching on, comfort and casual living were in fashion as homes moved away from more formal arrangements and finishes. This is also the time when Florence Knoll introduced heavily textured textiles into the corporate office, like bouclès and velvets, to meet the demand of the softening of home and office. Sounds familiar, right?

We are living in a similar time now with the desire for “resimercial” spaces that make everyone feel comfortable. Texture of flooring and especially carpet makes a big difference here, allowing for warm and cozy spaces.

So, it’s a great time for wovens. They are merging the time-honored craft of woven construction with today’s desire for extreme texture, and they provide a sensory aesthetic that brings tactility and the creature comforts of home into commercial spaces without compromising the performance expected of a contract flooring. And remember, they make excellent area rugs!



Shadow Pass



**GET A BEHIND THE SCENES  
LOOK AT SUNWEAVE**

Balanced Weave





**WOVENS**

The Pattern and Symmetry Collection consists of new takes on contemporary plaid in two scales. Inspired by the tailored textiles for men's and women's clothing of the 20th century, these plaids are reimagined and remade on Karastan's Wilton looms.

These looms offer precise, linear flat weaves that look like refined woven textiles and remind us of the close nature that textiles have in our everyday lives, whether it be in our wardrobes or our interior environments.



Patterned Past



Rustic Plaid









## HEATHERED HUES

Heathered Hues is a recent expansion to our existing yarn bank of high-performing fibers. This new yarn platform was developed and is made by Mohawk. The fiber was designed to be textured and blended to mimic natural fibers, such as wool. Hence, it is biophilic, referencing back to sheep hair for inspiration in its soft and variegated wool-like appearance. Typically to make a heathered yarn, we would take three solid color yarns and send them to a processing plant to be air entangled so that the three yarns would blend to look like one with multiple hues. While this is a common practice, we wanted to reinvent how heathered yarns are made to streamline the process.



We created a new way to make heathered yarns, and it's done during the extrusion process. As this solution-dyed nylon yarn is being extruded, we figured out how to blend three colors together while maintaining their individual color separation. We also can control the thickness, so now instead of sending the yarns to be air entangled—which makes a thicker yarn—we are creating heathered yarns as one fiber in a thinner weight using this tri-color extrusion.



**READ MORE ON THE OFF  
THE FLOOR BLOG**





## HEATHERED HUES



The system was designed to do more with less. The yarn itself is dematerialized and has a low environmental impact. As a solution-dyed fiber, no water is used in production. Finer yarns are used for performance at lower weights, which minimizes resources. We also practice “Direct Tuft,” where the extruded yarn goes directly to the tufting loom with no additional processing. This minimizes energy and carbon dioxide impact, and also makes the fiber easy to recycle.

This new color yarn system is available in both Duracolor and ColorStrand technologies. This solution-dyed fiber has special sustainability and design features that make it unique and allow for high styling as well as vivid color to meet the demand of all market segments and project types at every price point.

The palette of 36 colors is also the basis for our international collections, as it will be stocked in our international mills. Mohawk will continue to build on this yarn system, utilizing the vivid color palette and rich textures of the fiber for more style and pattern differentiation in future collections.

Shown here is Color Balance, which uses both Heathered Hues and solid Duracolor fibers to create a textured yet almost-solid tonal look.

Color Balance





HEATHERED HUES



We added four new Heathered Hues this year!

Meet the new trend colors:  
Marigold, Copper Flame, Silhouette and Snow

Marigold and Copper Flame have one metallic end and glimmer with the light.





## HEATHERED HUES

Heathered Hues will inspire with its textured palette of rich warm shades, cool neutrals and vibrant colors, having universal appeal for designers and end users to create interiors that are unique to their own culture and identity. Heathered yarns also provide visual texture and dimension when tufted, conveying equal parts warmth and sophistication.





## MEET THE MAKER



Meet Wendy Andreu, a designer who won the Dorothy Waxman Textile Prize in 2017. This prize is hosted by Trend Union and is awarded to a textile design student who shows talent in all areas of design: craft, technique, materiality, sustainability and innovation. Mohawk is proud to sponsor this award, as we share the same values and love to support emerging textile designers from around the world.

Born in 1990 in Oloron-Sainte-Marie, France, Wendy graduated from the Design Academy Eindhoven in 2016. She describes herself as a craft designer who aims to communicate through the materials she is using. By experimenting with them, she finds surprising outcomes that can be translated into functional design proposals.

She executes any idea that comes to mind in order to investigate its potential. She likes to think of the bridges between matter, people and space in an open way. In her research, the context has as much importance as the concept, without forgetting the quality of the making and the aesthetic of the pieces.

In addition to winning the Waxman Prize, Wendy won the Public Prize of the Accessory competition at the Villa Noailles in Hyères in 2017. In 2018, she received a grant from the Stimulerings Fund (NL) in order to develop her project “Regen.” She is currently working in Paris where she is developing experimental work as well as commissioned projects for public and private clients; mainly interior architects and fashion designers.





## MEET THE MAKER

Wendy developed a sustainable and innovative way of making textiles that she calls “Regen.” Rather than weaving, she uses white cotton corded rope that is covered with black latex. She wraps the cording around a steel laser cut form and applies the black latex to the exposed side of the cord. The liquid latex then covers the cording, but also seeps between the wrapped cords, allowing for the black latex to harden on one side but also through the cording onto the face of the new transformed textile. The textile gets removed from the steel form that gave it shape, and then is turned inside out to become a new object. This new textile is waterproof and shows the contrast between black and white, the two opposing textures and the natural and synthetic materials.

Since developing this method of textile production and making, Wendy has gone on to also work with shoelaces and other types of rope to create masks, furniture, clothing and accessories. She also doesn’t confine herself as a textiles-only designer. She designs in other materials and media too, sometimes alone and sometimes in collaboration with other designers. Wendy interned at Studio Toogood where she experienced transdisciplinary design firsthand, coming in as a metal craftswoman and leaving with an appreciation and eye for craft and materials that led to her work in textiles and work with her hands.



