

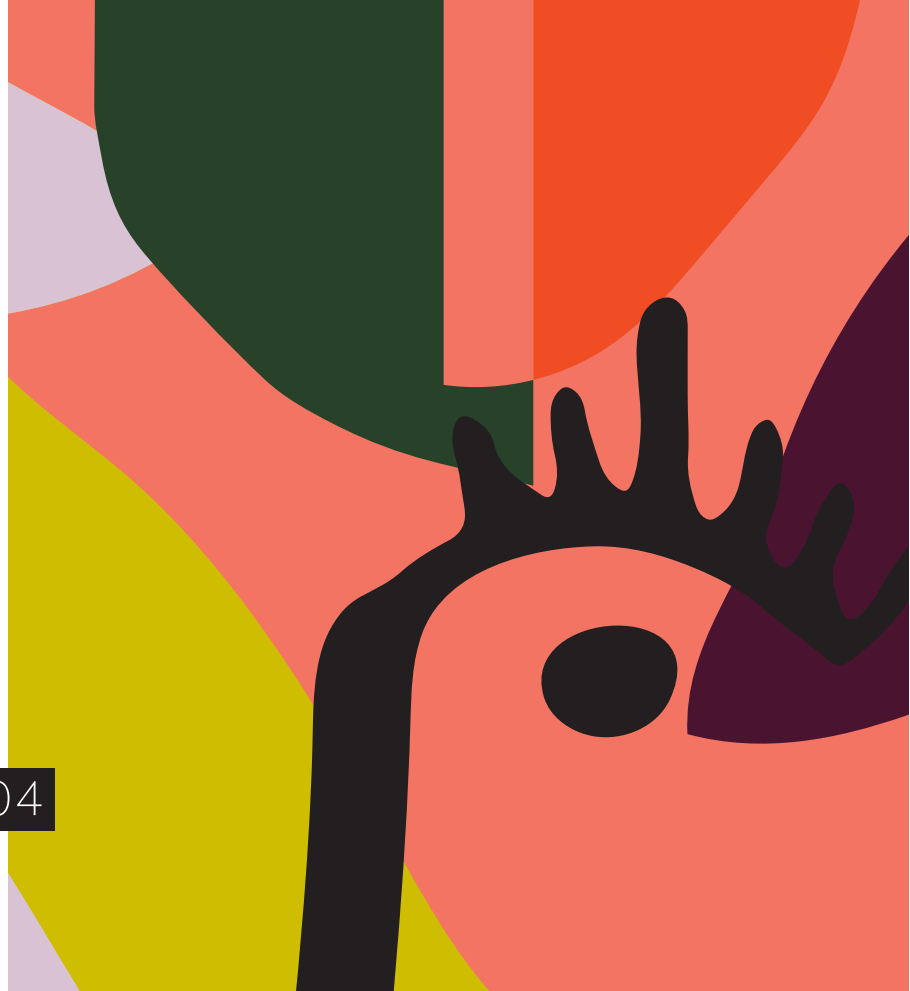
ARE YOU CURIOUS?

SET YOUR SIGHTS ON THE BIGGER, MONUMENTAL IDEAS. CHASE THE 'WHY' BECAUSE TRENDS ARE FLEETING. EXPLORE OPPOSITION WHERE BALANCE PREVAILS. DESIGN FORWARD FOR LASTING IMPACT THAT CARRIES US INTO THE FUTURE. BE IN THE SPACE WHERE CURIOSITY ABOUNDS.

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THE CURIOUS OBSERVER

At our core we are curious observers. Seekers and explorers. And, at times, unconscious observers – allowing ideas and notions to permeate our senses. We design through the mind's eye, seeking the underlying connection. Embracing the ebb and flow of ideas that ultimately collide with an intrinsic human need. It is this cycle of authenticity that guides us through our process as we make broader connections with the world around us. We explore, listen, question, create and then we do it again. This is how we uncover what is at the root of design. Digging deeper to see what will rise to the top.



shannon cochran

SHANNON COCHRAN, VP OF DESIGN AT PATCRAFT, TAKES US BEHIND THE SCENES FOR A CLOSER LOOK AT THE DESIGN TEAM'S PRODUCT DEVELOPMENT PROCESS – A CREATIVE JOURNEY EXPLORED THROUGH THE LENS OF OBSERVATION.

Q: WHAT DOES IT MEAN TO BE A *CURIOS* OBSERVER?

A: We've given this a lot of thought and, as Curious Observers, we design through the senses. We explore what we see and hear, and we combine our experiences to uncover new ideas and solutions. It's like an artistic kit-of-parts. Our creative process is based on simple acts – observing, listening, questioning – practices that ultimately lead us to the fun part of creating.

Q: IS THERE AN OVERARCHING PHILOSOPHY THAT DESCRIBES THIS APPROACH TO DESIGN?

A: We started meeting as a team and talking about process and what it meant for each of us. This theme of observation kept coming up – words like curiosity, seeking and exploring. The more we met, the more we realized this is who we are at our core – Curious Observers who are looking for the underlying connection or source for inspiration. We see this as an authentic cycle that is very connected to our process, transforming design as we engage with our surroundings.

Q: WHAT DOES THIS PHILOSOPHY MEAN FOR THE PATCRAFT DESIGN TEAM? HOW IS THIS PART OF THE CREATIVE PROCESS?

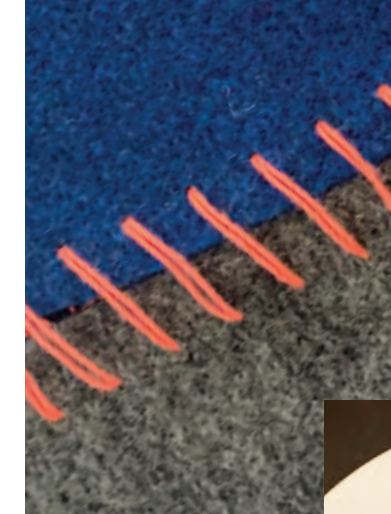
A: Everyone on our team is passionate about something else within their personal creative processes and, when it comes to inspiration, this is really where the story begins. We all have different ways of observing and synthesizing those curiosities – a persona for your creative process. Some seek and gather insights. Others may be more hands on as a maker and explore with material and a medium. Depending on the day or the task at hand, individually we ebb and flow through different traits. Our observations and experiences shape how each of us sees design, but the heart of a product comes from both individual passions and combined perspective – it's a collaborative process. We take this internal process one step further and make sure that we're also connecting with the design community and our customers, talking to them about product needs and solutions. Listening to the market is so important in our process and gathering these insights helps shape our creative vision.

Q: WHAT TYPE OF CURIOUS OBSERVER ARE YOU?

A: I tend to fluctuate through three types – creator, thinker and inspirer. Design is about reinvention and innovation. How can it be improved or even transformed? I'm very much an analyzer, looking at data, thoughtfully and intentionally. But it's all rounded out by being and staying inspired – and imparting this continual quest for inspiration to the design team. It's at the root of what we do.

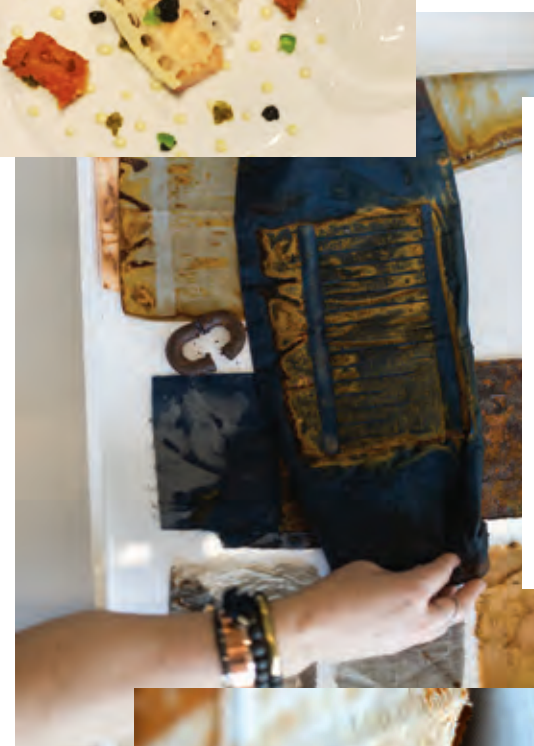
Q: HOW DO YOU CONNECT THIS CREATIVE PROCESS WITH BRINGING PRODUCTS TO MARKET?

A: I'd say we design with a focus on the human experience. We think about the impact of our physical space and its role in creating connections, sparking collaboration, evoking a sense of comfort or enhancing wellbeing. We take a look at the entirety of the observational process to create balanced product solutions. In the end, we are inspired by the market to develop products that inspire creative design within the market.

