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Ambient – understated background sound, an organized calm. Slow, steady, serene.



Classical – intelligent, complex, reflective. Rhythms of the foreground, the background, the middle ground.

The Music Project: Shaw Contract Group collaborates with Todd Bracher to create a harmony of sound, design and science

CARTERSVILLE, Ga. – June 13, 2011 – The Music Project is a visual extrapolation of the universal language of music, a harmony of sound, design and science. Signifying a shift in the design process toward collective creativity, The Music Project engaged a web of disciplines: Brooklyn-based industrial designer Todd Bracher, a team of software engineers, the sounds of musicians, and the Shaw Contract Group Design Studio. The collection was created by working with custom written software that used data from various audio sources and converted them into a visual image, curated by Bracher. Design is sound.

“Todd Bracher is a respected designer in Europe and his work is gaining notoriety in North America as well,” says John Stephens, vice president of marketing for Shaw Contract Group. “He was an ideal partner for us because he greatly values the collaborative experience. The fact that Todd had no previous experience with carpet was even more appealing to us. It allowed him to challenge our design team without feeling constrained by the intricacies of the manufacturing process.”

The collection was inspired by Bracher’s view of music as something everyone can relate to, a primitive art form that crosses cultures and breaks barriers.

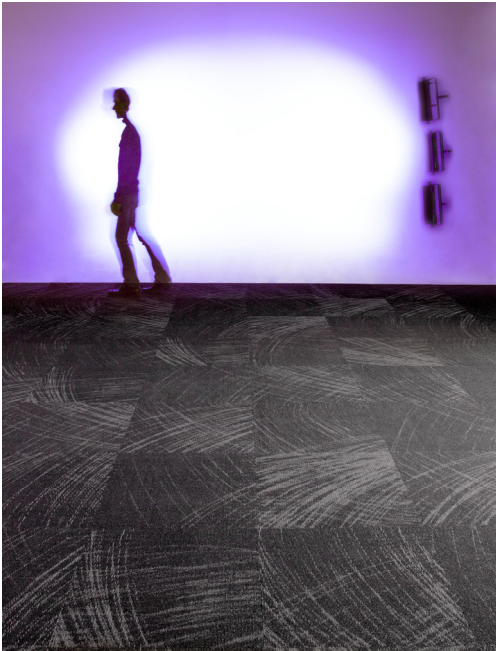
The design team selected genres of music and a team of software engineers developed a program to read the gravity and pitch of each song and then output visual representations of each. These graphics informed the designs in the collection: Jazz, Classical, Electronica, Ambient and Silence. Each product, like the music it reflects, is designed to connect with individual, giving them a more intimate relationship with a space.

“Whatever I design, my goal from the outset is to capture meaning and make it universal,” Bracher says. “This collection is not just stripes or patterns. A firm or office can say that their space is about classical music. Now, it represents something to them. Whether it’s classical, jazz, ambient or electronic music, people can relate to what’s in the space.”

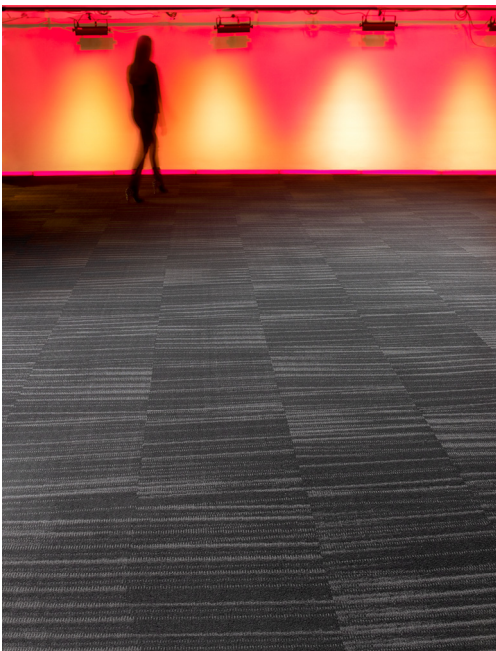
“The color line for the collection was inspired by lighting effects found in music venues around the world,” says Reesie Duncan, creative director. “This energy was carried through to our product photography to give a sense of place and convey the moods that the musical genres can create. The carpet patterns scale the walls and envelope the space the way music fills a room and surrounds you.”

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Jazz – an explosive expression of passion and soul. the power, layering, the up, the down and the randomness.



Electronica – collaborative, experimental, an expression of movement. Technology, energy.

The Music Project carpet tiles use EcoWorx backing for performance and recyclability. EcoWorx tile backing contains 40 percent pre consumer recycled content. EcoWorx is recyclable into more EcoWorx with Shaw Contract Group collecting the product at no cost to the customer. Eco Solution Q nylon contains 45 percent total recycled content* that includes 25 percent post consumer content from Shaw's carpet reclamation network. Eco Solution Q is completely recyclable into new nylon. Shaw recycles more carpet than all other manufacturers combined.

The Music Project products contribute to Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ points for flooring systems, recycled content, adhesives & sealants, among others. The Music Project is also eligible for credit in Innovation in Design due to the collection's Cradle to Cradle Certificationsm by MBDC and NSF-140 Platinum certification.

The Music Project will be available in late August.

Shaw Contract Group has previously collaborated with individual designers including William McDonough, Angela Adams and Bruce Mau.

** Recycled content is based on allocated nylon fiber from Shaw's total nylon fiber production and determined as a percent of total Eco Solution Q output. Actual recycled content in this product will likely vary.*

About Todd Bracher

Todd Bracher, founder of Todd Bracher Studio LLC, is a Designer and Educator currently based in New York City after a decade working in Copenhagen, Milan, Paris and London. Todd has collaborated with some of the world's most prestigious brands from furniture and object design to interiors and architecture. Todd has been pinned as 'America's next great Designer' by the NY Daily News as well as received several nominations for Designer of the year in 2008 and 2009. His experiences range from working independently, heading Tom Dixon's Design studio, acting Professor of Design at l'ESAD in Reims France, to having been appointed Creative Director of the Scandinavian luxury brand Georg Jensen.

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.