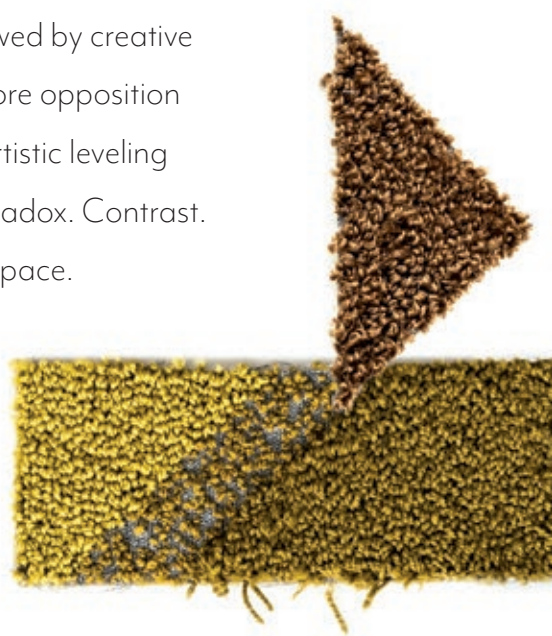






Point. Line. Curve. Surface. Shape.

Finding balance in aesthetic, experience and mindset, we study the relationship between two contrasting points or ideas — minimalism and maximalism; digital and physical; positive and negative space. Juxtaposition followed by creative intersection. A call to explore opposition where balance prevails. Artistic leveling influenced by a design paradox. Contrast. Blend. Merge. Transform space.



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THE GEOMETRY OF SPACE



A study of the emotive response to form.



"IT HAS BEEN AN ATYPICAL YEAR TO SAY THE LEAST. WE ARE ALL SEEKING REASONS TO FEEL HOPEFUL AND ACHIEVE BALANCE. EXPECTATIONS OF OURSELVES, OUR TYPICAL DAY-TO-DAY AND OTHERS HAVE SHIFTED. WE HAVE IN MANY WAYS REPRIORITIZED OUR LIVES."

SHANNON COCHRAN /
VP OF MARKETING & DESIGN / PATCRAFT

REDEFINING BALANCE /

New formats of work, live and play have been developed, tested and adopted – changing the ways we connect and create. Balance has become more important than ever. It is a setting of boundaries – an evolving balance between work and home – designed to enhance our personal wellbeing. As we embrace an ever-present blending of the digital and the physical, we seek opportunities to redefine how we experience space. Bringing the tactile to life in a virtual world.



“I’M REALLY DRAWN TO THE CONCEPT OF CREATING MOMENTS WITHIN A SPACE. I EXPLORED THE INTERPLAY OF SHAPES WITH ARCS AND ANGLES TO ENHANCE AND BALANCE THE MOOD AND EXPERIENCE OF A SPACE.”

AMANDA HOPKINS /
PRODUCT DESIGNER / PATCRAFT



SHAPING DECONSTRUCTED /

Designing a dynamic flooring collection that can both enhance and balance a space requires a reflective process. When setting out to design the latest collection within the Deconstructed® platform, product designer Amanda Hopkins worked through different iterations of the patterns, studying the bold geometrics and saturated colors to find the right combination of shape and form. Through line sketches that explored intersection and shape to paintings that uncovered how form and color interact, the process was hands-on. As she worked, Amanda revisited the proportion and colors, subtly contrasting shapes to strike a delicate balance in pattern and scale.