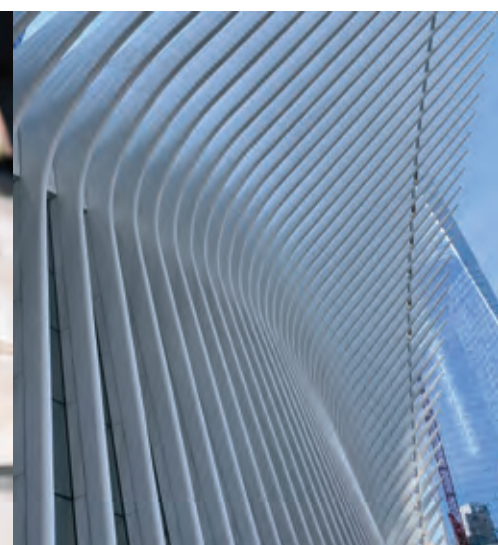
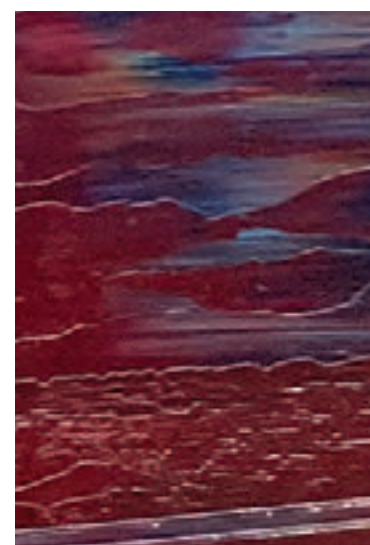


“Curious observation can change the way you look at the world and everything related to it, if you let it. Seeing things that others don't to uncover what really drives, inspires or motivates.”

SHANNON COCHRAN
VP OF DESIGN / PATCRAFT



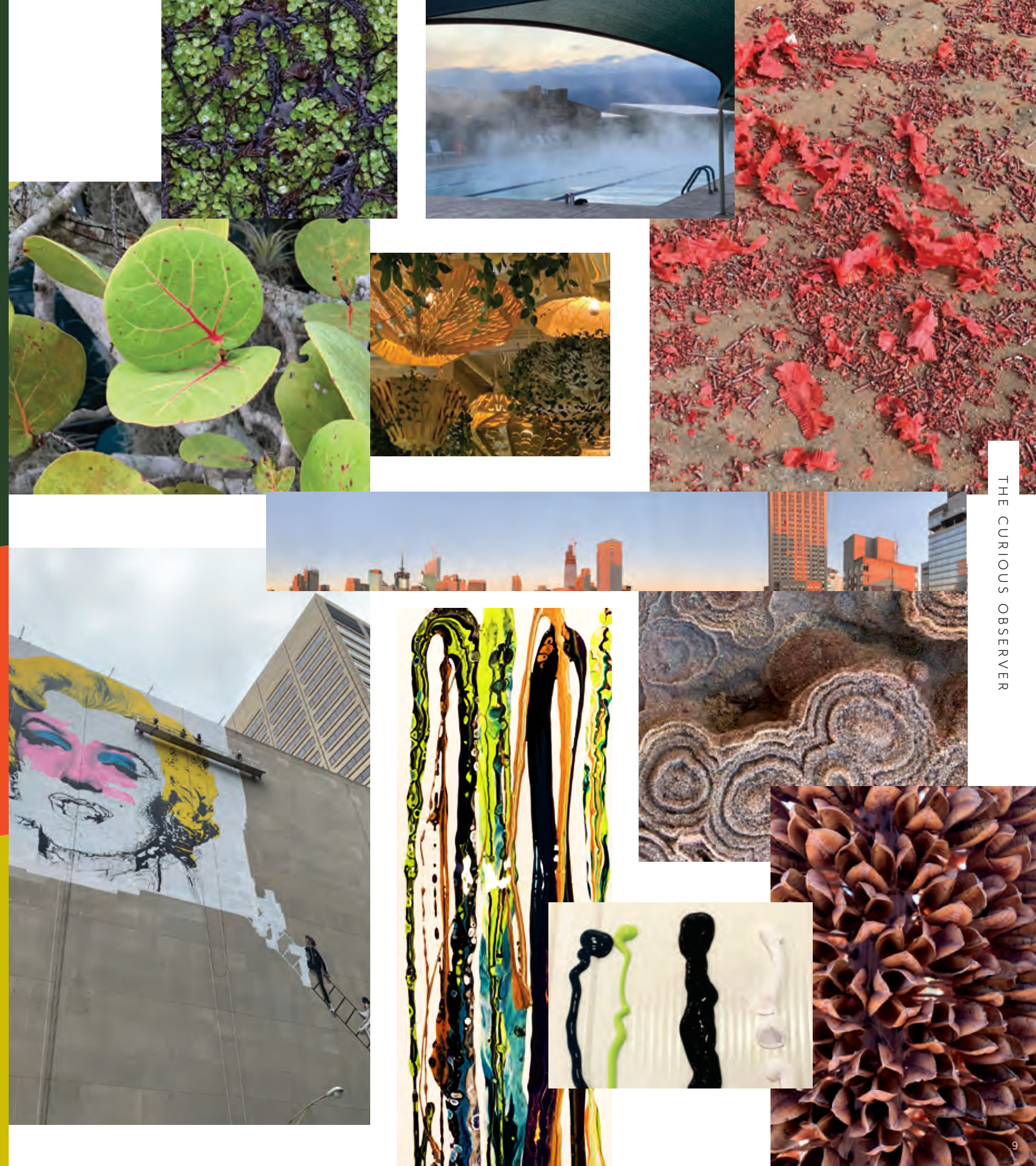
THE CURIOUS OBSERVER



“For me, creating is emotive – a mixture of feeling and creative vision that fuels my passion for forward-thinking, innovative design.”

RON POWELL
SENIOR PRODUCT DESIGNER / PATCRAFT

the sensor

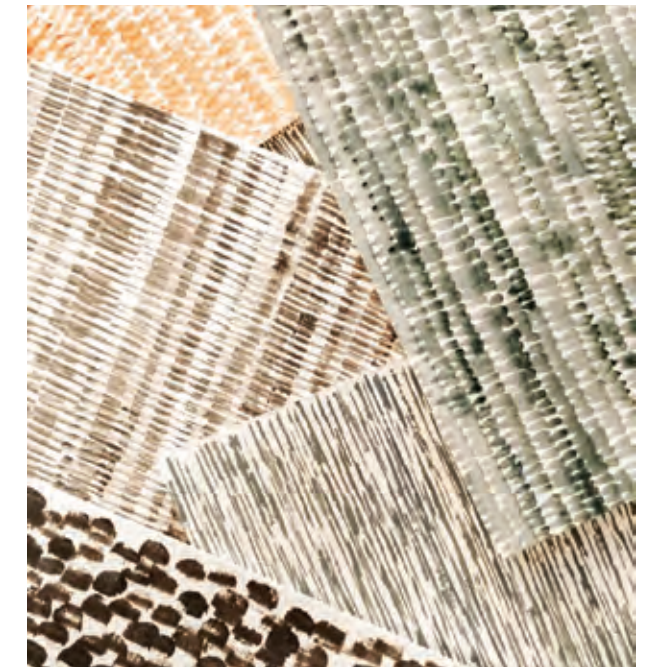
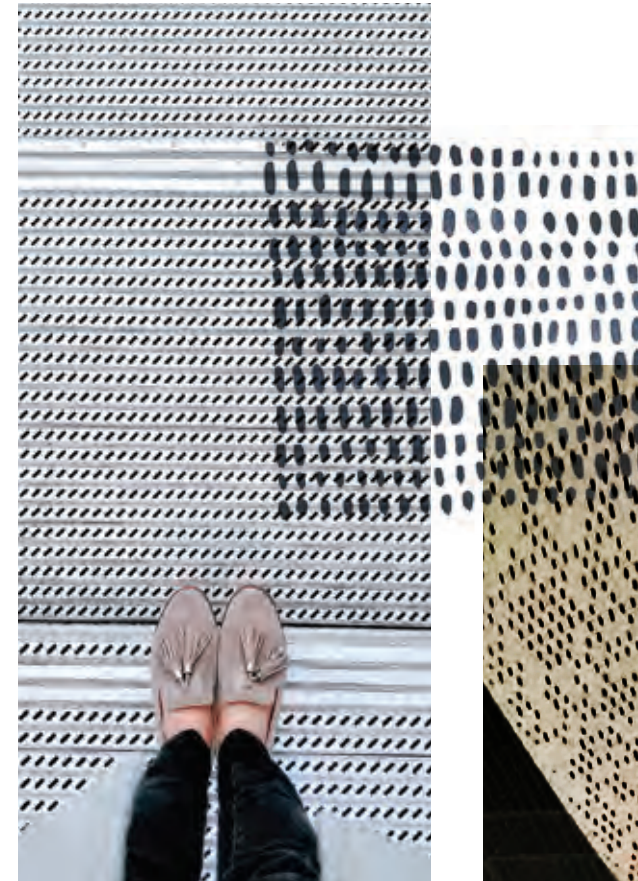


THE CURIOUS OBSERVER

“I look for inspiration everywhere. But I feel most inspired when I’m making things with my hands.”

