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shaw | fragments | contract + tile

The pieces are sometimes more interesting than the whole.

Shaw Contract + Shaw Tile



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We're surrounded by amazing, beautiful things. But we've seen them all before. What will it take for us to look at them like new, like we've never seen them at all?

Introducing Fragments, a new carpet collection from Shaw®.

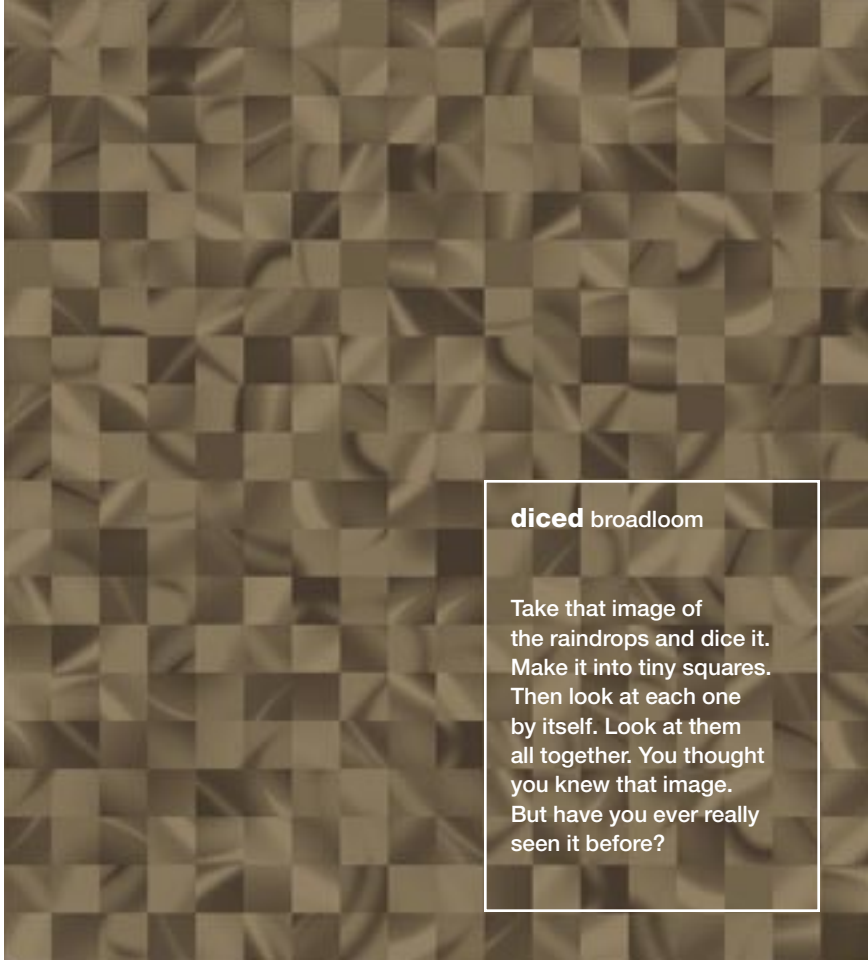
One beautiful thing. Split into pieces and reassembled in fascinating new ways.

Once we see the pieces, the whole becomes new again.