Jacket by Wendy Andreu

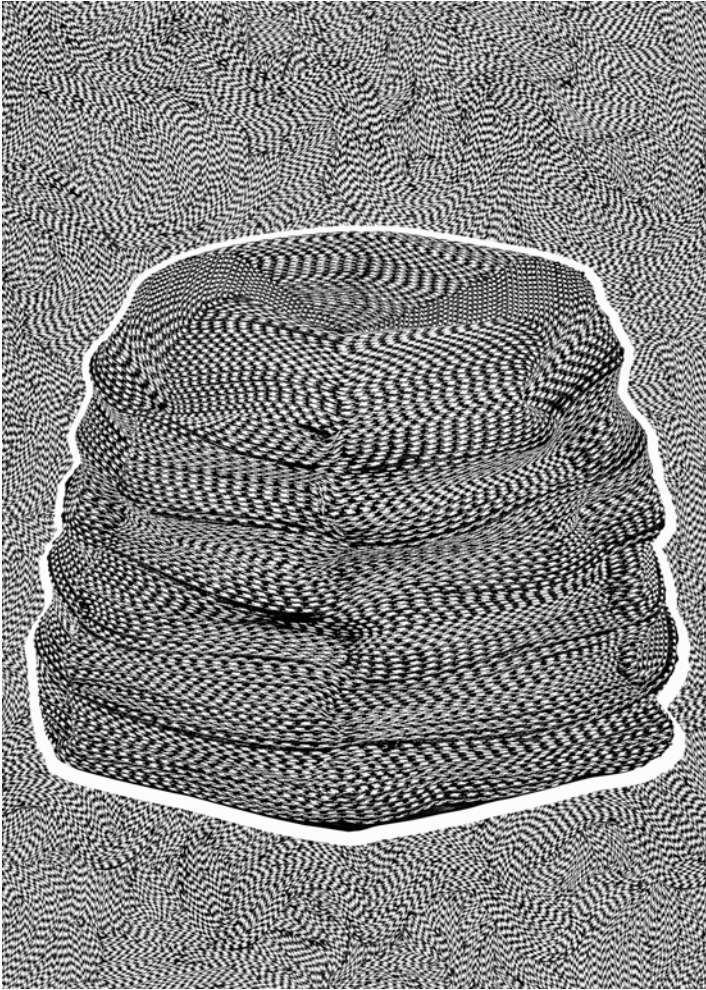


Ottomans by Wendy Andreu

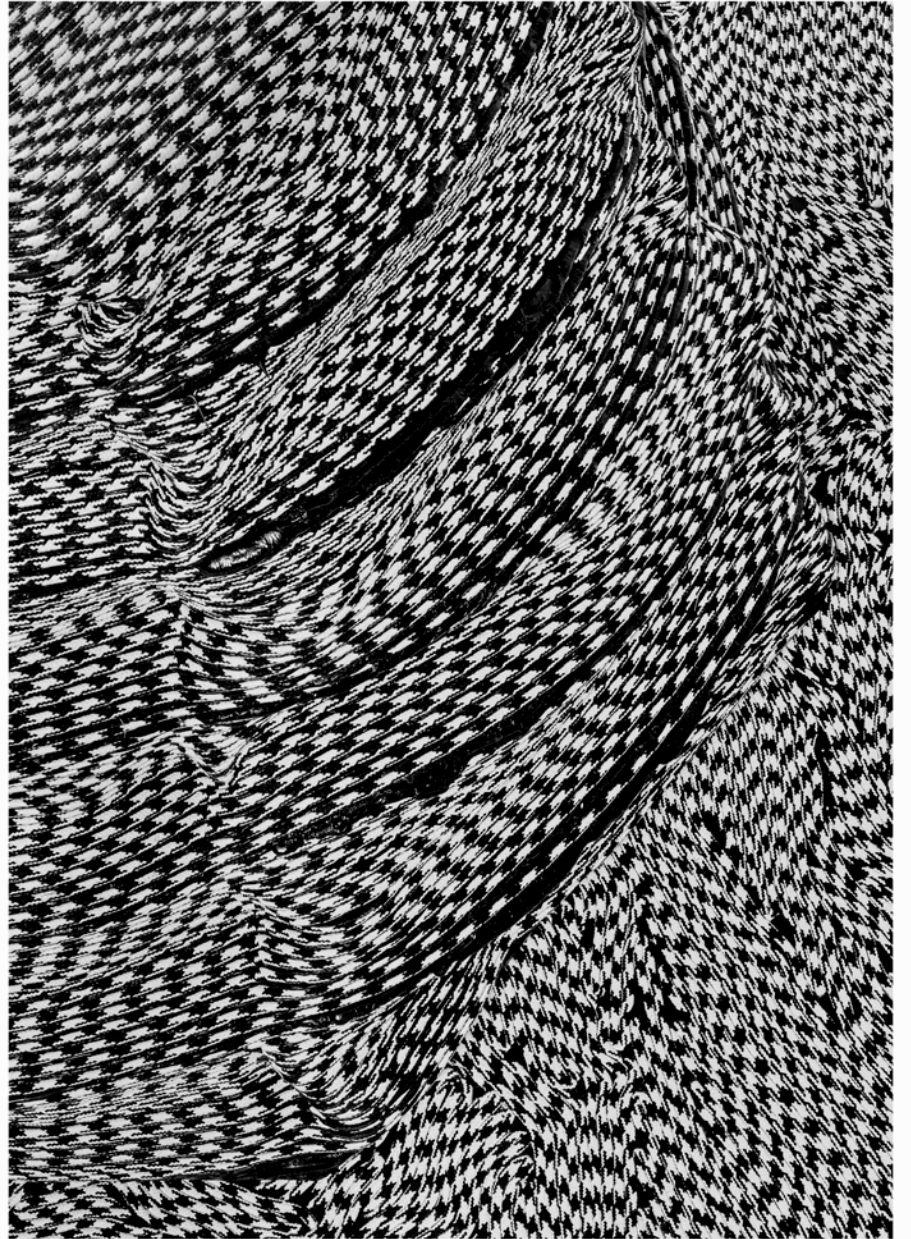




## MEET THE MAKER



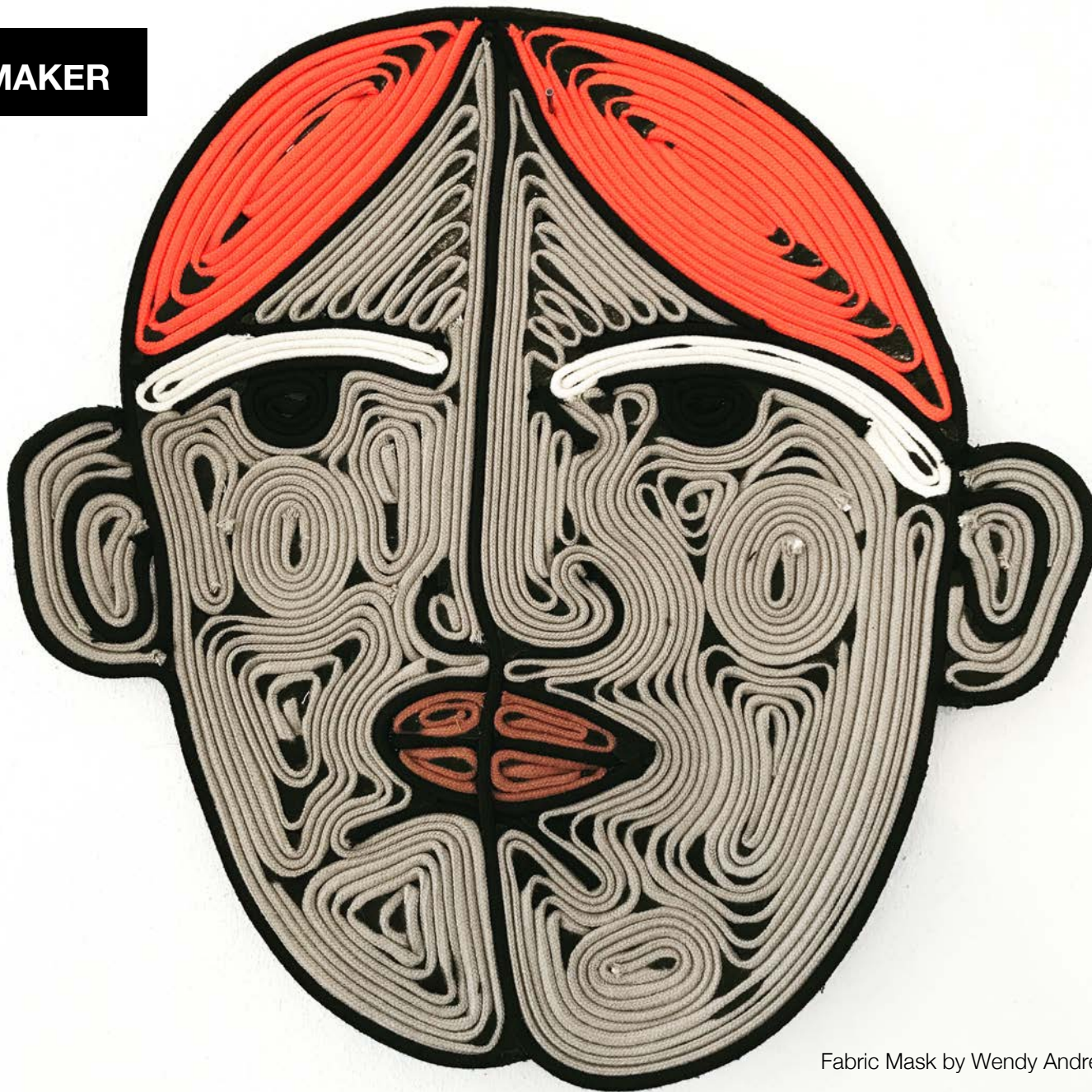
Ottoman by Wendy Andreu







## MEET THE MAKER



Fabric Mask by Wendy Andreu





**FREE PLAY**

Durkan's Free Play Collection was developed using fundamental elements of the Exquisite Corpse technique created by the Surrealists. Their approach was intended to unlock the imagination and experiment with styles or modes of design that pushed them beyond their routine practices.

This unique collaboration showcases the Durkan creative team's design expertise resulting in an inspiring collection of coordinating patterns that pair together in delightfully unexpected ways from various art media such as drawing and illustration.

As the experimental collaboration unfolded, the designers reveled in the unforeseen patterns that emerged, knowing their creation originated from opening a door to unknown possibilities.



QTW77290





FREE PLAY



QTW77296







## FREE PLAY

This collaboration between two members of the product development team is interesting because they are both centered around the theme of identity and making via the hand.

Katy Kennedy, Atlanta field designer, created a design using imagery generated from painting and making marks with her fingerprints. This became the base layer for the pattern. Royce Epstein, A&D design director, submitted drawings that were open to the imagination and used as the top pattern. She used pen and paper to showcase a technique that she has perfected through years of mark making. Designs were submitted without any knowledge of what others were working on and which visuals would be used together, and ultimately created something extraordinarily seamless.







# HEART





Neon and wood artwork by Tschabalala Self





OWLS

Snowy Flight

Snowy Feather





## OWLS

The Owls Collection by Mohawk is a new modular plank carpet system that captures the essence and imagination of owls in nature. Inspired by the rich breadth of owl feathers, or plumage, the design team looked at five species of North American owls from each ecoregion on the continent as the foundation for the collection.

Owl feathers, pattern, texture and color are all integral to how owls behave and survive in the wild. Plumage communicates as one of nature's visual languages—it signals or camouflages based on functional need through color and texture distribution on the feathers and how they blend together.

We developed two carpet styles relating to the allure of owls: Feather—a patterned plumage in a larger scale, and Flight—a micro feather texture. Innovative precision tufting technology was used to create this collection, so the textures and colors are more pronounced and dimensional, like the multilayered feathers of these impressive birds.





OWLS

Owl plumage has adapted to facilitate hunting in the dark and hiding in the light. It is typically mottled shades of black, brown, tan and grey with patterns to conceal from predators. Therefore, the color range of this collection relates directly to nature's own authentic owl palette: from warm greys and browns to cool greys and whites. There are five colorways, each that relates to a unique species.

We as humans have much to learn from owls. In addition to their beauty, owls serve as an indicator species, a measure of the environmental conditions that exist in their ecoregion. We also recognize that nature provides owls with features of their plumage to help ensure their survival: insulation to retain warmth against cold weather; waxy and oily coatings with interlocking barbs to repel water; reduction of friction and wear from the elements; parasite resistance; and air dissipation for low wing vibration and quiet flights. These functional aspects of owl feathers remind us of Mohawk's carpet which provides: insulation, resistance to liquids and staining, sound dampening, wear retention and biophilic visual interest.



