



Case Study:

University of North Carolina William & Ida Friday Center



Urban Field 989 Pavement, Urban Fringe 945 Skyway, Urban Passage 945 Skyway

PROJECT AT-A-GLANCE

PROJECT: William & Ida Friday Conference Center Renovation

LOCATION: University of North Carolina at Chapel Hill
Chapel Hill, NC

MARKET: Education

MOHAWK GROUP FLOORING

- Super Fresh & Pop Icon carpet tiles from Street Thread collection
- Urban Passage, Urban Fringe, and Urban Field carpet planks from Nutopia Collection
- Metal LVT from Hot & Heavy Collection

The William & Ida Friday Conference Center at the University of North Carolina recently received accreditation and membership from the International Association of Conference Centers (IACC).

In order to meet IACC's stringent guidelines and become a part of the organization, Conference Center Director Debra Watkins began renovating the Friday Center in 2012. The updates to the building included new flooring in the dining and service areas, as well as the main corridors of the building.

DESIGN

When Watkins joined the team in 2012, the furnishings and

finishes within the Friday Center had not been updated since opening in 1991. She knew that in order to grow their business and attract customers to host events at the Friday Center, she would need to make some major changes.

She began to research the what, why and how of successful conference centers. That's when she came upon IACC (International Association of Conference Centers). Using the guidelines of IACC as an outline, Watkins knew immediately that she wanted The Friday Center to become a member.

The updates to the center began with infrastructure and IT capabilities but that was just one small piece of the accreditation process. The meeting rooms had to be updated and the overall interior aesthetics of the conference center would come next. As the meeting rooms, dining areas and social gathering areas began to receive their updates in 2018, North Carolina was significantly impacted by the devastation of Hurricane Florence. The updates were put on hold as coastal residents utilized The Friday Center as a hurricane shelter.

As the renovations reconvened, Watkins was more determined than ever to complete the journey of IACC accreditation. The Friday Center had already come a long way but in order to receive the accreditation the flooring needed to be updated. Aesthetics, depending highly on beauty and performance, were top of mind



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for Watkins when it came to choosing flooring options. With the help of the Mohawk Group VIS team, Storr Flooring and Watkins' in-house design team were able to select the right products for their needs and once the products were chosen the VIS Team was able to create a beautiful design that was used for the installation.

By using Mohawk Group's Nutopia collection throughout most of the main corridors of the center, Watkins was able to create a striking wayfinding effect to help guide visitors throughout the very large conference center. The use of different colors and styles in the Nutopia and Street Thread collections also helped to designate different areas as meeting areas versus social gathering or dining areas. Watkins was also able to reinforce school branding throughout The Friday Center by selecting colorways that complement the famous Carolina Blue.

"Expectations were high at the conference center," Watkins explains. "The dining room and service area were installed first. Street Thread carpet tiles were used in the 200 person dining room and Hot & Heavy LVT in the prep/service area. This was the last piece to gaining our accreditation." It was just after these areas were updated and while installing Nutopia in the main corridors that the university was informed that they'd received the accreditation and membership in IACC.

WORRY-FREE SOLUTIONS

With the amount of traffic that this space experiences on a regular basis, performance was another key aspect to consider when choosing the flooring. Not only did the flooring have to look incredible, but it had to perform and it had to last.