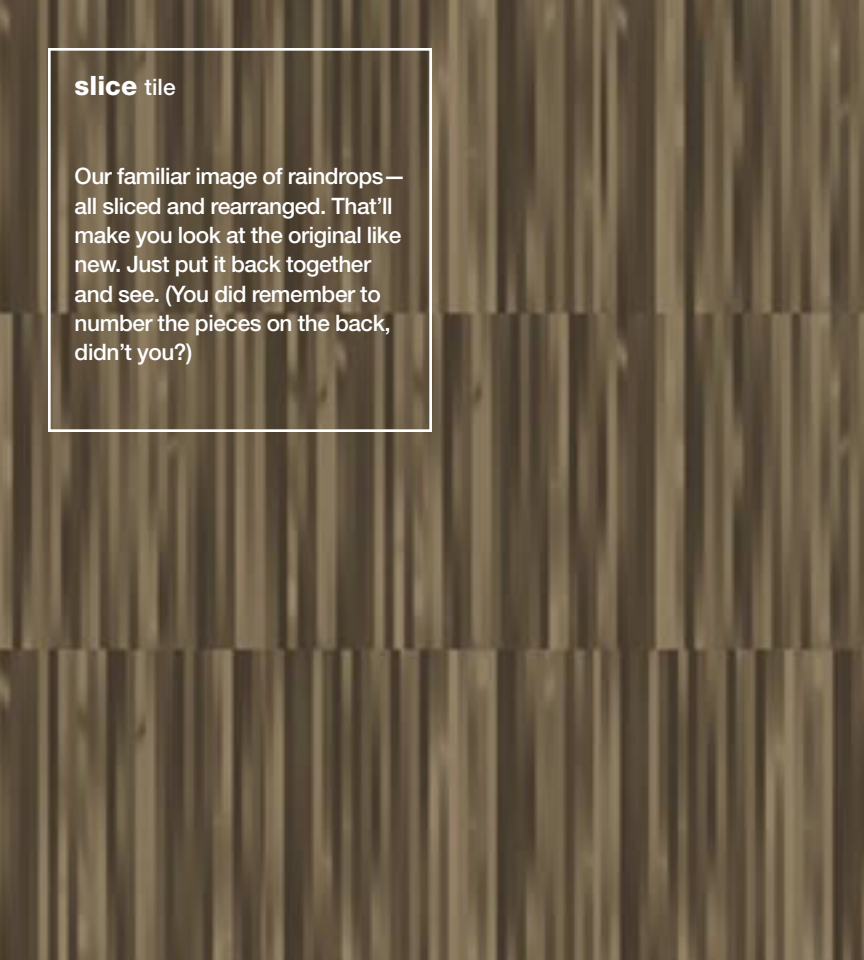
drops tile

This is where we started.
Drops of rain hitting a pond.
It's an image you've seen
before. But now it's time to
really see it.



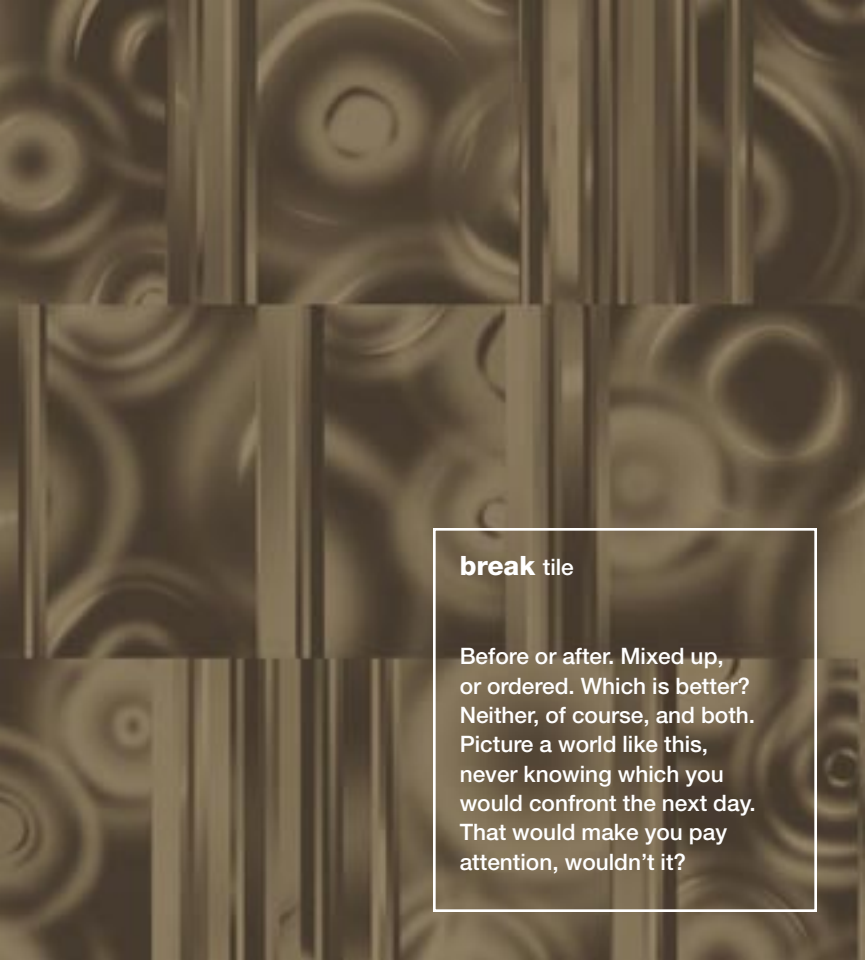
diced broadloom

Take that image of
the raindrops and dice it.
Make it into tiny squares.
Then look at each one
by itself. Look at them
all together. You thought
you knew that image.
But have you ever really
seen it before?