**GET A BEHIND THE  
SCENES LOOK AT OWLS**



Great Grey Feather





Owls was designed in collaboration with Jason McLennan of McLennan Design, the architect and environmentalist who founded the International Living Future Institute. Like Mohawk, he believes that we can be agents of restoration and regeneration, creating a better world through handprints over footprints.

Together, we designed Lichen in 2017, the world's first Living Product for flooring. Like Lichen, Owls has received Living Product certification resulting from innovations in biophilic design and sustainability. The creation and specifying of Owls has a net positive impact for people and the environment, through innovations in materials, manufacturing and community involvement.

Some owl species are in decline, no doubt due to the loss of native habitat and vegetation. As we look to biodiversity and habitat restoration as a means to replenish nature, Mohawk will donate a portion of proceeds from the sale of Owls toward conservation efforts to benefit owls and the ecosystem that we all share.





**THE FUTURE IS FEELING**









**NUTOPIA**

Nutopia by Mohawk Group is a Living Product mega collection. This comprehensive modular plank carpet system of six new styles pays homage to the aspirations and optimism of humankind.

With people moving to cities in search of opportunity and community, urban areas are constantly changing and embracing new ways of working and living. Mohawk collaborated with Gensler, serving as product design consultant, to create a collection that expresses these new visions.

Inspired by the idea of “urban fabric,” where people coexist with buildings and the street, the design team looked at metaphors for how urban design can translate into patterns of balance, acceptance and integration — where the poetry of city life is embraced and woven together into a mélange of culture and contact.

This mega collection is comprised of six styles that can transition across the floor plane or create defined areas in the built environment. They can be used together as a cohesive system, or separately depending on the desired configuration, end use and budget. Layouts can be subtle, or vivid and dramatic, just like the dynamics of city life.



Urban Field II, Urban Passage II, Urban Fringe II





**NUTOPIA**



The collection encompasses two different tufting technologies that create distinct textures and visuals for the floor, allowing for contrast between the styles. This gives designers an opportunity to delineate space using variable material changes via pattern, color and texture.

Innovative precision tufting technology was used to create the core of the Nutozia Collection, so the textures and colors are more pronounced with a luxe sculpted appearance.

Urban Passage is a large-scale gestural wash of texture and color that comes either on a cool grey base or warm taupe base. This style can serve as the connector, or transition, to a coordinating textural ground—Urban Field—and an even more pronounced accent—Urban Fringe.

Heathered yarns provide rich visual texture and dimension, allowing for a variegated, wool-like appearance that conveys equal parts warmth and sophistication. All are made with Mohawk's Duracolor solution-dyed premium nylon yarn for permanent stain resistance, and all come standard on EcoFlex NXT, our Red List-free backing.



**GET A BEHIND THE SCENES  
LOOK AT NUTOPIA**

Urban Field II, Urban Passage II, Urban Fringe II





**NUTOPIA**



Additionally, there are three Nutopia styles made in a flatter level loop construction to round out the collection:

Urban Canvas, constructed in all heathered yarns, serves as a versatile ground texture that works for large, open plan areas.

Urban Transit has an active, shifting pattern. And Urban Terrain offers a more overall gestural pattern.

Both Urban Transit and Urban Terrain are made with a mix of heathered and solid yarns to emphasize the pattern work. Also, these two styles feature Mohawk's newest generation of innovative and highly sustainable backing—Matrix—which is dematerialized to use less raw material and energy and to minimize the carpet tile footprint. Like our EcoFlex NXT backing, Matrix is also Red List-free.

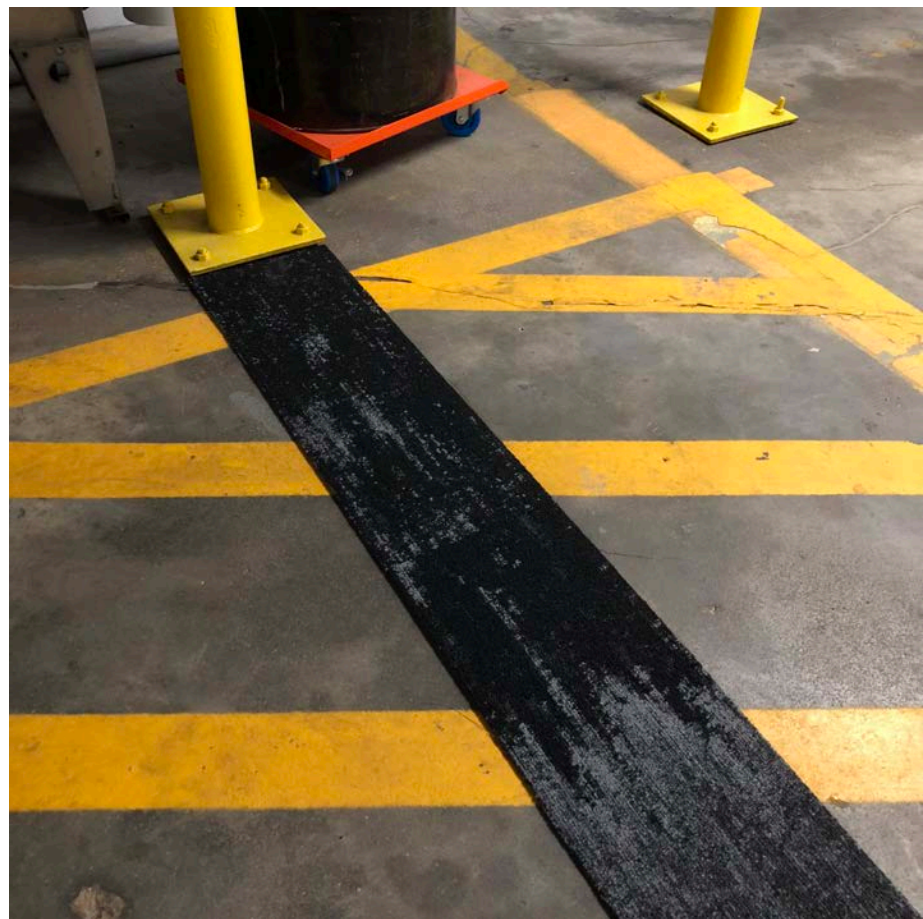
All three styles are designed and engineered to coordinate and work within the larger system, which makes the collection ideal for all markets, install types and price points.

Urban Transit





NUTOPIA







## SMART CITY



Urban Mobility

Next stop, Smart City, where the urban environment nurtures its citizens through connectivity and sustainable development. As cities become more desirable for business, culture and personal opportunity, they are shaping the future of human experience.

Uniting people through high-speed technology and transportation, the best cities are well planned and fluid—using space above ground, at the surface and below—to maximize their efficiency and growth. They are walkable and offer access to public spaces and nature to improve quality of life. And they are inclusive to respond to the needs of all who inhabit and visit.

These are the cities of tomorrow . . . and the city for today. Smart City.

Smart City styles include Urban Model as the textured ground, and Urban Mobility featuring accent linework.





SMART CITY



Urban Mobility (foreground), Urban Model (in distance)







## SMART CITY

Smart City is the result of a joint collaboration between Mohawk Group and Gensler's product development team following the success of our earlier collaboration, Nutopia.

We wanted to build on the story of Nutopia, which was about celebrating the urban fabric of cities, and especially how biophilia can be a part of the culture of cities. For Smart City, we turned to the present and future of cities, and how cities nurture citizens through smart and sustainable urban development.

We initially looked at the subways and rail systems of major metros as the starting point, then considered how cities are layered with movement, pathways and progress.

We see Smart City as making a positive impact in a major way. We believe the Smart City Collection can serve as another versatile tool to reach our shared goal of creating smart and sustainable spaces.

At Mohawk, we like to design relevant products that speak to culture and show how products can be meaningful to enlighten us about society and the way we live and work. By highlighting the need for Smart Cities, we can all learn about this important shift in how urban areas are being designed for a better human experience as well as being sustainable and efficient. At Mohawk, we are aligned with these values and see how these ideas can benefit mankind.





## GENERATION SCRAP

Mohawk believes that to create a more sustainable future, education of sustainability and textile design must go hand in hand by engaging designers of the future. In this spirit, a project was developed in partnership with Mohawk Group and Ohio State University. Positioned within an introductory level Interior Finish Materials course at OSU, this project explores the design process and theoretical design concepts for a carpet that would mitigate waste. This project leverages Mohawk's extensive knowledge and advancements within sustainable manufacturing and the circular economy to improve student outcomes.

In 2019, students of Professor Rebekah Matheny were exposed to Mohawk's sustainability initiatives, product development techniques and cultural trend information. Exploring "Scrap Culture" and our ongoing Color + Design Vision concepts, we collectively came up with a new term and concept: Generation Scrap.

Generation Scrap is designing with waste to transform the carpet industry through the lens of Gen Z's hopes for a better future.

Topics from the winning projects researched and explored by the students addressed climate migration, fast fashion and overconsumption and ocean pollution from plastics, to name a few.



