Color can set a tone. Create a mood. Evoke a feeling. It is elemental. Material. Dimensional. We use color to reset the state of things – and our state of mind. But color can also transform. Exploring the duality of tonal contrast – the path of color through texture and form – we can uncover inspiration in the unexpected. Curiosity in the found. Comfort in the collected. Let’s study color in its many dimensions – the bold, the emotive. The color-filled connections that draw us in.
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CURIOSITY OF COLOR / A STUDY OF THE TRANSFORMATIVE NATURE OF COLOR

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IDEABOOK / SPRING 2021
Transforming the fundamental. Flipping the elemental. Color seen through the lens of found objects. Described by its connection to form. Evoked from emotion and sensory experience. Using texture, material and dimension for color that’s fresh + new. Finding the unexpected in the expected to create the colors of the moment. Embrace the curiosity of color.
I spy a red onion, a coil of copper, some Himalayan pink salt. What do you spy?

In warm umber tones + natural earthy hues, curios common and rare scatter the page—

—a peek inside our curious collectables. Inspired by the everyday, the lost + found, uncover the materiality of color. A sensorial journey through texture and contour.
Pigmented pops of color energize and envelop. From pebbles to post-it, color appears in contrast. Highlighting dimension + studying shadows, it’s a breakdown of color in its simplest state. Adding depth. Creating connection. Stimulating emotion and positive vibes.

objet d’art / an object of artistic worth or curiosity, especially a small object.
CURIOSITY OF COLOR

It’s a leaf, a pencil, a spool of velvet trim. Seek + find for color that transitions through material and matter for tonal perception. Objects unique to the seeker. Palettes created to inspire. Color is collective. Emotive. Personal. Unexpected. Color is curious.

objet trouvé / an object found or picked up at random, considered aesthetically pleasing.
“We look at color from every angle. Exploring found materials and objects, studying how color changes through texture and form. We’re all drawn to varying shades of color – connecting to the different emotions and feelings that they can evoke. It’s a personal color study for an inspired collective output.”

A STUDY IN FOUND OBJECTS

To truly study the transformative nature of color, we brought it back to the basics. We collected and coordinated found items big and small, artful and ordinary. An egg. A honeycomb. An old cell phone. Even a container of pink eraser shavings. We put them together with swatches and samples, studying how the color evolved organically and graphically. Looking at color through the lens of found objects, we saw something in the unexpected. Here are our palettes of the moment.
A STUDY OF COLOR AND EMOTION. ENVELOPING COMBINES THE WARMTH OF BRIGHT HUES AND THE COMFORT OF SOOTHING TEXTURES. A PALETTE THAT CAN ENERGIZE AND ILLUMINATE FOR POSITIVE IMPACT, ENHANCING CONNECTIVITY. IT IS EMOTIVE AND JOYFUL. CURATED TO ENLIVEN THE SPACES THAT SURROUND US. WE BASK IN ITS COMFORTING GLOW.
A STUDY OF COLOR AND TEXTURE. WHAT’S OLD IS NEW. EMBRACING THE BOLD SATURATION OF CHARCOAL AND CARBON, RETROSPECTIVE EXPLORES THE DUALITY OF CONTRAST. APPLYING TEXTURE AND DEPTH SOFTENS THE PALETTE, TRANSFORMING SPACE THROUGH LIGHT AND SHADOW. IMPRINTING, MARK MAKING, CARBON DATING. WE TAKE A LOOK BACK TO DESIGN FORWARD.
A STUDY OF COLOR AND THE ELEMENTS: EARTHEN IS OUR BIOPHILIC PALETTE OF THE MOMENT. WITH SUNSET LADED HUES, SHADES OF SUNBAKED TERRACOTTA AND EARTHLY DESERT TONES, COLORS COALESCE FOR PEACEFUL VIBES. INSPIRED BY TEXTURES ROOTED IN ORGANIC ELEMENTS, EARTHEN IS OUR GO-TO PALETTE FOR CALMING SPACES.
bountiful

A study of color and materiality. Earth’s distant relative, BOUNTIFUL blends inspiration from biophilic and adaptogenic philosophies for balance and serenity. Saturated pigments in OCHER and SAGE MERGE WITH MUTED TONES IN ECRU AND SAND. A PALETTE DESIGNED TO NURTURE MINDFULNESS AND ENHANCE WELLBEING, BOUNTIFUL EXUDES AN EMPOWERING PRESENCE.
drifting

A STUDY OF COLOR AND FEELING. WITH SOFT TONAL SHADES OF SOOTHING NEUTRAL HUES, DRIFTING TRANSFORMS THROUGH TEXTURE AND FORM. IT IS CALMING, PRESENT, MINDFUL, FAMILIAR, ZEN. A PALETTE CURATED FOR TRANQUIL SPACES, DRIFTING EMBODIES A COMFORTING AURA. MUSING, PENSIVE, THOUGHTFUL, DREAMY. LET’S GET CARRIED AWAY.
IN MOVEMENT, STILLNESS AND SHIFTING FORMS, STATES OF WATER IS AN EXPLORATION OF TRANSFORMATIVE COLOR AND SWEPPING GRADATION. CONNECTED TO THE TIDES, THE CRASHING WAVES, THE WANING CURRENTS, THE SCULPTURAL QUIETUDE IN SOLID FORM. STATES OF WATER IS TEXTURE AND PATTERN AWASH THAT CREATES A SENSORIAL EXPERIENCE. COLOR SHIFTS AND FADES, EBBS AND FLOWS, RISES AND FALLS, FOR DEPTH, MOTION, DIMENSION.
“WATER IN ITS VARIOUS STATES CREATES COLOR IN INTERESTING WAYS. I WAS PARTICULARLY CURIOUS ABOUT THE FORMATIONS OF THE GLACIERS IN GREENLAND – DRAWN TO THEIR CURVATURE AND DRAMATIC HUES.”