BLENDING THE LINES
TO TRANSFORM
SPACE /

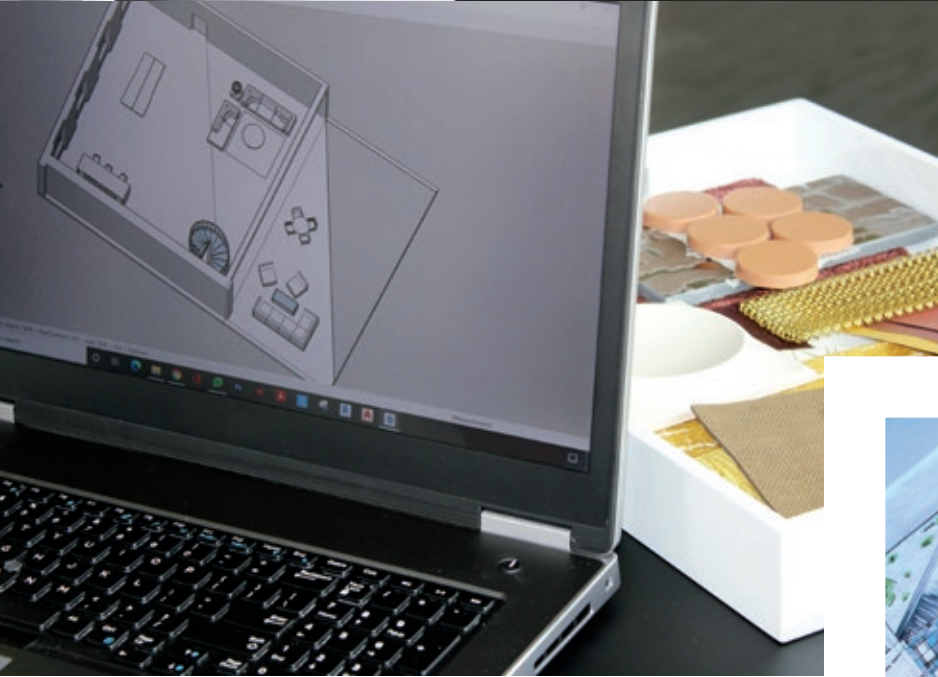


As our lives converge in many different ways – from merging digital and physical interactions to blending our spaces to serve multiple purposes – we look to design to offer creative solutions. Today’s spaces center around experience, leaning into a deeper understanding of the user and their needs – both physical and emotional.

According to Patcraft interior designer Katie Myers, “Working and collaborating with clients virtually to create physical spaces, you appreciate the perspectives and efficiencies it gives us. We can stretch the boundaries of design while streamlining the process – and really focus on creating an experience.”

With digital tools at our fingertips and sampling more accessible than ever, the virtual and tangible can work in tandem. For Katie, materiality is the critical piece when creating balance in our merging worlds.

Visit our virtual NeoCon showroom to see how Katie explores the dichotomy of space – blending transition from one function to the next.



Use the QR code to explore our virtual NeoCon showroom at [Patcraft.com/neocon2021](https://www.patcraft.com/neocon2021).



“WE CRAVE TEXTURAL AND TACTILE EXPERIENCES. THIS IS THE KEY TO BALANCING AND BLENDING OUR VIRTUAL-TO-PHYSICAL LIVES.”

KATIE MYERS /
INTERIOR DESIGNER /
PATCRAFT DESIGN SERVICES

DE CON STRUCTED FORM /

SHAPING

SPACE

Shape and form have a way of connecting us – conveying meaning with signals and visual cues for a functional design aesthetic. Whether it's organizing information, creating connections or defining space – line and shape can transform an experience.

COMFORT + CONNECTION

Circles, arcs and curved shapes instill a sense of togetherness and belonging. Movement suggests energy and power, community, integrity and perfection.



STRUCTURE + STABILITY

Square and rectangular shapes represent structure and order, evoking honesty, rationality and formality. Triangular shapes establish stability and growth promoting action, energy and movement.



UNITY + BALANCE

Intersecting lines and shapes suggest unity and hope while creating balance and transition within a space.