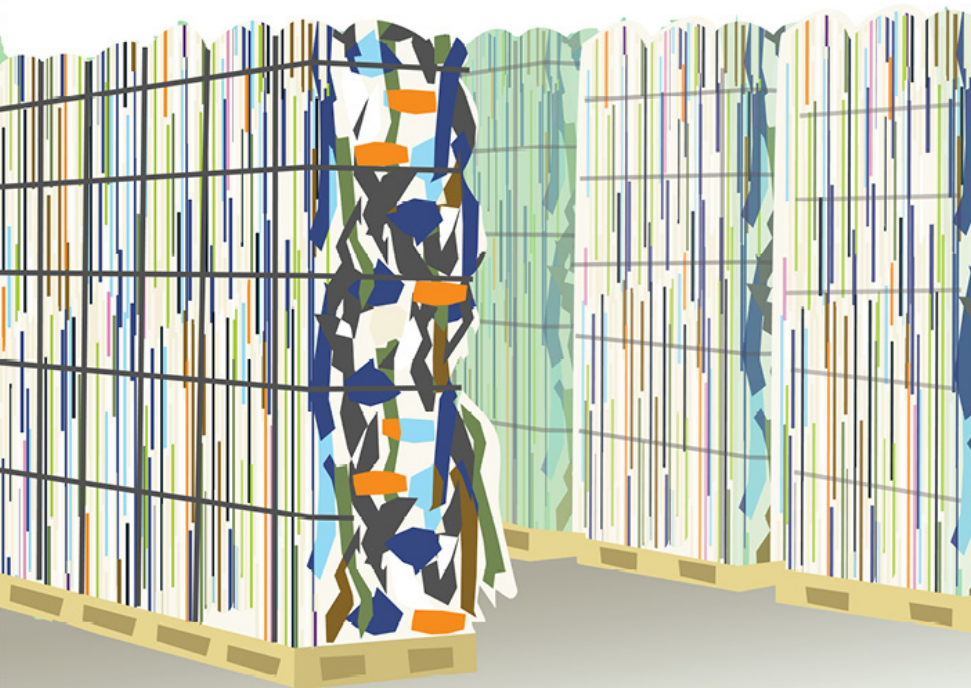




## GENERATION SCRAP

Imagine carpet made from discarded clothing or refugee life jackets! Gen Z design students at OSU did just that and created concepts addressing the massive waste and climate challenges of our time.

**16 million tons of textile waste was generated in the United States alone. Of this, only 2.62 million tons were recycled and 10.46 million tons were sent to landfills.**



Graphic by @tiffanylau



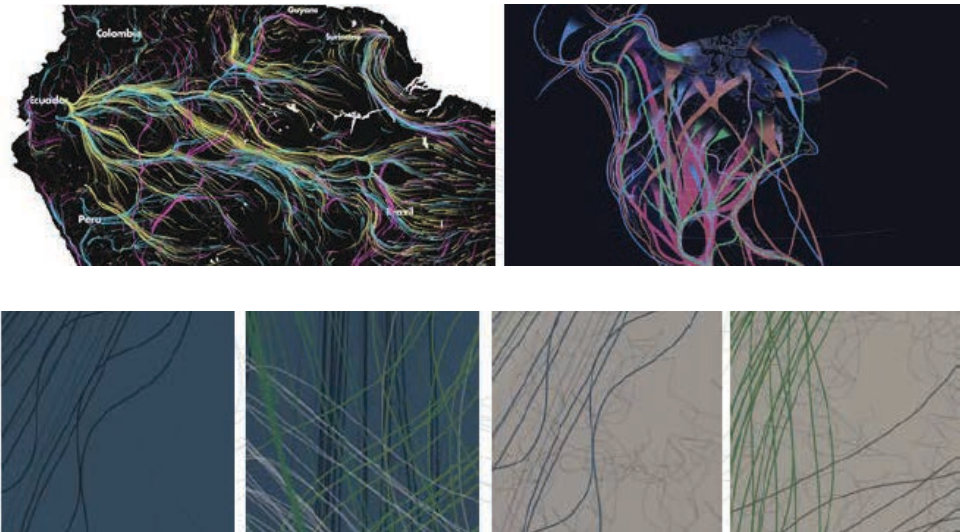
**Tens of thousands of lifejackets have been abandoned on the Greek island of Lesbos by refugees & migrants.**

Graphic by @tiffanylau



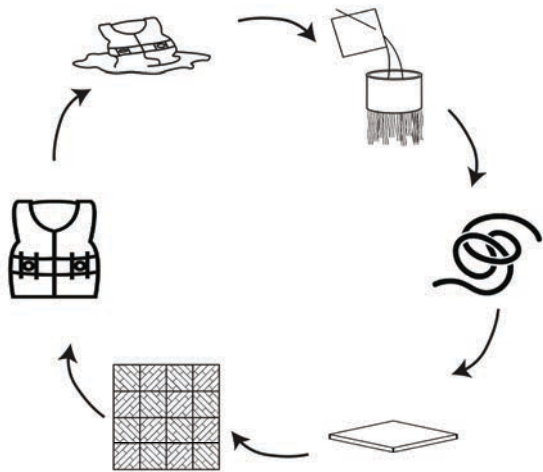


## GENERATION SCRAP



The winning project, Terra Haven Trail, was conceived and designed by Katherine Hunter. Concerned for the plight of refugees facing displacement due to global warming, this project addressed sustainability and humanitarian challenges surrounding the climate migration crisis. Katherine's design objective was to bring climate migration to the surface, literally, through pattern language and fiber construction. Inspired by forging a trail to new beginnings, the design explored the physical and emotional journey of refugees.

Translating migration maps, the surface pattern becomes a means of wayfinding within an interior. The color was driven by two paths of travel: across water, or across land. The palette, based on biophilia, creates a sense of calm and is intended to make people feel at home.



During her research, Katherine discovered that life jackets discarded by refugees are polluting beaches and oceans along migration paths. The strategy to use discarded life jackets as a raw material for this conceptual carpet collection is a great example of Scrap Culture. Instead of using virgin nylon, the life jackets would be broken down and used to make new nylon fiber, and the foam interior would be used for carpet backing. Each 24-inch carpet tile would relate to one life jacket, one refugee.





Resin vases by Elyse Graham







**SPIRIT MODERNE**

Spirit Moderne is a captivating soft surface flooring portfolio for hospitality interiors inspired by Durkan's collaboration with the Museum of International Folk Art in Santa Fe, New Mexico.

Alluring ethnographic textiles from the world over breathe inspiration into new motifs and bring historical source material into the context of the modern era. The rich history behind textured garments spanning ceremonial to everyday use is revived and infused with a contemporary aesthetic for a hospitality audience.

Durkan designers considered both the patterning and cultural tradition from which these textiles originated to conceive a new design language infused with the soul of its creators. The museum's 30,000-piece textile and dress collection provided a wealth of inspiration incorporating unique resources from 100 countries across six continents.

FA72798-MW463





## SPIRIT MODERNE

The collection's influence is representative of both the culture's and the artist's soul, and now of the carpet designers, while still referencing the integrity of the original materials. The design team honored the original motifs by creating an amalgam of new patterning instead of simply replicating them.

Spirit Moderne is featured in Definity, Durkan's exclusive manufacturing technology which surpasses traditional luxury carpet by offering multilevel textures, more than twice the definition, superior performance and unmatched sustainability.

The collection is also offered in Durkan's Synthesis, Pattern Perfect, PDI carpet tile and tufted broadloom. Portions of the proceeds from the collection support the Museum of International Folk Art in its mission to preserve and promote the artistic and craft traditions of the world's artisans.



QTWFFA71483-MW463





## HEALTHY ENVIRONMENTS



The Healthy Environments carpet and hard surface collection is inspired by the alluring, soothing colors and textures of species native to the desert Southwest. In addition to their natural beauty, the innate hardiness of these plants provides a paradigm for perseverance through difficult challenges and environments.

Drawing inspiration from these plants and biophilic design, the Healthy Environments Collection was created to advance healing and productivity in healthcare interiors. Mohawk Group believes healthy environments nurture the positive connections that allow patients and care providers to thrive, and we are committed to innovating flooring solutions for optimum health and wellness.



**GET A BEHIND THE SCENES LOOK  
AT HEALTHY ENVIRONMENTS**





## HEALTHY ENVIRONMENTS

The collection incorporates three coordinating carpet plank patterns influenced by nature. Baccharis is inspired by the organic fluidity of desert broom plants. Chitalpa features an organic grid visual in homage to the utilitarian desert willow branches. Xeric's randomly flowing appearance was influenced by the tops of mesquite trees and branches below. The carpet planks are manufactured using Duracolor Tricor premium nylon fiber and come standard on Red List-free EcoFlex NXT carpet tile backing.



The Healthy Environments Collection also includes four heterogeneous sheet patterns. Sisalana features a nondirectional, monolithic textile pattern resembling sisal. Juniperus is a workhorse pattern with a wood visual reminiscent of the highly valued juniper tree. Geomorphic mimics the natural desert floor with a beautiful terrazzo appearance. Klei Firma provides a clean and sophisticated adobe brick aesthetic.







HEALTHY ENVIRONMENTS



Juniperus, Sisalana



Chitalpa, Xeric, Baccharis





## COLOR FORECAST

Our color forecast for 2020 derives from our desire to “Return to Humanity” and our “Need for Nature.”

We introduced two new yarns that are warm metallics—Copper Fire and Marigold, both with metallic ends that offer natural glimmer and warm highlights.

Both are part of our Heathered Hues yarn bank, which is biophilic in its natural wool-looking properties.

Used in conjunction with light, medium, and dark tones of greys, the color palette is influenced by nature, specifically colors of the earth from rocks and sand to clay, charred wood and minerals.

This palette aims to provide calm and stress reduction while connecting with our human desire for texture and tactility that comes from nature.

It also relates to making and craft, especially the ancient art of weaving that has sustained humankind and kept us warm and comfortable.









# MIND







## BEING MINDFUL



Mindfulness: The basic human ability to be fully present, aware of where we are and what we're doing, and not overly reactive or overwhelmed by what's going on around us.





