Butterfly Effect

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

Butterfly Effect Collection

IN FLIGHT
style 102450

GRAY
PANSY
color 08150
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.