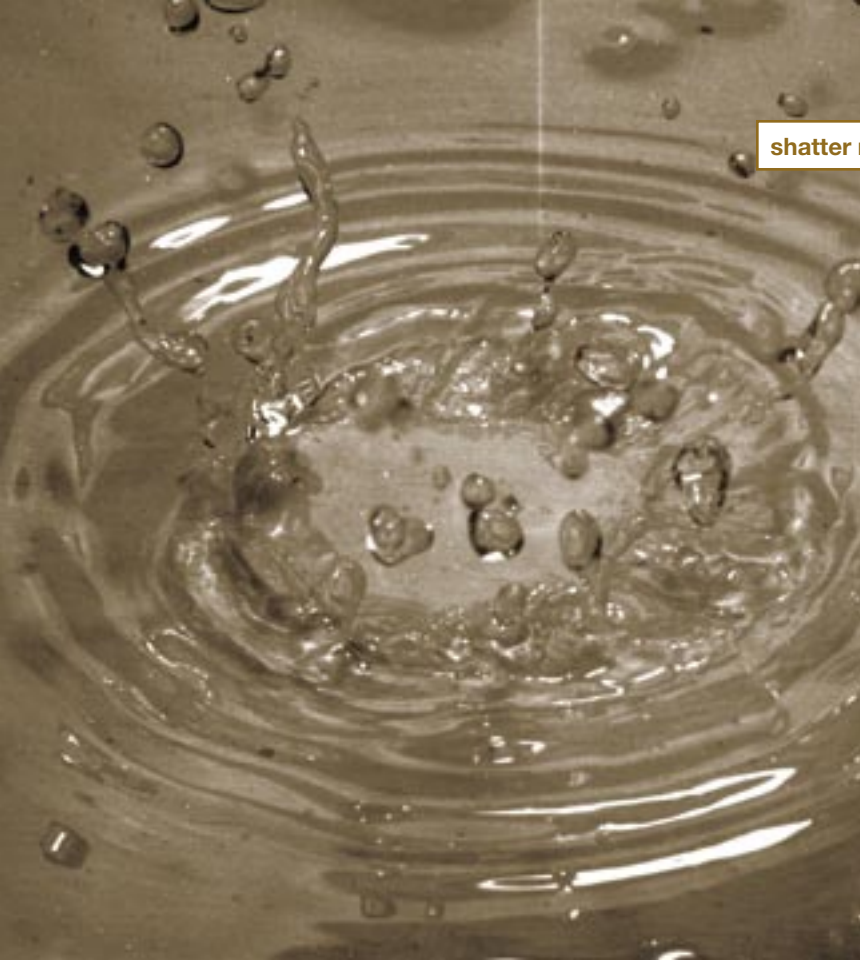
slice tile

Our familiar image of raindrops—
all sliced and rearranged. That'll
make you look at the original like
new. Just put it back together
and see. (You did remember to
number the pieces on the back,
didn't you?)