DECONSTRUCTED
FORM

SPATIAL PERCEPTION CREATES AN EMOTIVE RESPONSE. A SPECTRUM OF CONSTRUCTION, VISUALS, TEXTURE AND COLOR DEFINES SPACE IN SOFT AND STRIKING WAYS. THE NEXT GENERATION OF OUR DECONSTRUCTED PLATFORM, DECONSTRUCTED FORM EXPLORES TEXTURAL STRUCTURE THROUGH THE USE OF SHAPE. IN MULTIPLE CONSTRUCTIONS FROM LUXE LARGE SCALE PATTERN TO ORGANIC GEOMETRIC TEXTURES, EACH STYLE CREATES A DISTINCTIVE DESIGN WITH SLEEK ARCS OR INTERSECTING ANGLES. THE COLLECTION IS DESIGNED FOR A MOMENT, A BACKGROUND, A FOCAL POINT. DESIGNED TO TELL A STORY.



MINIMAL
TO
THE MAX /

The fourth collection in the Deconstructed platform, Deconstructed Form exposes the raw elements of the carpet construction revealing a metallic primary backing. In two different constructions, the collection offers a variety of visuals, scales and textures to create a maximal space, minimal space or a mix of both.

“WE WERE DRAWN TO THE IDEA
OF MINIMALISM/MAXIMALISM
AND HOW THESE TWO
CONTRASTING CONCEPTS
CAN WORK TOGETHER –
IN AESTHETIC, MATERIALITY,
CONSTRUCTION AND COLOR”

AMANDA HOPKINS /
PRODUCT DESIGNER / PATCRAFT

In eight neutral tones – ranging from charcoal to light beige to a cool “blue-tral” – and four dusty jewel tones, the colorline is both calm and uplifting.



GRAPHIC SLANT in geo / installed stagger

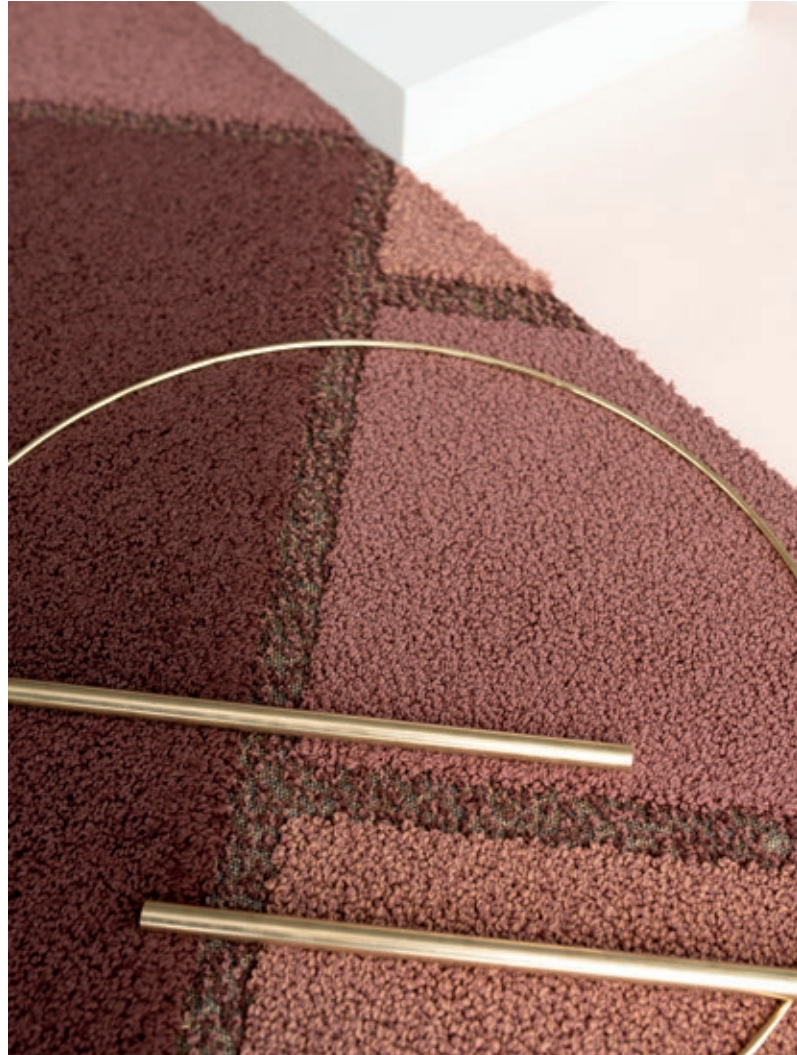


GRAPHIC ARC in radius with INSET in pure gold / installed monolithic and herringbone