KELLY WILLIAMS
SENIOR RESILIENT DESIGNER / PATCRAFT

the maker

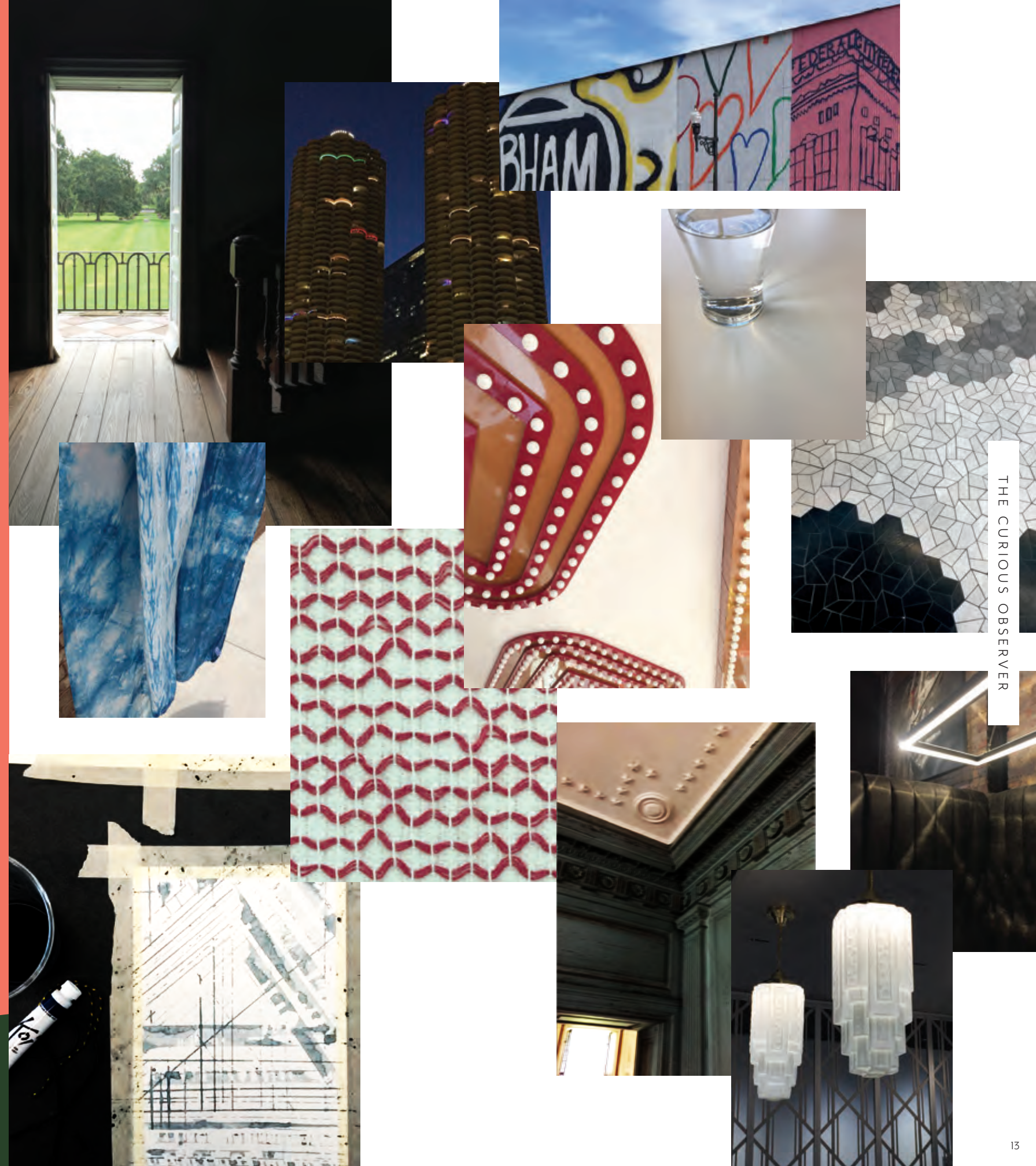


THE CURIOUS OBSERVER

“I don’t have a typical process. I often take bits and pieces of different ideas and put them together in new and intentional ways.”

LINZI RICH
PRODUCT DESIGNER / PATCRAFT

the alchemator

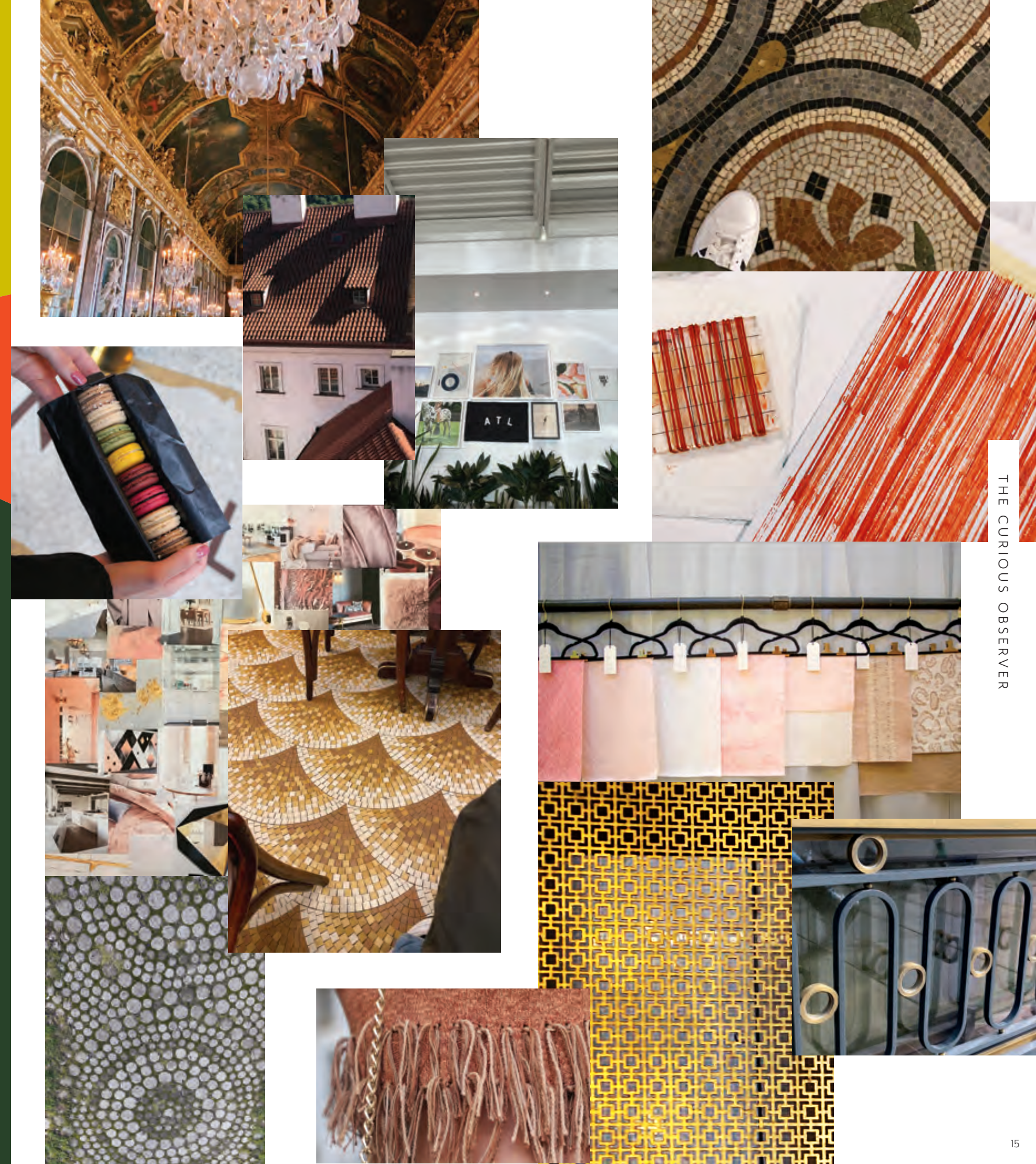


THE CURIOUS OBSERVER

“I am a seeker for new inspiration. I crave getting out in the world and observing my surroundings. Exploring and finding the unexpected around me.”

