

Butterfly Effect

COLLECTION

A design collaboration with Patcraft and
William McDonough benefiting St. Jude
Children's Research Hospital®

patcraft®

Butterfly Effect

COLLECTION



One small flutter ...

Patcraft and designer William McDonough explore how carpet can have a larger, more positive impact on the world in Patcraft's latest collection, Butterfly Effect. Inspired by the beauty of a butterfly wing and the fractal details that make it so extraordinary, this distinctively colorful collection is designed to maximize performance and go beyond sustainability.

DART
style 10348

**CLOUDED
YELLOW**
color 00545

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FLUTTER
style 10349

**STRIPED
CROW**
color 00575

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IN FLIGHT

style 103450

GRAY

PANSY

color 00150



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Sweeping effects.

The Butterfly Effect collection is a colorful expression of the inherent beauty of a butterfly wing and the small, fractal details that make it so extraordinary. The collection features three running line patterns and 18 color ways to provide designers with immense flexibility. Use each of the three styles alone or combine them with numerous color options to suggest a full butterfly wing layout.