**RELAXING FLOORS**





## RELAXING FLOORS



Fractals are the building block of many of nature's patterns and have been scientifically proven to reduce stress and so provide benefits to physical health.

This visual language is the basis for Relaxing Floors, a modular system designed by 13&9 in collaboration with Fractals Research and Mohawk Group. This collection is the culmination of art, science and human-centered design based on fractal patterns, which scientific research shows have stress-reductive qualities.

Relaxing Floors utilizes fractals to give our eyes a break from the digital world and delivers the essence of nature to the built environment. Today's continuous exposure to technology impacts how we live, work and interact, and poses many challenges on physical and psychological levels.

Based on the transdisciplinary approach to design, 13&9 worked closely with Richard Taylor, professor of physics, psychology and art at the University of Oregon, and founder of Fractals Research, to create the next generation of flooring solutions with Mohawk. The designers of Relaxing Floors looked to holistic thinking in design and employed strategies that value people in their built environment.





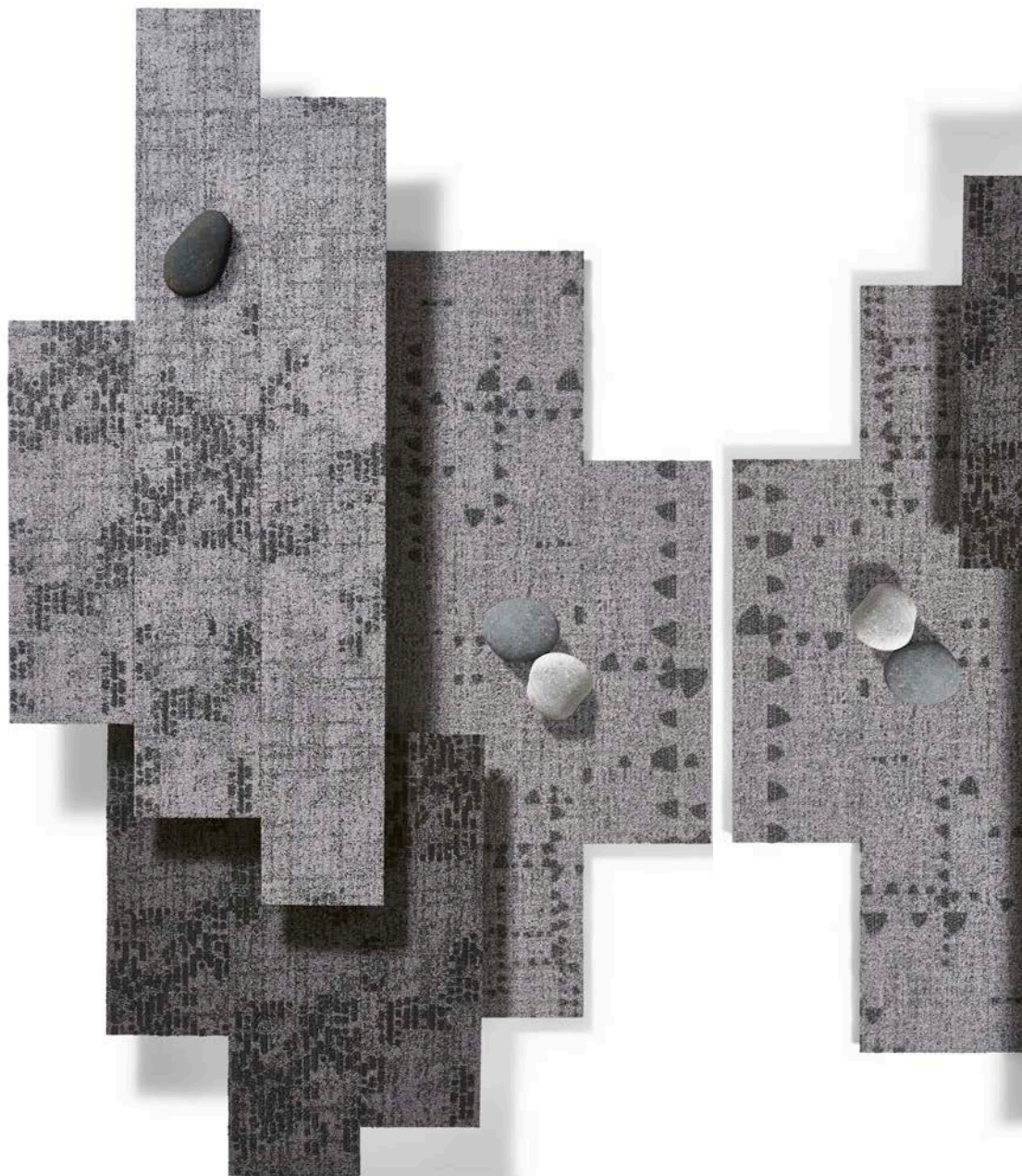
## RELAXING FLOORS

There are four styles in the Relaxing Floors Collection, with eight color families.

Two styles within the 12" x 36" carpet plank collection mimic the eye movements that take place as we view natural scenery. These movements are much like the flight paths of foraging birds. Software was developed for the team's design process to create or "grow" a fractal pattern similar to that of a flying bird releasing seeds that will themselves grow into trees and plants.

Using specific scientific parameters, the team grew mid-complexity fractals that correlate with stress reduction. Fractals with midrange complexity, as measured on a parameter scale labeled D, are the most common in natural scenery. Style mellowD in the collection utilizes a line-shaped seed which repeats at different magnifications, while chillD employs a triangular segment-shaped seed.

A third style, restD, references neurons on the back of our eyes, which are also made of fractals. Completing the Relaxing Floors Collection is Fractal Ground, which offers a coordinating organic groundcover visual in plank format.







## RELAXING FLOORS



[GET A BEHIND THE SCENES LOOK AT RELAXING FLOORS](#)

chillD, Fractal Ground





## RELAXING FLOORS



Fractal Ground



mellowD





## RELAXING FLOORS



The restD plank style builds on the University of Oregon's studies of fractal-based electronics. These electronics have the capability to connect to the eye's neurons with the potential to revolutionize the medical world.

Under a microscope, these neurons look like miniature trees with fractal branches and glow red due to a fluorescent dye.

This fractal form is the starting point of the restD design. The neuron formations are then transformed into outline patterns using the research on stress-reductive fractals to provide a literal translation.





## RELAXING FLOORS







## RELAXING FLOORS

Our design and product development team is very collaborative. We love working with designers, artists and scientists to learn more about our industry and what the needs are in the marketplace. From these efforts, we are always innovating with new concepts that push the boundaries of design thinking and sustainability.

Relaxing Floors was a mega collaboration in that we collaborated with 13&9, designers with whom we have worked before on other product lines that challenge convention. This time we had an additional collaborator, Dr. Richard Taylor, a physicist who works with fractals and studies how the human eye behaves. Together, the work of the team straddled science, design and manufacturing to create a new groundbreaking product.

It is a true honor to work with such visionaries, as we value transdisciplinary approaches to design that merge art, craft and technology while advancing sustainability and design possibilities.







Heathered Hues



chillD





## BOOKS ARE BACK

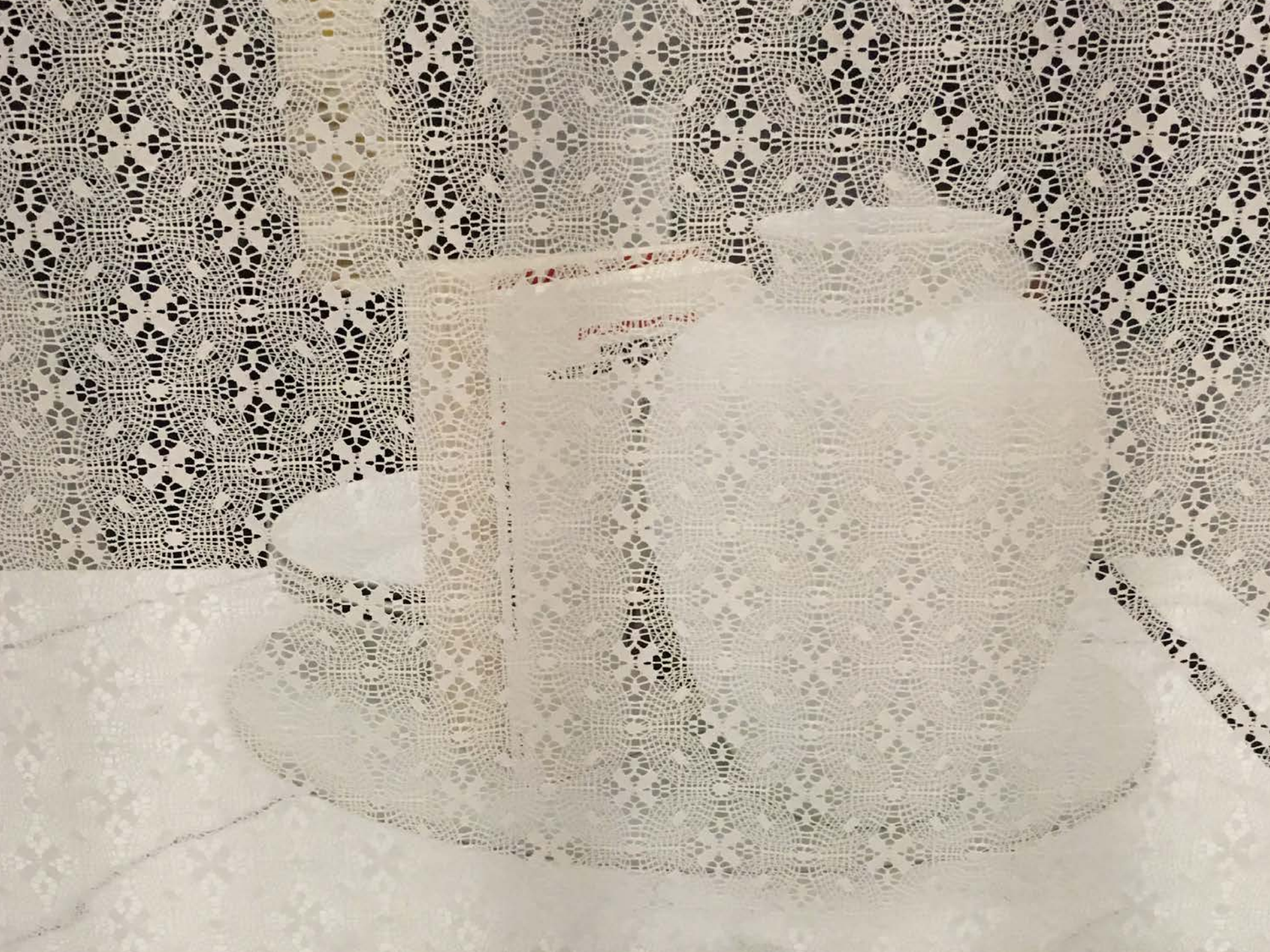
With the anxiety that the digital age has created and a concentrated effort to get offline, people are finding refuge in books. We predicted that paper and books would go away, and all info and data would be digitized. Many large bookstore chains went out of business or reduced scale, due to both the internet and online shops, and the addition of audio books. But with the loss of books as a dominant part of our culture, we are also losing our sense of tactility as well as diminishing all of our other senses, due to too much screen time.