AMANDA HOPKINS
PRODUCT DESIGNER / PATCRAFT

the seeker

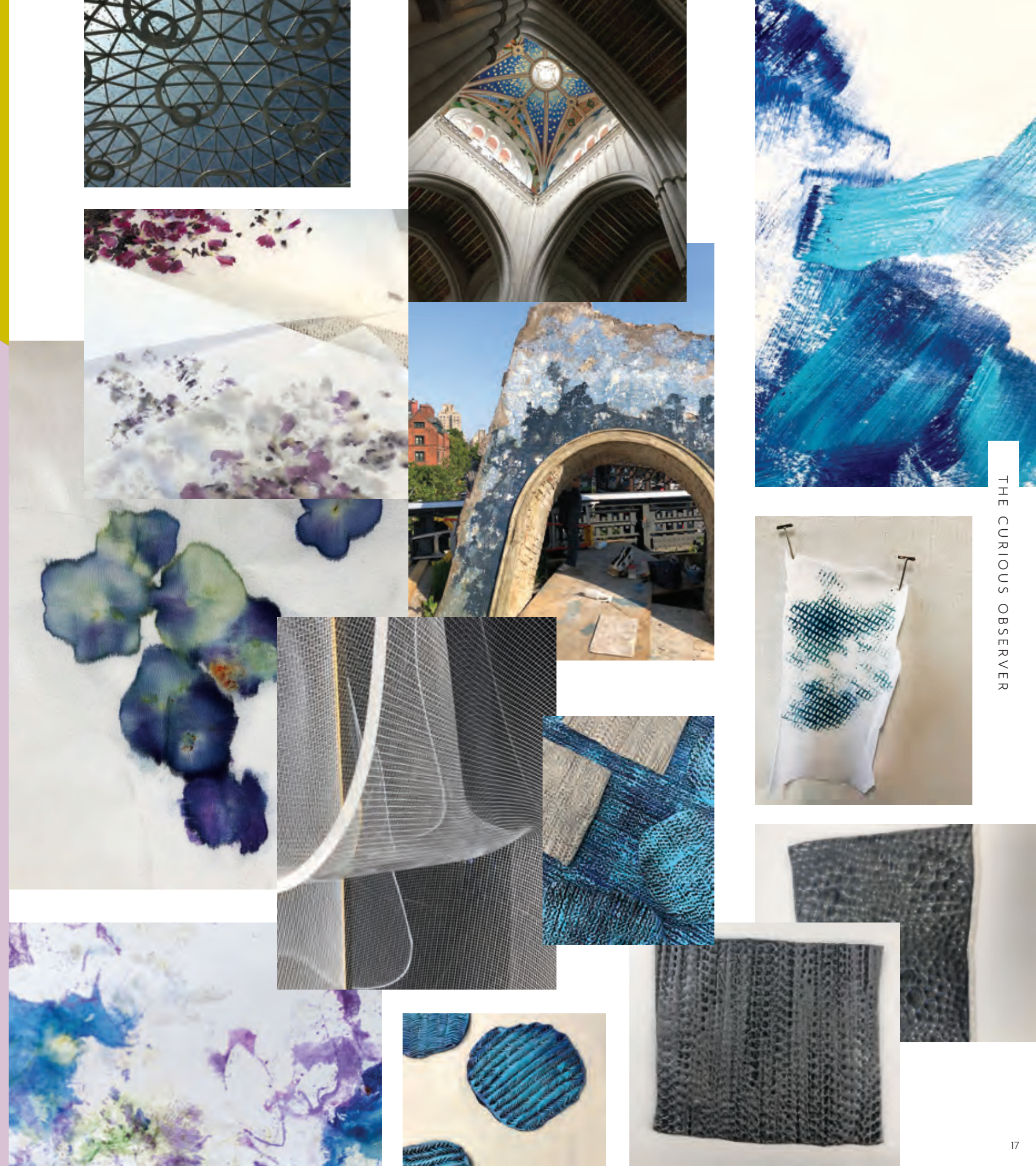


THE CURIOUS OBSERVER

“Observing though making is a big part of my process. I can physically connect to the work – exploring, experimenting and pushing the boundaries of what I can create.”

ASHLEY WEAVER
PRODUCT DESIGNER / PATCRAFT

the maker



THE CURIOUS OBSERVER

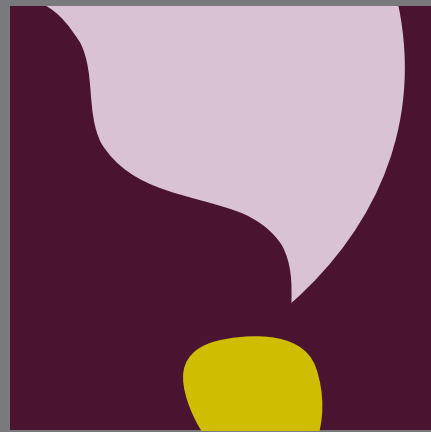
CURIOUS WHAT'S YOUR TYPE?

WE ARE ALL CURIOUS OBSERVERS, SEEKING IDEAS AT THE ROOT TO UNCOVER DEEPER MEANING. WE EXPLORE, LISTEN, QUESTION, CREATE AND THEN WE DO IT ALL AGAIN. EACH OF US IS DRAWN TO SOMETHING A LITTLE DIFFERENT THAT DRIVES OUR CREATIVE PROCESS. WHAT TYPE OF CURIOUS OBSERVER ARE YOU? AND WILL IT BE DIFFERENT TOMORROW?



THE CREATOR

Who said you can't reinvent the [potter's] wheel? The creator is on an aesthetic journey to fabricate, originate, innovate. Inspired by the pursuit of artful invention, the creator imagines blue-sky solutions.



THE THINKER

To formulate observations, you let ideas percolate. Your design is creatively influenced by an ability to visualize, imagine, consider, ponder. The thinker is an artistic sage.



THE INSPIRER

To inspire is to transform. Imagining and envisioning unconventional beginnings, the inspirer leads by design. With ideas sparked by creative insight, you personify an artistic spirit.



THE INQUIRER

Inquisitive, inventive, intrigued. The inquirer seeks creative inspiration through artful exploration — questioning the possibilities. Yours is a process of thoughtful consideration, led by curiosity.



THE SEEKER

Seek and ye shall find. This is the philosophy of the seeker. With a clean canvas and an outlook that's unhindered, you are continually on the quest to explore and uncover new sources of ideas.



THE MAKER

Ready to craft, sculpt, build, form, the maker makes. A hands-on expression of talent and imagination, deconstructing and reconstructing elements and ideas. What was once apart is now whole, made by maker design.



THE NAVIGATOR

Heeding the call of creative expression, the navigator sets out on an artistically charted course. You are guided by intrinsic forces. Connected to a rise and fall of the tides of design.



THE CONNECTOR

Drawn together by clever commonalities. Combining ideas for an artistic sum of parts. The connector sees, the connector links, the connector blends for creative synergy.



THE SENSOR

For the sensor the creative process is visceral. Tapping into all of the senses. Designing for what feels innate, the sensor puts trust in the mind's eye to envision exactly where we will find ourselves transformed.



THE ALCHEMATOR

In the laboratory of ideas, sometimes you just need to mix it up. For the alchemator, there isn't one approach to creative process. Yours is an inspiration alloy that is both blended process and creative coalescence.



RE- IMAGINING WORK PLACE DESIGN /

Our way of working has shifted faster than we ever could have anticipated. As we re-emerge, we re-imagine. The workplace of ideas is knowledge-based and collaborative. From space planning and safe distancing to comfort, color and tactility – it all coalesces to create an emotional experience. The following pages explore the intersection of physical and emotional space in the evolving workplace – through the lens of four trends – personalization, connectivity, wellness and emotion.



HOMEGRAIN in parlor and gallery with custom area rug in VALENCIA in cobre

inspiring individualization /

Inspiring employees to feel and be their best – their most creative selves – means tapping into the needs of individuals. Embracing the concept of the ‘me-economy,’ which focuses on the individual needs of workers and creates a sense of self while creating a sense of belonging.



palette inspiration / CALM + COLLECTED

Mark Making in almond / Alloy Shimmer in nickel bronze / Wooden Warp in cloth / Homegrain in parlor / Homegrain in gallery / Valencia in cobre / Remove in neutral tint



REMOVE in neutral tint / ALLOY SHIMMER in nickel bronze / WOODEN WARP in cloth

01

adaptive spaces /

A range of spaces gives people the option to work in a variety of settings throughout the day depending on the task or individual's mood.

02

personal mobility /

With the flexibility to move throughout settings, outfit individual work spaces with access to plug-in and the means to easily move around.

03

comfortable and collected /

As employees split their time between the home office and at-the-office, bringing some of the comforts of home to the workplace using textural details, calming colors and personal touches helps to balance these two worlds.



STRATIFIED+in frost, pewter and capri with custom area rugs in BINARY in emerald-smoke

creating a culture of well-being /

As a practice, wellness has evolved to a holistic view that addresses mental, physical and emotional well-being. Our physical space has a direct impact on our emotional wellness. There has been a growing emphasis on wellness experiences in the workplace. From biophilic features and sound-scaping to improving indoor air quality and the use of natural light, these elements can reduce stress, create mindful experiences and improve health outcomes for employees overall.



palette inspiration / SOOTHING + SERENE

Mark Making in cascade / Stratified+ in capri / Crossover in dusk / Binary in emerald-smoke / Scaffold in chalk line



01

inside out /

While we spend 90% of our time indoors, as humans we crave the outside. As a biophilic approach, spaces that combine the inside and out and promote fresh air become a relaxing respite.

02

restorative spaces /

Spaces that are mindfully multi-functional and designed to promote wellness activities can be used for an impromptu yoga or meditation class or be used as a social space to gather and recharge.

03

mindful moments /

Small enclaves and relaxing spaces where employees can retreat for focused work or a few moments to unwind and reflect can increase overall productivity in today's workplace.