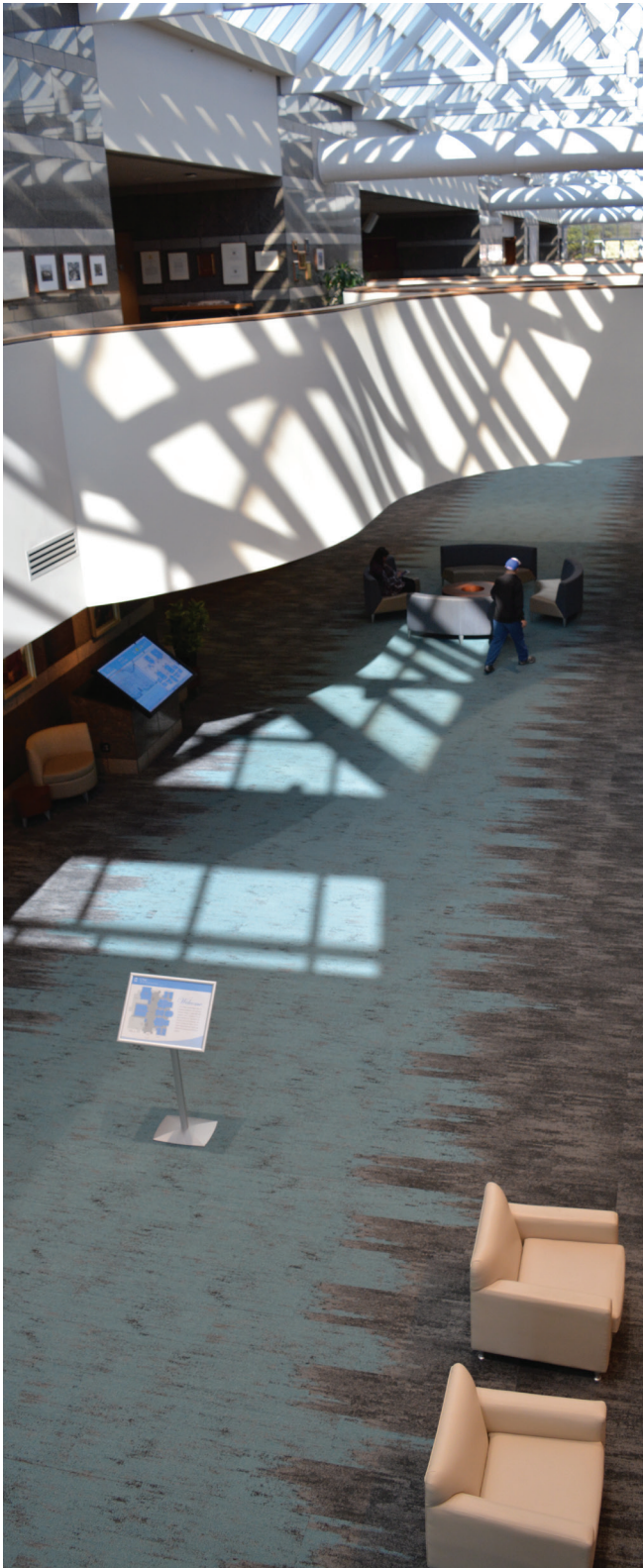
Watkins knew that she had found the right solution when Mohawk Group presented her with products made with Duracolor® and Duracolor® Tricor premium nylon fibers. These fibers are designed specifically to resist crushing, fading, and matting which leaves the carpet looking newer for a longer period of time. This alone will prolong the life of the carpet in The Friday Center resulting in significant savings to the bottom line of the university.

In addition to the increased lifecycle of the flooring selected, these products were "the only choice" according to Watkins because this space needed something that would be difficult to stain, and easy to maintain. Duracolor® and Duracolor® Tricor fibers are inherently stain resistant, meaning

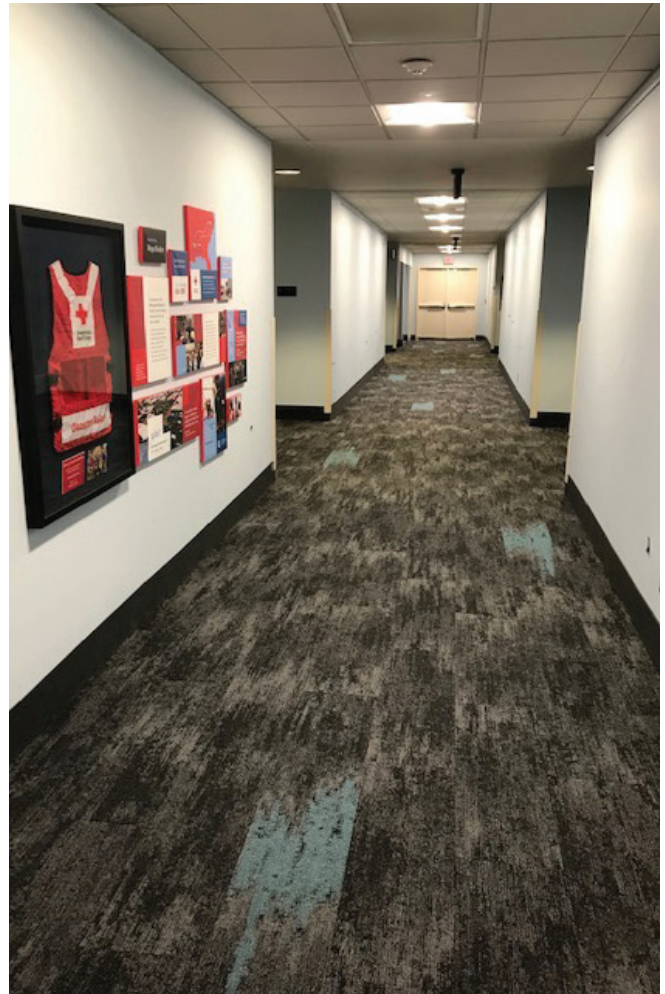
that 96% of the most common stain-causing substances can be washed away using just water which is ideal for the dining areas



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where stains and spills would be common. The unique shape of the fibers helps to resist soiling, making the floor easier to clean reducing the overall time spent on maintenance of the floors. By reducing the amount of time and chemicals needed to clean the floor, this could potentially lead to reduced maintenance costs.

CONCLUSION

Expectations were high from the start of this project, all the way through to the end when the flooring was finally installed. Watkins and her team had no small task at hand when embarking on this journey. However, by selecting the right products to use in the center they were ultimately able to achieve their goal of being a member of the IACC.

"New flooring in a conference center is an exciting thing. No part of the process was painful. Once product was installed we had a couple hiccups but on a project this size those are to be expected," says Watkins. "We are more than happy with the flooring and eager to work on our second floor Continuing Education space with Mohawk of course."