GRAPHIC ARC in radius with TEXTURE ARC in point / installed brick and herringbone



Cream Fleece
233
wall color by Benjamin Moore



STRUCTURE SLANT in segment / installed ashlar



GRAPHIC SLANT, STRUCTURE SLANT and TEXTURE SLANT in shape and INSET in baked bronze / installed stagger



STRUCTURE ARC in obtuse / installed herringbone





STRUCTURE ARC in acute, shape and geo with LONGITUDE in cabana, alpine, twilight and morel / installed stagger



TEXTURE SLANT in parallel and contour / installed herringbone



TEXTURE ARC in radius and acute / installed basketweave



GRAPHIC ARC and TEXTURE ARC in angle / installed stagger



GRAPHIC SLANT and STRUCTURE SLANT in geo and obtuse / installed herringbone



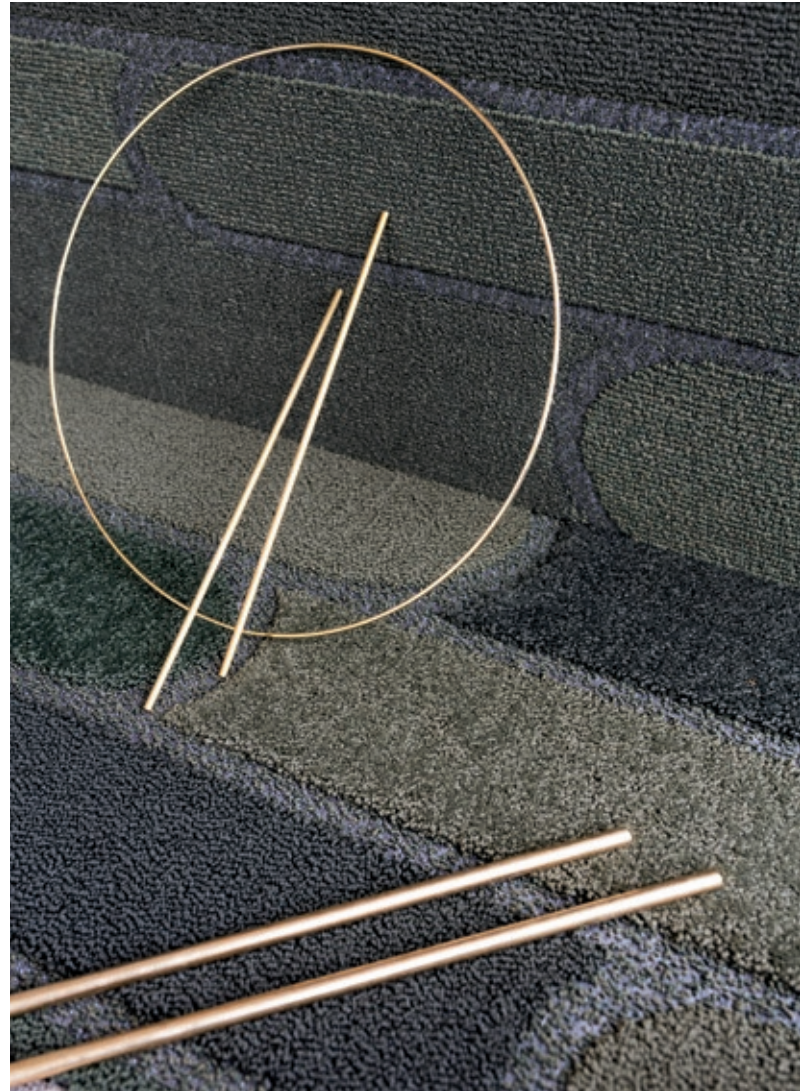
GRAPHIC SLANT, STRUCTURE SLANT and TEXTURE SLANT in contour with INSET in native silver / installed stagger