WOODEN WARP in cloth / HEIRLOOM TWEED in antique beige

fostering connections /

In a digitally driven world, it is important to create spaces where people can personally connect with their work and with each other. How do we blend virtual interactions with in-real-life? The drive toward touchless and wearable tech and seamless virtual interactions is changing the way we connect. The key is finding the right balance for a human-centered environment.



palette inspiration / FOCUSED + CONNECTED

Dichroic in sapphire / Heirloom Tweed in antique beige / Binary in citron-gray /
Wooden Warp in cloth / Vinings in icy gray / Splitwood in weathered bronze



01

IRL meets virtual /

As our way of working continues to blend in-person and virtual interactions, spaces that combine these ways to meet keep us connected in a combined experience that's both high-tech and tactile.

02

defining space /

Harnessing the collective energy of a collaborative space is about balancing interpersonal connection and focused tasks within a space. Define areas by function to promote focus and safe distancing.

03

materiality and tactility /

Using tactile materials has a positive impact on the way people interact within a space. Soft and textural surfaces can add warmth and comfort, as well as an acoustic layer in an open collaborative environment.

DICHOIC in sapphire / BINARY in citron-gray / SPLITWOOD in weathered bronze
with custom area rugs in DICHOIC in sapphire



REMOVE in stone gray / TAPIS in yellow silk

transforming the experience /

There is an increasing desire for design to return to basics, like bright, light-filled rooms to sketch in or work with your hands. In workplaces where technology reigns supreme, employees crave spaces that enable them to return to more multi-sensory work methods. It's clear workplaces that ignite the senses drive community and conversations – and lead to organic opportunities for inspiration.



palette inspiration / BOLD + BRIGHT

Wooden Warp in harness / Suburban Abstract in concrete / Painted Weft in thread / Etched in watermark / Tapis in yellow silk / Remove in stone gray



01

shape and color /

Studies show that shapes and colors evoke emotions – different shapes can have a different effect on mood and behavior. Shape and color used intentionally can enhance the function of a space.

02

sensory experiences /

Sound strategies, analog and hands-on experiences, artistic visuals, lighting and views to the outdoors – together these elements create a multi-sensory experience within a space.

03

communal spaces /

Unplugged open work areas that promote individual tasks and communal interaction through non-tech focused inspiration can provide balance in environments with overstimulation and inspire creativity.

INSPIRED CONNECTION

BOLD PATTERN WITH TEXTURAL LUXE ENHANCES OUR CONNECTIONS AND ENLIVENS THE SPACES THAT SURROUND US. INSPIRED CONNECTION, A COLORPOINT CARPET TILE AND BROADLOOM COLLECTION, CREATES COHESIVE SPACES WITH A SENSE OF PLACE THAT IS AKIN TO HOME.





SEEKING CONNECTION /

INSPIRED BY OUR HUMAN NEED FOR CONNECTION, WE WERE CURIOUS HOW THAT TRANSLATED VISUALLY – IN PATTERNS THAT EVOKE A VISCERAL FEELING OR COLOR THAT CONNECTS YOU TO A MEMORY OR THE FAMILIAR.



“AS PART OF OUR DESIGN PROCESS, WE WENT AROUND THE COUNTRY ON A PRODUCT LISTENING TOUR WHERE WE CONNECTED WITH CUSTOMERS TO GET THEIR INSIGHT AND FEEDBACK ON THE COLLECTION. WE WERE SO INSPIRED BY THESE COLLABORATIVE SESSIONS.”

LINNZI RICH / PRODUCT DESIGNER

ABOUT COLORPOINT /

In 12 running line colors, Inspired Connection is a colorpoint construction that is machine-tufted to create precise details for a dimensional aesthetic in multi-level cut or loop patterns.





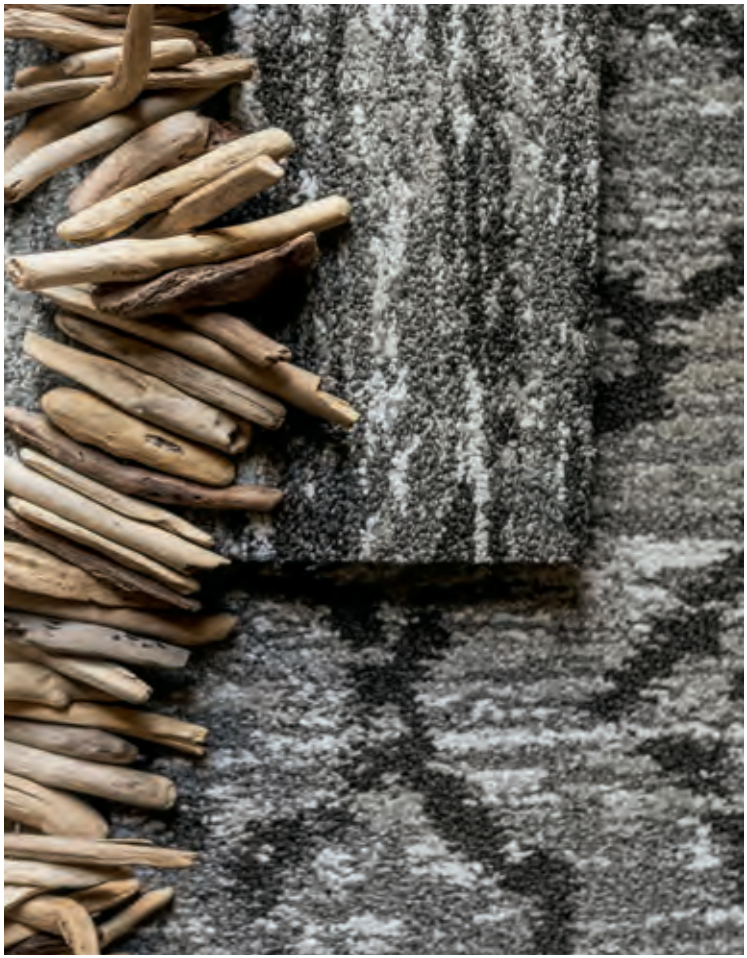
INFLUENCE TILE in affinity / NATURAL STATE in spiced chestnut



RESTORED TILE in affinity / MONOCHROME MATTE in luna / Installed stagger



INFLUENCE TILE in transform / MONOCHROME MATTE in luna / installed stagger



colorway / transform 00705



HARMONIOUS TILE and ENLIVEN TILE in noteworthy / installed monolithic and ashlar



ENLIVEN TILE in noteworthy / installed stagger



colorway / noteworthy 00110



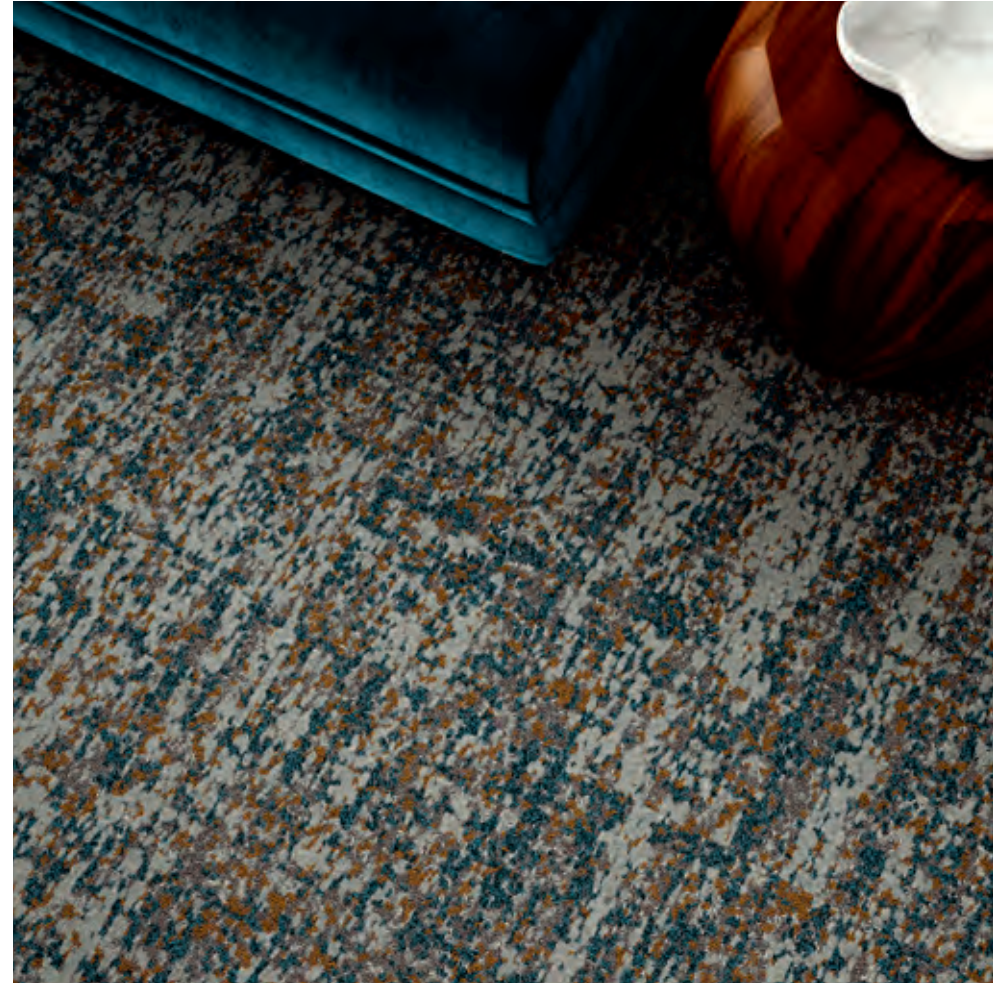
HARMONIOUS TILE in affinity / installed stagger



