INSPIRATION CHANGES US AT OUR CORE. WHERE WE REST OUR EYES AND BEGIN TO FEEL IS EXACTLY WHERE WE FIND OURSELVES TRANSFORMED: VISUAL AND VISCERAL, EXPANSIVE AND MIND WIDENING, MACRO AND DOWN DEEP.

THIS INAUGURAL IDEA BOOK IS YOUR PLACE TO CREATE, TO VIEW THE WORLD AROUND YOU WITH IMAGINATION AND INTENTION, TO DISCOVER IMMENSE DESIGN POSSIBILITIES. CURATED COLLECTIONS IN A MULTITUDE OF FORMS, A MIX OF ELEMENTS AND NEW MATERIALS. BOUND TOGETHER BY COLOR AND TEXTURE, PURPOSE AND TREND. PAGE AFTER PAGE, SURFACE UPON SURFACE.

INSPIRE. CREATE. TRANSFORM.
TRANSFORM SPACE

REACTIONS. EXPERIMENTS. NEW MATERIALS.
A SURPRISE ORGANIC ELEMENT. LIGHT PLAYS ON A SURFACE. BEAUTY IS DISCOVERED IN THE BREAKDOWN. EMBRACE THE IMPERFECTION.
TOGETHER THESE COLLECTIONS FORM SHAPE, COLOR AND SURFACE. AND TRANSFORM THE SPACES THAT SURROUND US.
PROCESS, INTERRUPTED AND UNEXPECTED. HANDS ON, SLEEVES UP. HIDDEN STORIES ARE REVEALED. CONTRAST IS ABSTRACT. THIS IS HOW WE START EACH AND EVERY DAY.

In the making of the Artefact collection, the Patrocraft design team explored the effects of oxidation, accelerating the process with textiles and discarded items, discovering the beauty in the breakdown.
INSPIRED BY THE OXIDATION PROCESS OF DISCARDED ITEMS EXPOSED TO RUST AND WATER, ARTEFACT IS A STUNNING AND ORGANICALLY-FUSED COLLECTION THAT EXPLORES THE COURSE OF AGE AND WEATHERING—A WATERMARK LEFT WITHIN NATURE. NATURAL REACTIONS USING A RESIST-DYEING TECHNIQUE RESULT IN A VARIETY OF PATTERNS AND ORGANIC COLORS OF VARYING DEPTH, TINT AND SATURATION. EACH OF THE FOUR STYLES REVEAL A GRADUAL SHIFT IN SURFACE TEXTURE, EXPOSING THE HIDDEN STORIES OF OBJECTS WEATHERED BY TIME.
PATINA in oxidized surface

RElic in artfully rusted

ARTEFACT
RELIC in artfully rusted
Light and surface interact in tonal contrast. Abstract organic visuals mix matte and gloss to create monochrome and surface tone. This unique resilient tile in contrasting finishes, explores the visual variation designed to create scale through subtle or bold pairings. Offered in 18x36 and 9x36 tiles, the 5mm product construction allows for installation alongside carpet without the need for transition.
MONOCHROME / SURFACE TONE

MONOCHROME GLOSS and MONOCHROME MATTE in ledge

MONOCHROME MATTE in ledge
MONOCHROME MATTE and MONOCHROME GLOSS in luna
MONOCHROME / SURFACE TONE

MONOCHROME MATTE in ledge / MONOCHROME MATTE and GLOSS in pearl / SURFACE TONE in porcelain
MONOCHROME / SURFACE TONE

MONOCHROME MATTE and MONOCHROME GLOSS in luna

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THE ARTISTRY OF INTERLACEMENT EXPERIENCES AN EVOLUTION OF DESIGN IN DIGITAL WEAVE, A COLLECTION THAT REMASTERS ANCIENT TECHNIQUE. STRANDS STRETCHED, VERTICALLY AND ACROSS, DIAGONALLY AND BACK THROUGH. THREE STYLES IN A SPECTRUM OF COLORS EXPRESS A FRESH TAKE ON HAND-LOOMED TEXTURE, PRECISELY TRANSFORMED.
EMBRACING THE INNATE BEAUTY OF WORN WOOD, NATURAL IMPERFECTIONS BECOME INTENTIONAL DESIGN ELEMENTS. IN SPLITWOOD RESILIENT PLANK, TEXTURAL GROOVES AND CRACKS ARE ENHANCED WITH METALLIC INLAYS OF BRONZE, SILVER AND GOLD. EMBOSSED IN REGISTER FOR REALISTIC GRAINING AND PRECISION PATTERNING, THE NATURAL WOOD VISUAL IS ELEVATED AND ELONGATED WITH DURABILITY INGRAINED.
SPLITWOOD in washed silver, charred silver, weathered bronze and misted bronze.
SPLITWOOD in charred silver and mocha silver

