

Patcraft's NeoCon 2021 Showroom Explores 'The Geometry of Space'

Flooring Collections Designed to Enhance Experience Through a Balanced Aesthetic

Cartersville, Ga. – Patcraft, a leader in high-performance commercial flooring, will preview several new collections at NeoCon 2021. Displayed throughout a beautifully redesigned showroom, the soft and hard surface collections create and define space, working together to promote balance in aesthetic, experience and mindset. Using spatial geometric form combined with the materiality of texture and color, the products are designed to enhance a sense of connectivity and create experiential spaces. The collections are connected through a theme that explores 'The Geometry of Space' and a study of the emotive response to form.

“Today, as we embrace a blending of the digital and the physical worlds, we seek opportunities to redefine how we experience space—looking to design for creative solutions,” said Shannon Cochran, vice president of marketing and design for Patcraft. “Patcraft’s NeoCon collections promote a sense of balance while also offering innovative flooring options that are inspired by a connection to our customers and to market insights.”

The products featured in Patcraft’s NeoCon showroom tell a story through flooring and design, exploring a visual connection between contrasting concepts - including the idea of minimalism and maximalism or of variation through positive and negative space. The showroom experience highlights how balance can be achieved throughout the built environment, enhancing connectivity through form, texture, color and materiality. The five collections on display incorporate a range of flooring solutions, designed to transform both space and experience.

Patcraft’s NeoCon collections include:

- **Deconstructed Form**[™]: Designed to connect spatial perception with emotive response, Deconstructed Form is a spectrum of construction, visuals and color that can create and define space in soft and striking ways. Available in six complementary 18” x 36” carpet tile styles, the design of Deconstructed Form explores textural structure through the use of shape. By utilizing varied manufacturing construction processes to offer unique visuals, the collection includes a range of patterns from large scale to textured to luxe for flexibility in use throughout different environments.
- **Inset**[™]: Inspired by the technique of parquetry, this resilient collection offers a mix of wood and concrete visuals accentuated with metallic inlay – creating a distinctive interplay of line and geometric pattern. Products are embossed in register and, with a 5mm product construction, they mix seamlessly with carpet without transition, transforming any space.
- **Longitude**[™]: Longitude is an innovative resilient flooring solution offering the ultimate in stability and indentation resistance. Deriving its strength from a rigid mineral core combined with a durable top layer, Longitude features an ExoGuard+® finish that provides enhanced scratch and stain resistance. Available in 6” x 48” planks, the collection includes three wood visuals in a range of warm wood tones and an abstract linen visual in colors ranging from neutrals to bright blues and greens.
- **Spatial Palette**[™]: Spatial Palette is the first collection to launch on the innovative new platform, ReWorx[™], which is a 100% PET product that can be recycled in its entirety. Boasting hard surface performance against stains and spills and providing enhanced roller mobility, the collection also offers soft surface acoustical benefits, comfort underfoot and textural design. With an embossed grid visual, the heathered cross-hatch design contributes to a feeling of warmth and tactility throughout commercial interiors.
- **Area Rugs**: As its first running line rug series, Patcraft’s Area Rug collection features a beautiful range of 16 styles of wool and wool-blend offerings. Answering a market demand for flexible soft surface options



amid a rise in hard surface specification, the Area Rugs provide an added layer of warmth and texture throughout commercial spaces. With plush pile heights, luxe texture and a hidden edge for elevated design, the collection is available in a variety of sizes and styles.

“As new formats of work, live and play have been developed and adopted, we’ve changed the ways in which we connect and create,” said Cochran. “Through design, we can bring the tactile to life in a virtual world, enhancing our personal wellbeing through balanced spaces.”

About Patcraft®

Driven by imagination, intention and purpose, Patcraft creates high-performance flooring for every market sector. As a leading soft and hard surface commercial brand, we hold ourselves to the highest standards, delivering award-winning, high-quality products that transform spaces and human experiences. Inspire, create, and transform every day with Patcraft.

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