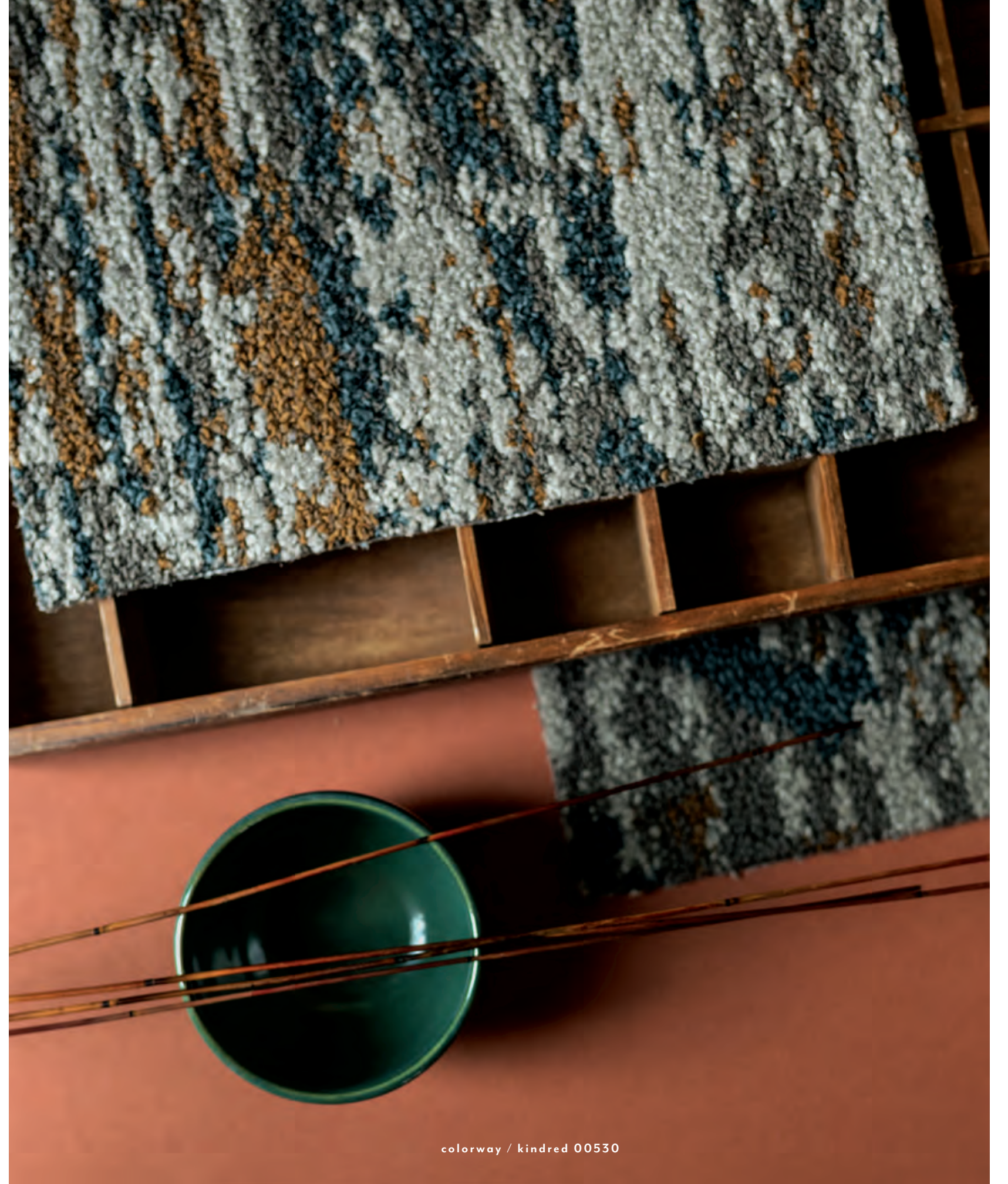
colorway / affinity 00550



INFLUENCE TILE, HARMONIOUS TILE and ENLIVEN TILE in kindred with NATURAL STATE in spiced chestnut / installed ashlar



RESTORED TILE in kindred



colorway / kindred 00530



RESTORED TILE in transform / installed herringbone



colorway / contemplate 00330



RESTORED TILE and HARMONIOUS TILE in transform / installed stagger



HARMONIOUS BROADLOOM in transform / NATURAL STATE in spiced chestnut / HARMONIOUS TILE in transform / installed stagger



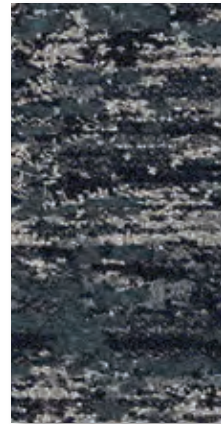


ENLIVEN BROADLOOM in kindred

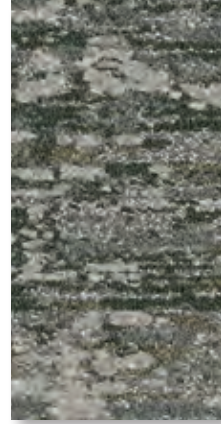
18 X 36 TILE | ENLIVEN 10561 | HARMONIOUS 10562 | INFLUENCE 10563 | RESTORED 10564 | BROADLOOM | ENLIVEN 10559 | HARMONIOUS 10560



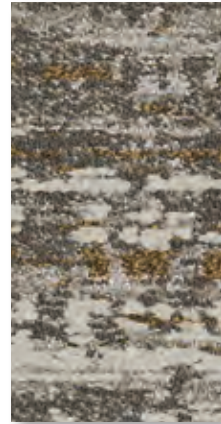
transform 00705



aspire 00450



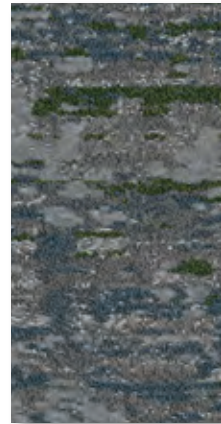
motivate 00310



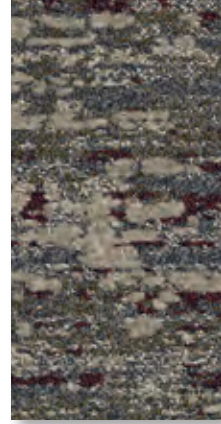
noteworthy 00110



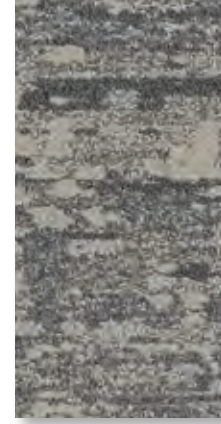
affinity 00550



purpose 00500



contemplate 00330



thoughtful 00125



fortify 00590



kindred 00530



sentiment 00400



organic 00145

LINO CUT

THE INTERSECTION OF LINE AND TEXTURE. LINO CUT IS AS GRAPHIC AS IT IS ABSTRACT. LINEAR PATTERNING IS LAYERED TO CREATE DEPTH AND DIMENSION. INSPIRED BY ARTFUL EXPERIMENTS WITH BLOCK PRINTING, THE RAW MARKINGS FORM A DISTINCTIVE GEOMETRIC AESTHETIC OF TEXTURAL LINEWORK. MADE IN THE USA AND DESIGNED FOR DURABILITY, LINO CUT MERGES SHAPE AND COLOR TO HELP DEFINE DIRECTION AND TRANSFORM SPACE.



UNCOVER IN ANALOG /

INSPIRED BY THE TECHNIQUE OF BLOCK PRINTING, OUR DESIGN PROCESS BEGAN WITH A SERIES OF HANDMADE PRINTS CREATED USING CARVED BLOCK STAMPS. WE EXPLORED DIFFERENT PATTERNING BY STACKING AND LAYERING THESE LINE MARKINGS TO CREATE TEXTURE AND SCALE.



COLLECTION



“WE WERE DRAWN TO THE BEAUTY OF THE RAW, LINEAR MARKINGS CREATED BY THE LINOCUT PRINTMAKING TECHNIQUE. THERE IS AN UNDERSTATED BEAUTY IN THE PRINTS WE EXPLORED WHERE THE PAINT DIDN'T FULLY ADHERE TO THE STAMPS. THESE IMPERFECTIONS CREATED A DISTRESSED VISUAL THAT ADDED PROPORTION AND A TEXTURE TO THE GRAPHIC QUALITY OF THE DESIGN.”

KELLY WILLIAMS / SENIOR RESILIENT DESIGNER

FUNCTIONAL FORMS /

While developing Linocut, we explored the impact of form and how it can function within a space. Shapes, symmetry and color have emotive effects and can be used as intentional signals within a space. Using intersecting lines and shapes in design suggest transition, balance, unity and hope.

