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Archeology broadloom



Earth Skin broadloom



City Grid tile



Site Lines tile

Shaw Contract Group, William McDonough Collaborate on Essay of Clues Collection

Cradle-to-cradle broadloom and tile for corporate workplace market

DALTON, Ga. – June 9, 2008 – Drawing inspiration from the landscape of human creation and its impact on the world, Essay of Clues from Shaw Contract Group is a cradle-to-cradle collection designed in collaboration with architect William McDonough. Essay of Clues is a design exploration of McDonough's aerial abstractions of the world and a belief that great design should do us all some serious good – be it a city, building or carpet. Shaw Contract Group first collaborated with McDonough for A Walk in the Garden collection, which launched in 2003.

In an exercise termed an Essay of Clues, McDonough's work in architecture and city design incorporates the various issues involved with place making, such as archeology, boundaries, agricultural heritage and human imprint, to create a visual representation. "What excites me about applying the Essay of Clues to the design process for floor covering is that it's self similar with the carpet itself," says William McDonough, founder of William McDonough + Partners and cofounder of MBDC. "The idea the world could be a safe and healthy place by design at a large scale would imply that the world could be a safe and healthy place at a very proximate, a very close and personal scale. The idea that we can take these big issues and apply them to something as focused as the carpet under your feet is an open opportunity for design exploration."

The goal of the Essay of Clues as it relates to McDonough's work and product design is the same: to create a diverse, safe, healthy and just world with clean air, water, soil and power. Shaw Contract Group employs a cradle-to-cradle approach to design, and through its Eco Solution Q® nylon and EcoWorx® backing for broadloom and tile, carpet is completely recyclable in a closed loop process. EcoWorx Broadloom backing brings the proven performance and recyclability of EcoWorx to broadloom carpet, creating a lighter, more flexible and sustainable product.

"Essay of Clues draws inspiration from the visual nature of the complex city plans and building sites that William McDonough has created around the world," says Reesie Duncan, creative director for Shaw Contract Group. "Through a careful study of these Essays of Clues, the Shaw Contract Group design team applied elements to the patterning of the collection and gave the carpet the same aerial point of view. Patterns incorporate bright accent colors, creating an opportunity to weave a brand identity throughout the corporate workplace."

- more -

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Site Boundary tile



Land Marks tile

2 – Essay of Clues

Essay of Clues products contribute to the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™, offering a point for low emitting materials and contributing towards credit for Innovation in Design due to the collection's Cradle to Cradle Certificationsm by MBDC. Essay of Clues also contributes toward recycled content credit.

Tile

City Grid – 12 colors
Land Marks – 12 colors
Site Boundary – 12 colors
Site Lines – 12 colors

Broadloom

Archeology – 12 colors
Earth Skin – 12 colors

Through renewable energy credits, Shaw Contract Group is offsetting its energy consumption for the manufacturing of the Essay of Clues collection and supporting the development of green energy.

Essay of Clues is debuting in the Shaw Contract Group showroom during NeoCon. Throughout the year, Shaw Contract Group will introduce products designed especially for market segments aligned with the brand's design studios: education, healthcare, corporate workplace and professional services. Each product's design takes into account the specific needs that are important to each market, creating a product that will perform and support the rigors of that environment. The quality and beauty of these specialized products will lead to crossover opportunities in other markets.

About Shaw Contract Group

Shaw Contract Group defines design not only by great appearance, but also performance and sustainability. The result is long-lasting carpet with vibrant colors, distinctive patterns, and minimal environmental impact. As a division of Shaw Industries, Shaw Contract Group combines the expertise of the world's largest carpet manufacturer with the financial stability of a Berkshire Hathaway subsidiary. For more information, visit shawcontractgroup.com.

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