SPLITWOOD in ashen gold
TAKING A STEP BACK FROM TRADITIONAL CARPET CONSTRUCTION, DECONSTRUCTED METAL UNCOVERS NEW DEPTHS, INTENTIONALLY EXPOSING RAW ELEMENTS OF THE CARPET’S BACKING IN LUSTROUS TITANIUM, BRONZE AND GRAPHITE. THE EFFECT ADDS SHIMMERING DIMENSION TO THE DESIGN. INNER WORKINGS, OUT IN THE OPEN.
DECONSTRUCTED METAL

METALLIC ALCHEMY in nickel graphite

DECONSTRUCTED METAL
WHEN AN ARTIST USES ABSENCE AS AN INSTRUMENT OF CREATION, ABUNDANT POSSIBILITY IS REVEALED. INSPIRED BY THIS PROCESS OF REMOVING MATERIAL, SUBTRACTIVE LAYERS EXPLORES MINIMALIST GROUND. PAINTS MOVE ACROSS THE CANVAS, GIVING LIFE TO LAYERED, MODERN TEXTURE. STRIATIONS OF CONTRAST CREATE SHIFTS OF COLOR, YIELDING TO THE BEAUTY OF OMISSION.
WITHDRAW in pure gray, cool gray and barely black / REMOVE in neutral mix, faded indigo and brilliant blue.
OPEN TO SUNLIGHT, MATERIALS ARE OXIDIZED AND TRANSFORMED. AGE BECOMES BEAUTY, THE FUTURE BECOMES THE PRESENT. TIME EXPOSURES BRINGS THIS AUTHENTICITY TO LIGHT, LOOKING BENEATH, BETWEEN AND BEYOND, CREATING A SURFACE MARKED BY MOMENTS, NEVER STANDING STILL.
TIME EXPOSURES
SHADOWGRAPH in saturation and backlight

TIME EXPOSURES
WHEN M MOSER ASSOCIATES TOOK ON THE EXTENSIVE RENOVATION OF THE THIRD STORY OF THE EMPIRE STATE BUILDING FOR LINKEDIN’S NEW OFFICE SPACE, THEY FACED SIGNIFICANT FLOORING CHALLENGES. DIRECTLY BELOW THE SPACE IS THE FAMED DOUBLE HEIGHT LOBBY ENTRANCE WITH A LANDMARKED GOLD LEAF CEILING. WITH THE AREA ABOVE DESIGNATED AS A NO-FLY ZONE, THE ORIGINAL FLOOR NEEDED TO REMAIN INTACT. THE DESIGNERS ELEVATED THE FLOOR AND CHOSE MIXED MATERIALS’ PLANK LVT TO SOLVE THIS CHALLENGE AND PLAY UP THE HISTORIC GLAMOUR OF THE BUILDING.
"We chose very tactile materials that we could use to represent the building's history. We fused these elements with a more modern architectural approach elsewhere to create a warm, shared space that makes people feel good and increases productivity for the client."

Charlton Hutton / Senior Associate and Designer, M Moser

Spanning half a city block, the multi-use spaces inspire a feeling of community for daily staff and visitors of the world’s largest professional networking company—right down to the game room equipped with an oversized chess set.

FEATURED PRODUCTS:
(pictured left and previous pages) Mixed Materials Facet in wood, glass and metal
(pictured above) Color Your World modular in color contrast and color hues
INTERIOR DESIGN FIRM THIEL & THIEL TRANSFORMED A DARK AND CHOPPY PHOTOGRAPHY STUDIO INTO A CREATIVE AND INSPIRING SPACE FOR ITS DESIGNERS. THE TEAM CREATED VISUAL IMPACT IN THIS OPEN, FLEXIBLE FLOOR PLAN THROUGH THE SEAMLESS TRANSITION OF PATTERNS, NEUTRAL SHADES, AND TEXTURES.
Removing old ceramic tile and broadloom, designers installed a vivid combination of carpet tile and luxury vinyl tile in clean, modern neutral tones of gray, black, and white.

“WE WANTED FLOORING THAT WOULD TRANSITION FROM SPACE TO SPACE WITHOUT CREATING ANY VISUAL BOUNDARIES.”

Paige Byrd / Partner and Interior Design Director, Thiel & Thiel

FEATURED PRODUCTS:
Mixed Materials Plata in tungsten, pewter and alloy / Optix Facet color palette