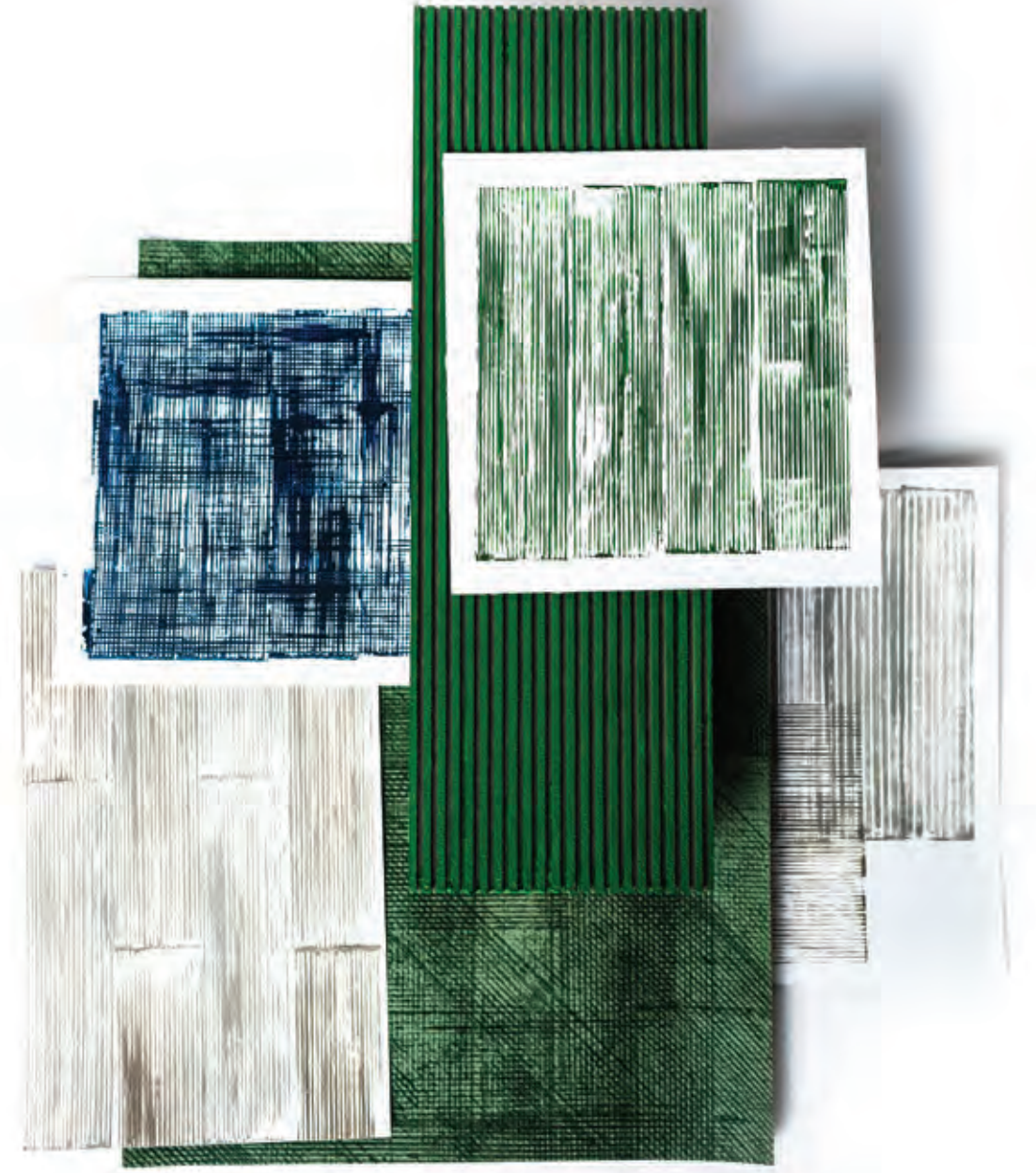


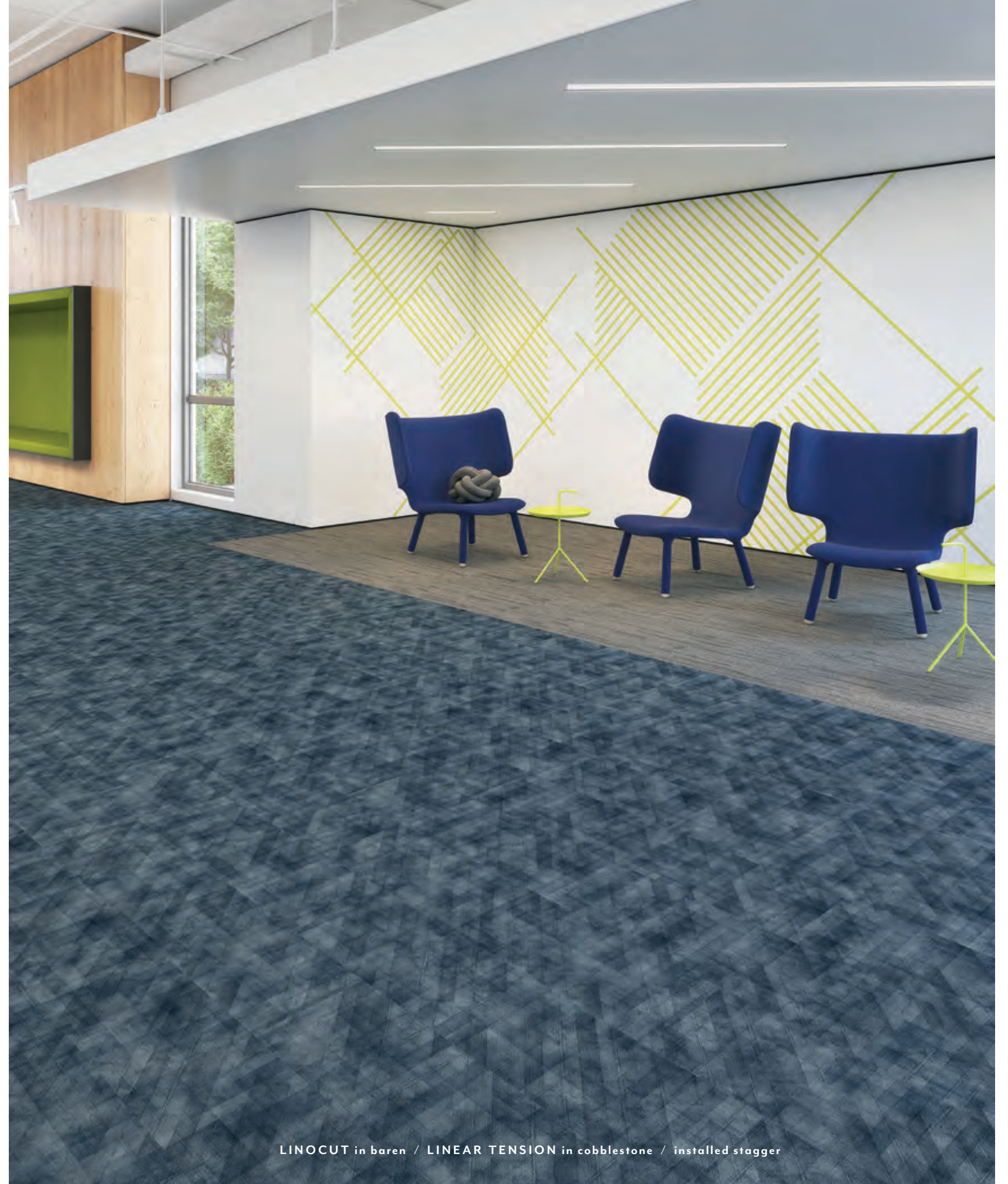
LINOCUT





LINOCUT in mirror / installed brick





LINOCUT in baren / LINEAR TENSION in cobblestone / installed stagger



LINO CUT in mirror, block, reverse and baren / installed herringbone



LINOCUT in block, reverse and baren / installed ashlar





LINO CUT in mirror, block, relief and brayer / installed brick

9 X 36 TILE | LINO CUT 1560V



brayer 00575



inked 00590



chisel 00550



block 00750



carve 00530



mirror 00500



baren 00490



relief 00100



etch 00450



press 00250



reverse 00370



proof 00650



monoprint 00860

ANEW

TIMELESS. VERSATILE WITH A MODERN FEEL, ANEW RESILIENT IS A UNIQUE WIDE PLANK FORMAT IN WOOD AND STONE VISUALS. MADE IN THE USA AND READY TO SHIP IN 10 BUSINESS DAYS, IT COMES IN A 2.5 MM AND 5 MM THICKNESS – OFFERING THE RIGHT FIT FOR THE RIGHT SPACE. ANEW IS A FRESH APPROACH THAT IS DESIGNED TO TRANSFORM ANY SPACE.