GRAPHIC SLANT and STRUCTURE SLANT in geo and angle / installed herringbone



TEXTURE ARC in shape with LONGITUDE in morel / installed stagger



18 X 36 TILE

GRAPHIC SLANT 10598 / GRAPHIC ARC10597



STRUCTURE SLANT 10600 / STRUCTURE ARC10599



TEXTURE SLANT 10602 / TEXTURE ARC10601



point 00100

contour 00150

obtuse 00510

line 00550

curve 00590

segment 00570

geo 00420

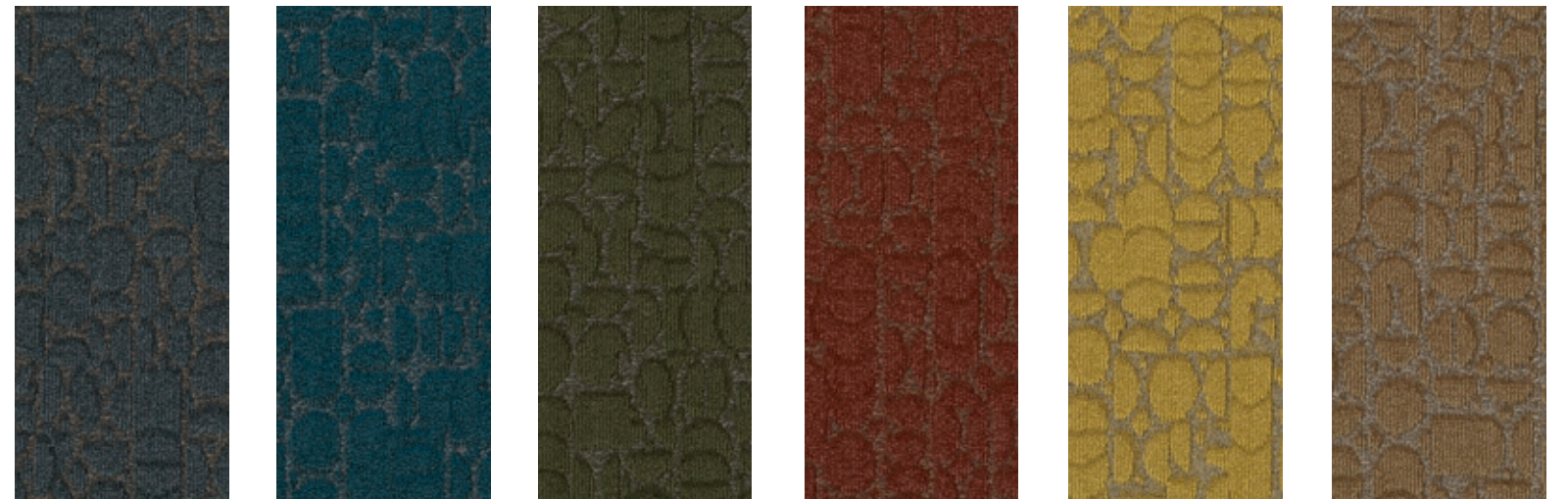
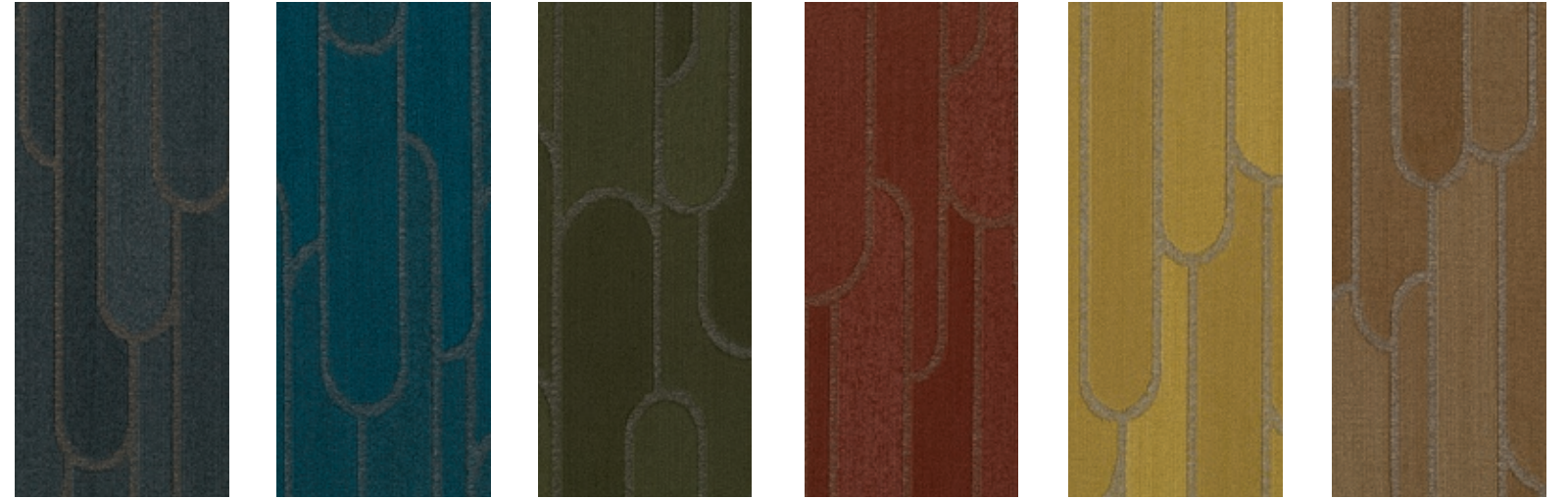
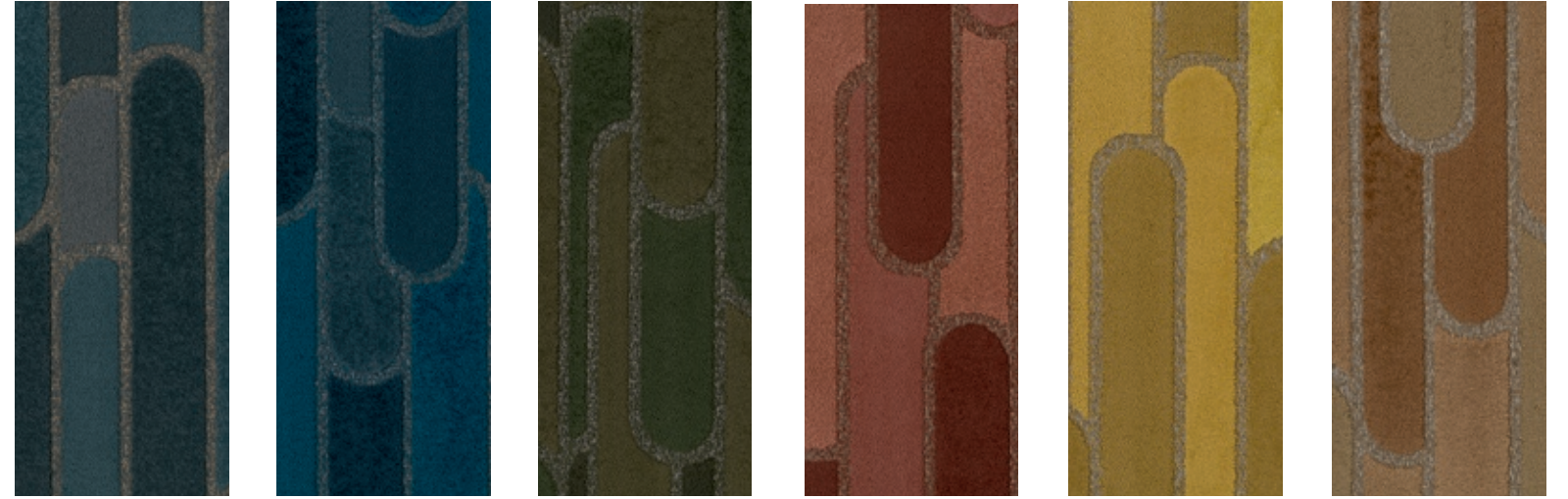
acute 00460

shape 00380

angle 00850

parallel 00200

radius 00700



View the collection at Patcraft.com.