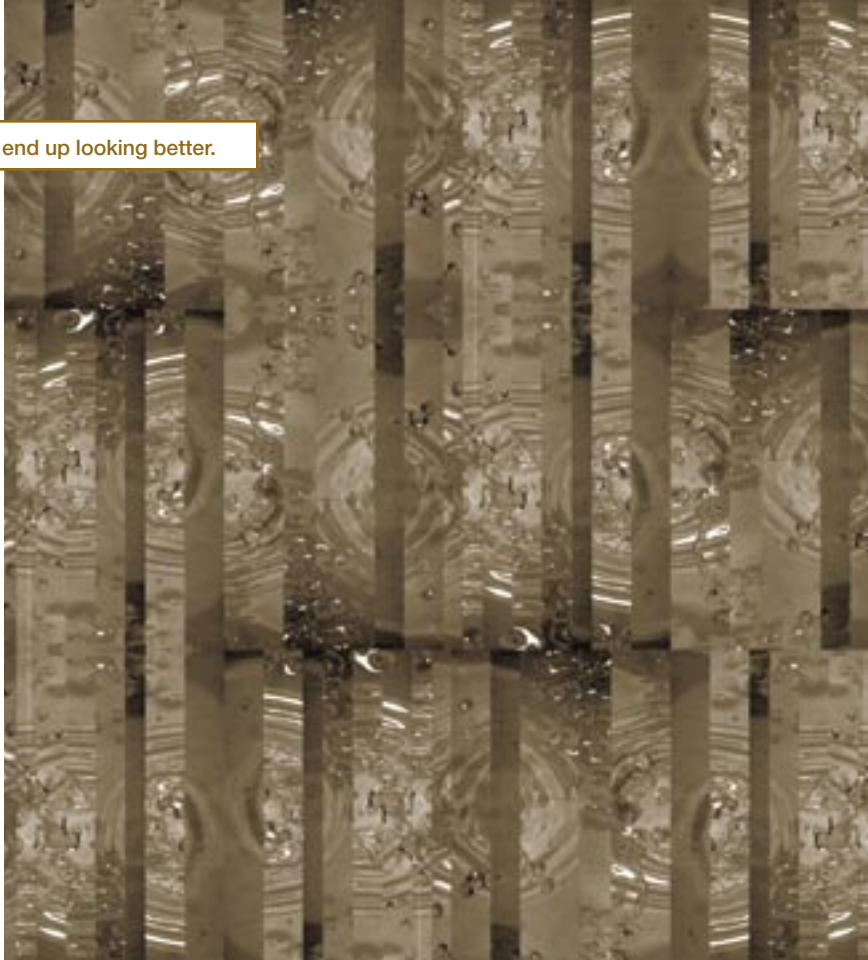


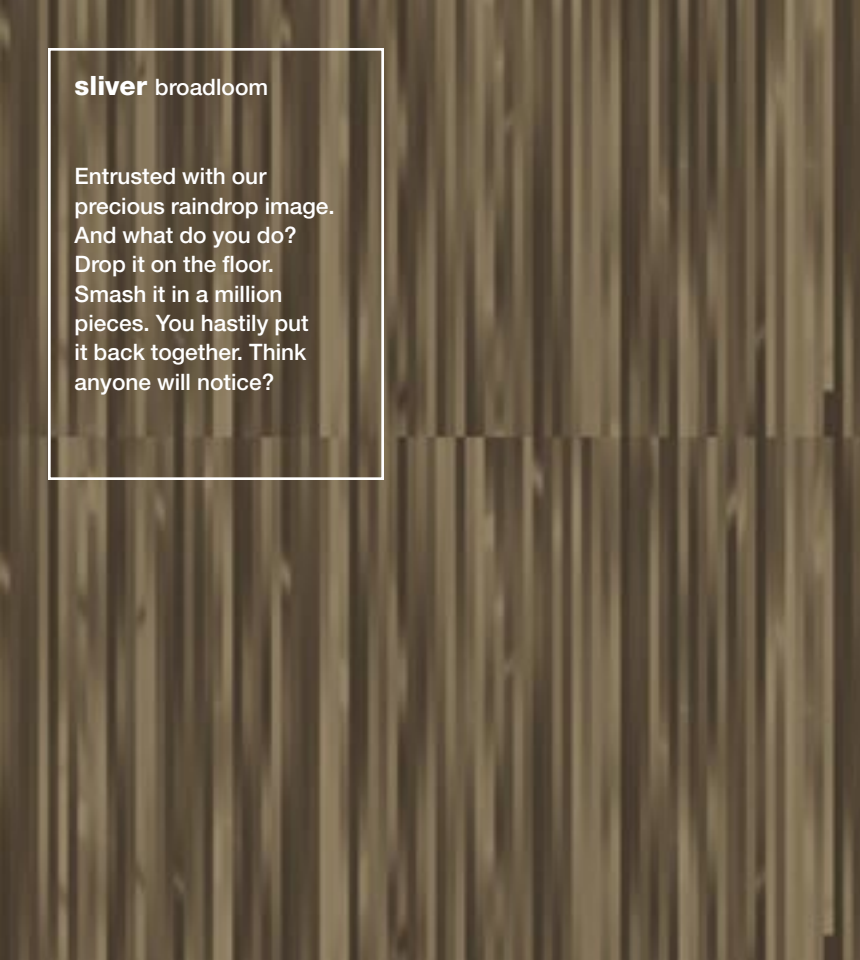
break tile

Before or after. Mixed up,
or ordered. Which is better?
Neither, of course, and both.
Picture a world like this,
never knowing which you
would confront the next day.
That would make you pay
attention, wouldn't it?




shatter reality. it may end up looking better.





sliver broadloom

Entrusted with our precious raindrop image. And what do you do? Drop it on the floor. Smash it in a million pieces. You hastily put it back together. Think anyone will notice?



slipfit broadloom

A raindrop puzzle. Put it back together in your mind. This piece fits with that one, then the other one over there. Months go by. It's nearly complete in your mind. Don't you have some work to do?

shards broadloom

Our raindrop, sliced and arranged in rows. Questions immediately appear: Is each row like the other? Is there a pattern I should be noticing? Perhaps a message spelled out, for a certain passerby due to walk on this carpet next week?

shatter tile

Now take our picture of those raindrops and run it through a shredder. Put the pieces back together randomly. Sit back and admire the beauty. Why didn't Picasso think of this?

Look around. Everything's normal. But don't leave it that way.
Break it up, and rearrange it. Look at things like new.
Then everything will become beautiful again.

Put your notes here. But not the usual way. Put the last words first, or in the middle.
Spell words randomly—or should we say, **damronly**. And look at your thoughts like new.