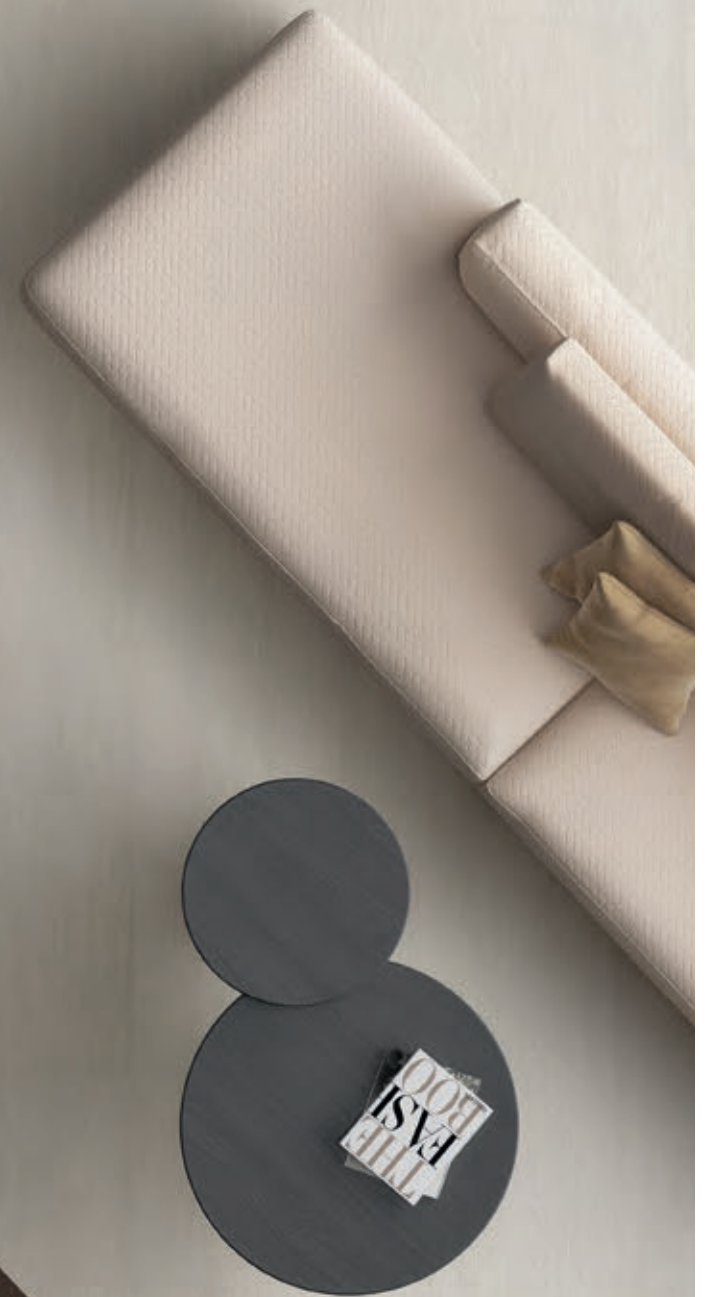
ANEW in amaretto with custom area rug in OVERLAY and HEIRLOOM TWEED in rust wash / installed stagger

**MADE
IN THE USA**

Anew is domestically made and is part of our pdQ line of products – meaning it's available to ship within 10 business days.

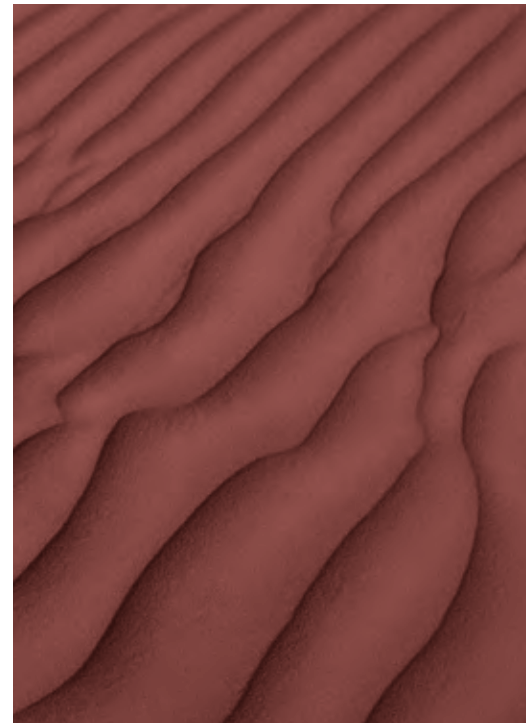


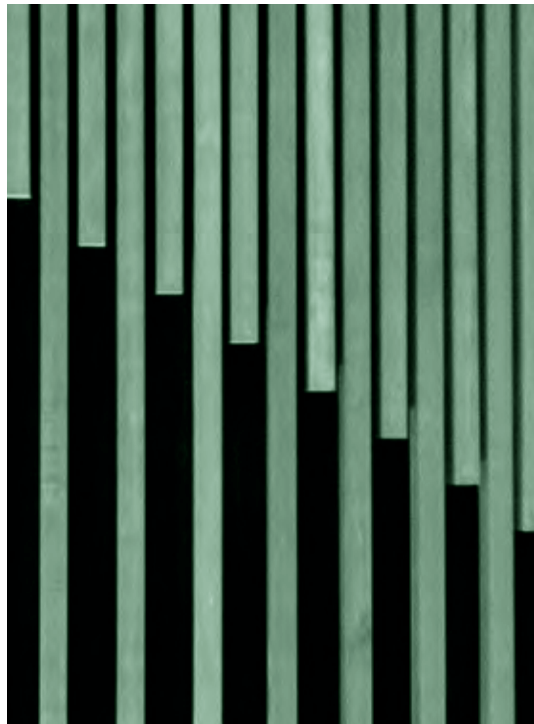
SIZED AT 7.75" X 48", THE ANEW COLLECTION IS DIRECTLY INSPIRED BY DESIGNERS' REQUESTS FOR A WIDER PLANK FORMAT. IN 15 COLORS IN WOOD AND STONE VISUALS, CREATE UNIQUE INSTALLATIONS – THAT EASILY COORDINATE WITH A TRADITIONAL OR MODERN AESTHETIC.





ANEW in ivory with custom area rug in MODERN SERGE in neutral / installed stagger





ANEW in raw and truffle / installed stagger



ANEW in raw / installed herringbone



ANEW in ivory, raw and talc / installed stagger

7.75 X 48 LVT | ANEW 2.5MM 20 MIL I542V / ANEW 5MM 20 MIL I543V



galena 00540



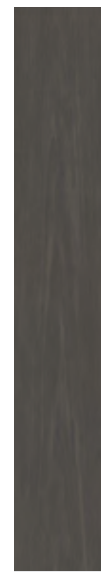
slate 00550



basalt 00580



tusk 00510



truffe 00780



amaretto 00740



praline 00750



sable 00760



copper 00770



chestnut 00790



ivory 00110



talc 00505



mistral 00520



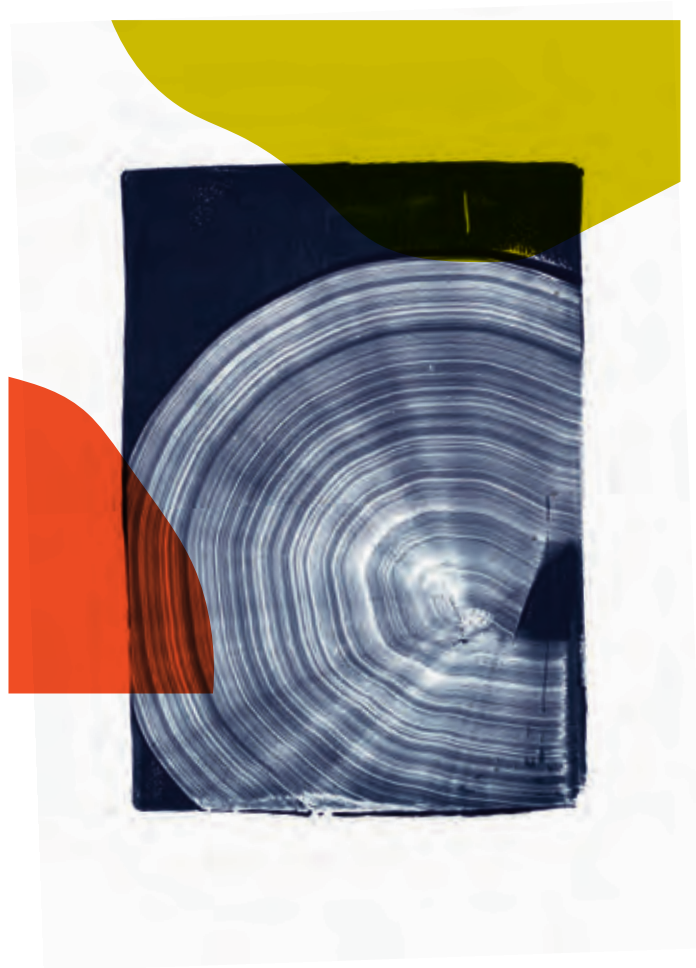
raw 00130



vicina 00700



SEEK. UNCOVER. TRANSFORM.



patcraft®