The internet doesn't provide the sensory experience of holding a book, touching and smelling the paper and physically connecting to the book itself. No wonder books are making a comeback. People enjoy browsing through shelves of books, the unexpected discovery of finding something of interest. And, of course, reading the printed page brings great contentment, as this is a human tradition we have been doing since 1450 and the invention of the printing press.

With the revival of books, comes the revival of libraries and physical bookshops, and more specifically, those places designed in the great architectural tradition to celebrate books. They are being called "book sanctuaries." These spaces allow people to browse and explore, something that has been lost with the onset of online shopping and digital reading. This space type is now being called Co-Thinking, where people can gather with books.

Imagine, for young people who are digital natives, experiencing a library or bookshop is a new activity, one that they may explore with wonder and nostalgia while reawakening their human senses.









## COLOR BALANCE

Color Balance is a tufted modular carpet that merges rich texture and color together in a near-solid plank for creating expressive floorscapes.

With renewed interest in color blocking and layering of multicolor hues with texture in the built environment, the time has come for a carpet that provides a palette of endless possibilities.

With Color Balance, the large offering of 24 colorways allows for all types of modern statements on the floor. The palette has a wide range of warm and cool neutrals as well as vibrant color accents, so designers can create monolithic installations, or active and patterned ones—all through color selection and orientation.

The large palette allows for complete flexibility in creating spaces that require color and texture blocking, gradients, wayfinding through color, brand and identity and, of course, monochromatic interiors as well.







**COLOR BALANCE**



Color Balance uses a mix of two Duracolor yarns, solid and heathered, to give it its unique wool-like appearance. The blend of these two yarns creates a soft, slubby textile look, which minimizes the seams of the plank when used in the same colorway. The eye sees a field of color and texture, balancing your perception of floor and finish that's pleasing to the senses.

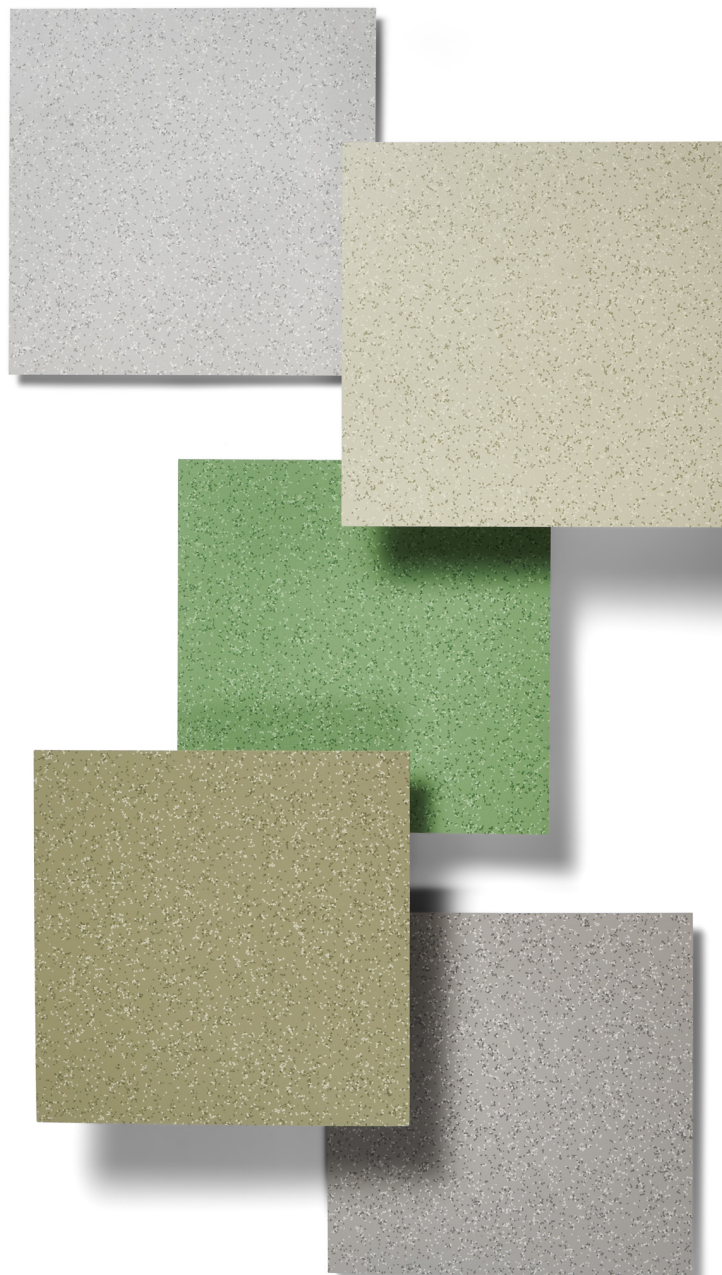




**COLOR BALANCE**



Color Balance



True Hues Rubber





## Cheery Palette!

Color Balance

Heathered Hues

Rise Up

Central Point

Pothos Plant



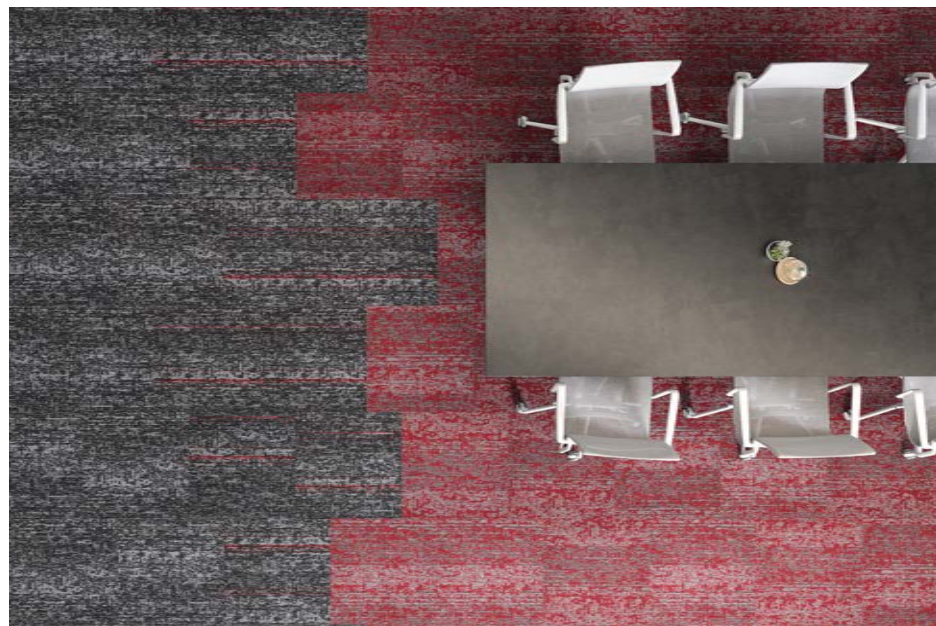


## LEARN & LIVE



Accredited, Proficient, Sabbatical

The brain is stimulated to respond to patterned movement. Brain stimulation encourages learning. Adding such patterns of complexity and order can enhance the learning experience in the educational environment. Learn & Live is a multi-category carpet collection inspired by biophilic concepts of complexity and order proven to increase collaboration and creativity, reduce negative behavior and encourage social interaction. Create unique floorscapes across 12" x 36" planks, 24" x 24" tile and broadloom.



