



design is good.

“We are working on the design of communities and begin with what we call ‘*The Essay of Clues*’. We look at things like the sun, the wind, the water, the biological history and the culture of the site. Then we imagine that we are birds that evolved for that place and we look down and wonder what we wish to see. And then we get underground and look up and imagine we are a bacterium or a bug or a worm and we imagine what we’d like to see. Then we evolve the design”

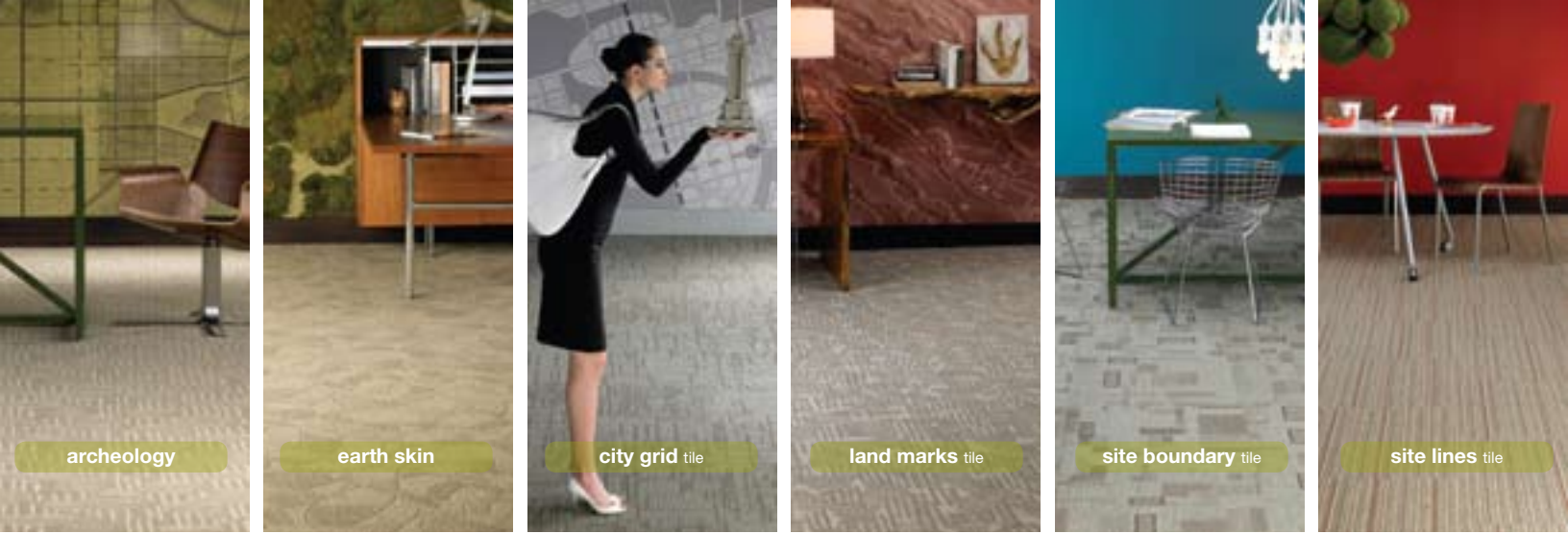
- William McDonough



essay of **clues**

a collaboration with *william mcdonough*

shaw contract group®

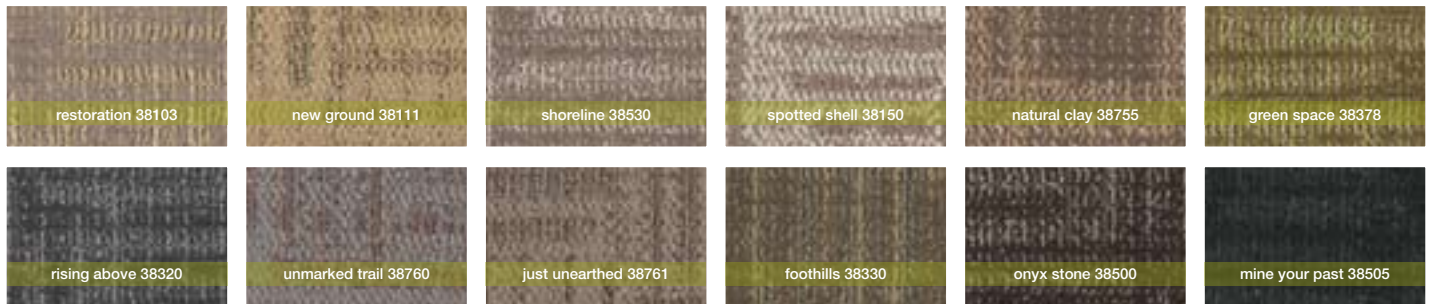


design is good. When it looks good and does good. When it's Eco Solution® Q on top, EcoWorx® underneath, and carbon neutral through and through. Behold Essay of Clues, a cradle-to-cradle design exploration between William McDonough and Shaw Contract Group®. Based on McDonough's aerial abstractions of the world—and a belief that great design should do us all some serious good. Be it a city, a building or a carpet.

colors

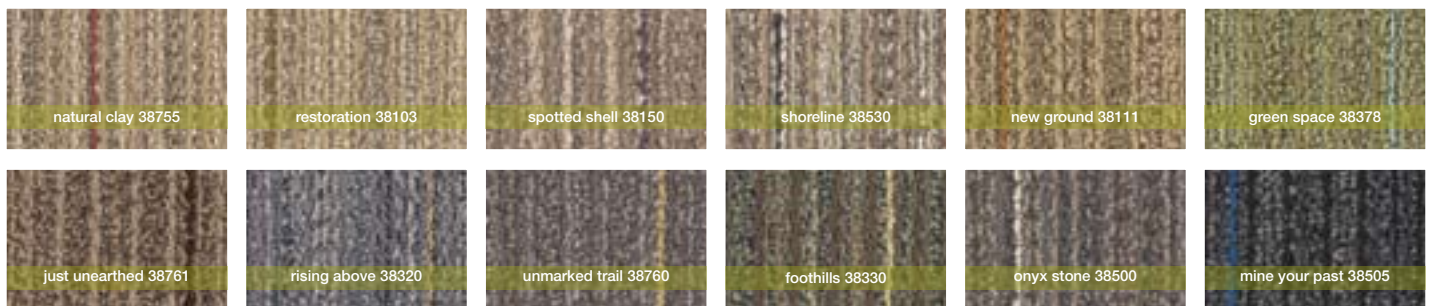
archeology, earth skin, city grid tile and landmarks tile

*shown in land marks



site boundary and site lines tile

*shown in site lines



product specifications

	Broadloom	Tile
Face weight:	archeology: 24 oz earth skin: 30 oz.	site lines: 24 oz. city grid & land marks: 26 oz. site boundary 28 oz.
Fiber:	Eco Solution Q®	Eco Solution Q®
Backing:	EcoWorx® Broadloom	EcoWorx® Tile
Pattern repeat:	archeology: 2' x 2' earth skin: 3' x 5'	---



be good.

For more information on Essay of Clues, contact your local Shaw Contract Group representative, visit us at www.shawcontractgroup.com or call 877-502-SHAW.