ASHLEY WEAVER / PRODUCT DESIGNER
STATES OF WATER

GLACIAL ICE

COLLECTION
STATES OF WATER

TIDAL

COLLECTION
STATES OF WATER

VAPOROUS in flax, laguna and ink / installed brick
GLACIAL ICE, VAPOROUS and TIDAL in Laguna
installed brick
STATES OF WATER

TIDAL
STATES OF WATER: TIDAL and GLACIAL ICE in dew / installed monolithic and quarter-turn
COLLECTION

Teal Ocean
2049-30

wall color by Benjamin Moore
24" x 24" Tile | Glacial Ice | Tidal | Vaporous | Dew | Laguna | Deep | Cloud | Frost | Ink
RETROSPECTIVE ARTISTRY INSPIRES WOVEN TEXTURE. DESIGNED FOR COMFORT + CONNECTION. FOR EXPERIENTIAL SPACES. BLENDING COLOR AND TACTILITY IN PAIRS FOR A DYNAMIC DESIGN DUO. EXPLORING THE VISUAL OF THE HANDWOVEN. COZY NEUTRALS INFUSED WITH COLOR FOR MOVEMENT. INSPIRED BY TEXTURE FOR FAMILIARITY. CREATE WARMTH. DEFINE SPACE. ENHANCE CONNECTION. SETTLE IN.
“VISUAL AND TACTILE TEXTURE IS KEY TO CREATING A SPACE THAT FEELS SOOTHING, COMFORTING AND WELCOMING – EVOKEYING A SENSE OF SETTLING IN.”

RON POWELL / SENIOR PRODUCT DESIGNER

CRAVING COZY / HAND WOVEN TEXTURES CREATE A SENSORY CONNECTION

With inspiration derived from the artistry of macramé and woven fabric design, Textile Technique incorporates a nubby, textural pattern for comforting spaces. Saturated hues are paired with rich neutrals for balance throughout a beautiful range of colors.
TEXTILE TECHNIQUE

INTERLOCK in canvas / installed herringbone
colorway / satin lemon

Lemon Freeze
A005-50
wall color by Benjamin Moore
TEXTILE TECHNIQUE

CARVE and TEXTURAL MARK in uplift / installed stagger

COLLECTION

SELVAGE in line rose and linen / installed stagger

SELVAGE in line rose
INTERLOCK in satin and SELVAGE in satin linen / installed stagger and herringbone
INTERLOCK in satin, canvas and flannel / installed monolithic
TEXTILE TECHNIQUE

COLLECTION

SELVAGE and INTERLOCK in flannel / installed stagger
INTERLOCK in satin, canvas and flannel
RESTON

NATURAL WOOD TONE VISUALS FOR TIMELESS DESIGN. EMBOSSED-IN-REGISTER FOR TEXTURE AND DETAIL. VERSATILE COLORWAYS RANGING FROM LIGHT NATURAL TONES TO WARM TAUPE TO RICH CHARCOAL FOR FLEXIBILITY AND STYLE. ELEVATE SPACE WITH ATTENTION TO DETAIL. TRANSFORMING EXPERIENCE.

RESTON in jute and carob / installed herringbone
The desire and need for realistic wood visuals continues to be a cornerstone element of design. Expanding on the success of products like our collections Splitwood, Metal Collective and Inset, Reston is an embossed-in-register resilient plank that offers these natural visuals and details without the metallic accents, providing the perfect foundation for any space.

Available in a 7” x 48” plank and 12 colorways, Reston is offered in colors ranging from fresh light tones to warming taupes and rich charcoal.
RESTON in jute with TAPIS in artisan emerald / installed stagger

Juniper 2046-20

wall color by Benjamin Moore
T I M B E R  G R O V E  I I
I N  C O L O R

One of our most popular styles updated in color. Taking a timeless classic to the next level. With the addition of saturated tones and pigmented brights, we’re mixing it up. A high-performing product for color forward design. For branding. Wayfinding. Defining space. Made in the USA with an Exoguard+ topcoat for performance against scuffs and scratches. For durability and flexibility to meet the right needs of your space. Add a pop of color for emotion + energy. Transforming design through the curiosity of color.

TIMBER GROVE II in juniper and merigold / installed stagger
TIMBER GROVE II in caribe, indigo, marigold and juniper / installed herringbone
TIMBER GROVE II in color and color
TIMBER GROVE II in turquoise and sprout / installed stagger
TIMBER GROVE II in sprout, juniper, hemlock and mandarin / installed stagger
Transform space, floor to ceiling. Patcraft and Benjamin Moore have collaborated to make the sampling process quicker and easier.

The Patcraft design team has specially curated a collection of Benjamin Moore paint colors to coordinate with our products.

Create coordinated palettes and order flooring samples and 4 x 8 paint swatches through our digital design tray tool at patcraft.com.

Say ‘hello’ to the latest resource in our designer’s toolkit to make the sampling process quicker and easier – the virtual design tray. At your desk or on the go, create a custom mix in a couple of clicks for a curated set of swatches sent to you next day. Choose from hundreds of styles of carpet and hard surface, in hundreds of colors. Coordinate with our yarn color poms and Benjamin Moore paint swatches to tie it all together.

Ready to return the samples you no longer need? When your project is complete, simply send them back with the return label included in your box for easy, convenient shipping.

Create something beautiful at patcraft.com.