Swipe Right, Side Stripe, Rise Up





LEARN & LIVE



Interplay



Side Stripe

Accredited plank brings organic, yet geometric shapes in neutral shades to learning spaces, as Proficient plank showcases similar visuals with the addition of an accent stripe—with both exhibiting design cues of complexity. Sabbatical is brought to life through colorful and perpendicular striations on a neutral background with more order. Inspired by nature at a cellular level, Swipe Right carpet tile features organic patterns designed to define areas for study and thought, while Side Stripe and Rise Up patterns ignite creativity and stimulation. Interplay broadloom features versatile geometric patterns designed to define areas for study and thought, with coordinating Interplay Stripe and Mirada Stitchlock offering pops of color with enhanced personalization capabilities to ignite stimulation.

Designers, specifiers and end users can integrate Learn & Live to create unique floorscapes that implement moments of meaningful stimuli, where complexity and order ebbs and flows through the use of different designs and accent colors.





VISUAL EDGE



Change your perspective with Visual Edge, a new take on hierarchy and structure that creates a flowing graphic pattern derived from nature. This biophilic hexagonal design comes in two plank styles that layer elements and change scale to guide you through space, similar to a bird's-eye view of the ground below. Patterns in a space can shrink or grow in scale to adjust to the changing formats of space in the built environment.

Hidden Dimension





**VISUAL EDGE**



Angled Perception, Hidden Dimension





## AREA RUGS

Did you know that Mohawk Group has an area rug program? It is designed to bring sophisticated soft surfaces to hard surface flooring. With the popularity of hard surface floors such as wood, concrete, resilient and porcelain tile, spaces need to be anchored with carpet more than ever to create inviting and warm environments with comfortable texture on the floor.

Rugs especially play an important role today in open spaces. Besides offering a focal area of interest, rugs create an intimate space while also providing a sensory aesthetic that brings tactility and the creature comforts of home into commercial spaces.

The area rug program features popular styles from our Karastan woven platform as well as some plush rugs made on our Definity looms. All are available as cut rugs with a finished edge. Specifiers can select from leather and cotton binding options. If a serged edge is desired, matching as well as accent yarn colors are offered. The program is set up so that specifiers can choose their style, color, size and edge detail from a standard range. This allows for ease of specification, and desirable solutions for creating soft surfaces on hard floors.







## EXPANDING INFLUENCE

As an expansion of the area rug program, the Expanding Influence Collection was added to give the design community access to a varied selection of stylish running line Definity broadloom and area rugs. Definity is a premier construction type that is commonly used in Durkan, our hospitality brand.

With a desire for more hospitality looks in workplace and retail interiors, we added a select group of in-stock styles that help create place-making areas where an area rug or luxe looking broadloom is a focal point of the interior.

All patterns come standard in 48-ounce, 15-foot broadloom rolls. Definity's precision-sculpted technology creates stunning hospitality-grade carpets and rugs for commercial interiors with incredible multilevel textures, enhanced definition, superior performance and unmatched sustainability.

Expanding Influence in-stock styles include Connecting Neurons, Goonj Revival, Lakir Revival, Structure Revival, Transilient Shadow and Tremor. A selection of custom styles within the program are also available with a minimum order, including Cuneiform, Right of Way and Nimble Breeze.

Nimble Breeze





## EXPANDING INFLUENCE



Structure Revival



Goonj Revival





## EXPANDING INFLUENCE



Connecting Neurons

The award-winning Connecting Neurons style is part of the Expanding Influence Collection. Designed by 13&9 in collaboration with Fractals Research and Mohawk Group, Connecting Neurons utilizes fractal patterns to give our eyes a break from the digital world and deliver the essence of nature to the contract built environment. Fractals are the building block of many of nature's patterns and have been scientifically proven to reduce stress



**NEED FOR NATURE**





We practice Biophilic Design.

At Mohawk, this has been the cornerstone of our sustainable design platform, where we recognize that humankind has an innate love of the natural world.

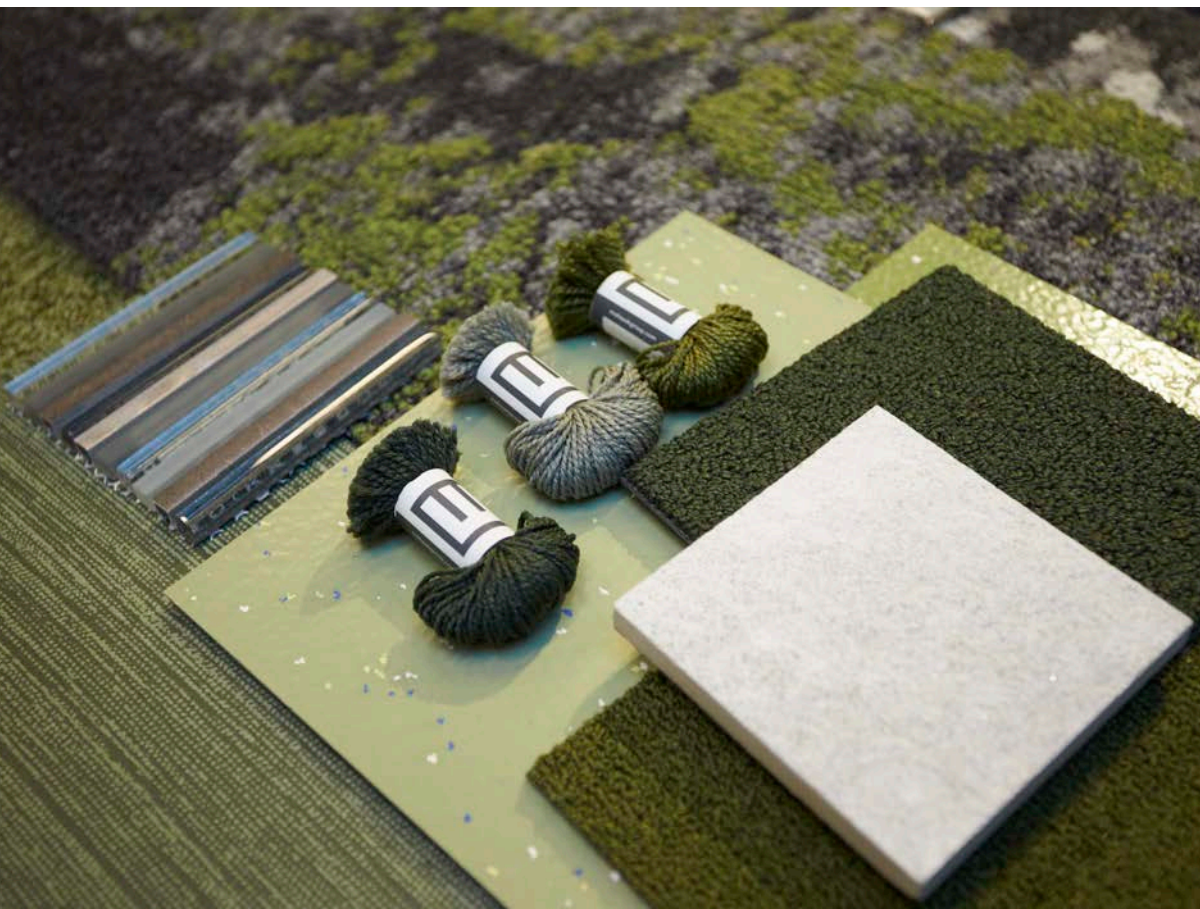
We understand that nature has designed great solutions for function, and by referencing life and lifelike processes, we can create products that resonate with people in a universal way. After all, we are all human and come from nature, and we respond accordingly.

Do you know the six elements of biophilic design as defined by ecologist Stephen Kellert?

- Environmental Features
- Natural Shapes and Form
- Natural Patterns and Processes
- Light and Space
- Place Based Relationships
- Evolved Human-Nature Relationships

Fashion by Iris van Herpen and Julia Lohmann



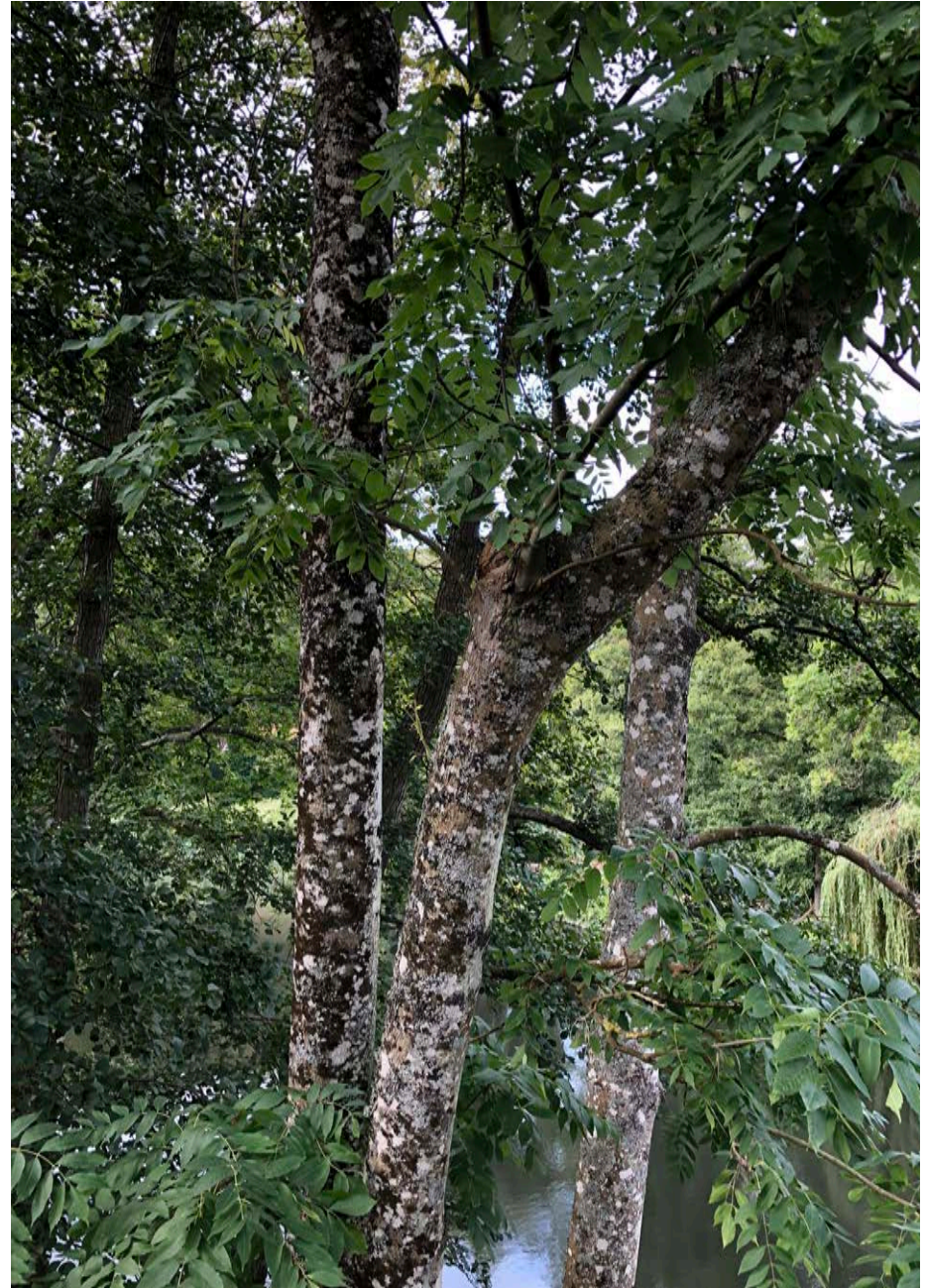






## LIVING SITE

Mohawk Group is proud to be the first manufacturer to create a Living Site, a facility dedicated to the future and bettering of our planet. Located in Glasgow in Virginia's Shenandoah Valley, this "Living Site" platform ensures that more than 300 carpet tile products—all with either NXT or Matrix backings—meet the stringent requirements of the Living Product Challenge and are Petal-certified flooring solutions by the International Living Future Institute (ILFI). Our Living Site products include Relaxing Floors and Textural Effects, which have a net-positive impact for people and the environment through innovations in materials, manufacturing and community involvement.





A photograph of a dense forest. The foreground is filled with a thick layer of green ferns. Several tall, thin tree trunks are visible, some with light-colored bark and others with darker bark. The background is a dense canopy of green leaves, with some light filtering through. The word "HUMAN" is overlaid in the center in a white, bold, sans-serif font. The letter 'M' is stylized with a square cutout in the middle.

HUMAN





## HANDPRINTING



As part of our commitment to sustainability, Mohawk Group has embarked on the journey of creating handprints over footprints through the Living Product Challenge. This International Living Future Institute (ILFI) program provides a framework for manufacturers to reimagine the design and construction of products to function as elegantly and efficiently as anything found in the natural world.

With a full suite of Living Products across carpet and hard surface, Mohawk Group is setting a higher standard to help ensure that our products contribute to healthy spaces, are designed to inspire and will give more back to the environment than they take through unique “handprinting” initiatives.

Unlike footprints, which measure a product’s negative impact, handprints measure a product’s positive impact across its life cycle.

Handprints can measure environmental impacts as well as social and economic impacts. In all cases, the idea is simply to give back more than we take. The hope is to achieve a ripple effect, in which our positive actions spur further positive actions, whether upstream, downstream or tangential to us.

The Living Product Challenge requires a product to have a net-positive impact on resources—that is, Living Products must have a larger handprint than footprint.





The launch of the Lichen Collection was a defining moment for us at Mohawk. This collection is the ultimate culmination of design, sustainability and innovation. In Lichen, we have created a highly desirable product that touches on our customer's desire for sustainable and beautiful biophilic design.

We collaborated with Jason McLennan, founder of the Living Building Challenge, who was instrumental in helping us achieve our first Living Product Petal certification, as well as sharing inspiration from his own upbringing in the Pacific Northwest, an area of the United States that is abundant in lichen.

Lichen is nature's carpet and comes in every color of the rainbow. Using our heathered yarns, the design of Lichen is based on actual lichen species found in nature. We identified nine species that are each represented as a different colorway and unique pattern. Constructed on our "Pattern Perfect" tufting looms, we were able to produce sculpted textures and forms on the surface which look authentic and capture nature's impact on our senses and well-being.







LICHEN



The three styles of Lichen—Groundcover, Macro Bloom and Micro Bloom—can be used together as a modular flooring system to create incredible and dramatic interior landscapes.

Groundcover, the textural grey surface, serves as the base, and interior designers can transition from this neutral ground using Micro Bloom, with its sporadic lichen patterning, into Macro Bloom, the full lichen experience. Areas of lichen blooms can be created that naturally attract people through rich color and visceral textures.





LICHEN

The Lichen Collection is a fitting example of biophilic design, where we replicate nature for the built environment. When brought into the interior, natural patterns and processes provide an abundance of health and wellness benefits for everyone. Due to this, we looked at the idea of returning to nature as the ultimate expression of belonging on Planet Earth.

It's time for a reset. The adverse effects of touching glass screens all day is causing a renewed desire to connect with the earth. This approach is about seeking grounding and empathy with nature. People are yearning to move away from our fast lifestyles and reclaim our place in nature, celebrating our roots. It is literally a hands-on movement, allowing people to get their hands dirty in the earth. It is as much of a rejection of tech as it is a human-centric focus.







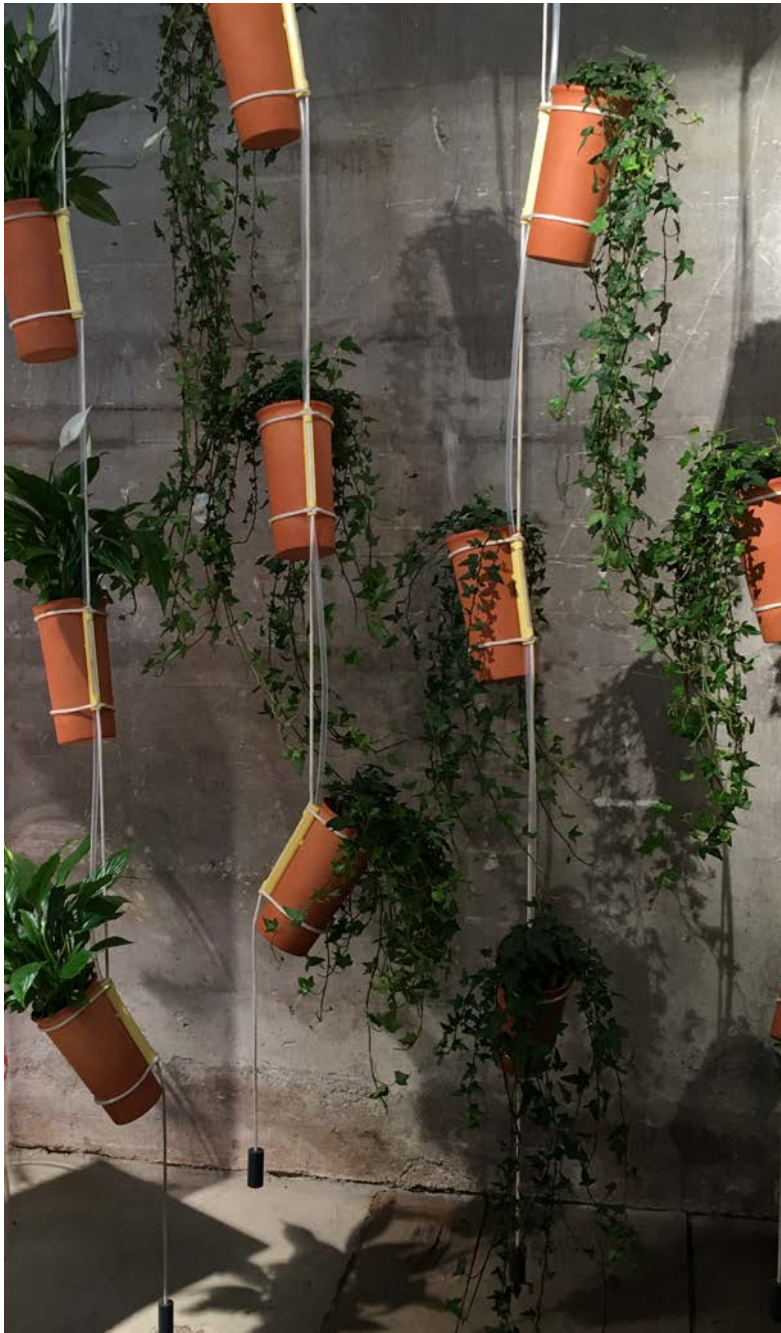
# LICHEN















Urban Native



Second Home





Glass coffee table by Yield Design



Large & Local





Large & Local



# WHAT MAKES YOU HUMAN?

Raffia dress by Nicholas Nybro







# LOOK: 2020 VISION

Mohawk Group