CREATE IN PLACE

INSPIRED BY THE VISUAL OF AGGREGATE IN CONCRETE, CREATE IN PLACE EXPLORES SHAPE AND COLOR IN THE ABSTRACT. USING A VARIETY OF ARTISTIC TECHNIQUES LIKE HAND-PAINTED WATERCOLOR AND BLOCK PRINTING, THE COLLECTION IS A CURATED SERIES OF TEXTURAL VISUALS AND AN INTERPLAY OF POSITIVE AND NEGATIVE SPACE. WITH STYLES CONNECTED THROUGH COLOR, THIS LVT COLLECTION IS DESIGNED TO USE ALONE OR COORDINATE TOGETHER THROUGHOUT A SPACE – TO DEFINE AREAS OR GUIDE TRANSITION AND MOVEMENT.



ENERGIZE in integrate, change and adapt / installed stagger



IN THE ABSTRACT /

For Create In Place, product designer Amanda Hopkins set out to design a hard surface collection that was directly connected to original artwork. Inspired to create a concrete and terrazzo-inspired visual with an artistic approach, Amanda dabbed watercolor paint in various brush strokes, sizes and shapes to create the styles for the collection.









ITERATE in shift / installed stagger





REACH in connect with GLOBAL HAND area rug in twill / installed stagger



ENERGIZE in gather / REACH in integrate, shift and change / installed stagger



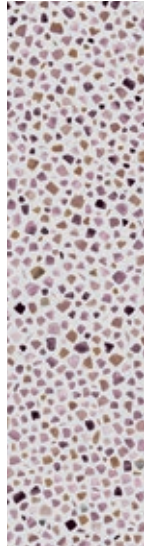
REACH in connect and refine / installed herringbone



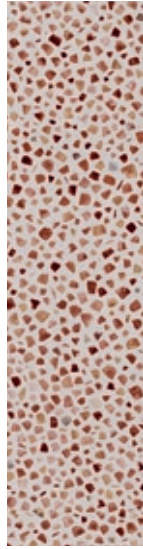
ITERATE in change / installed stagger



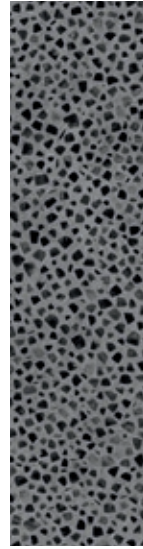
9 X 36 LVT | ITERATE | I638V



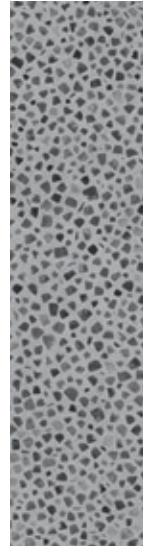
shift 00900



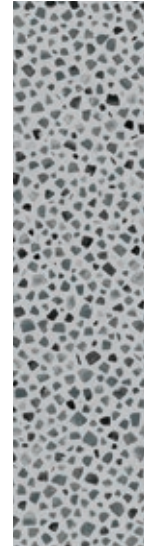
scope 00650



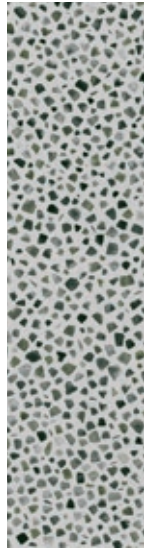
refine 00585



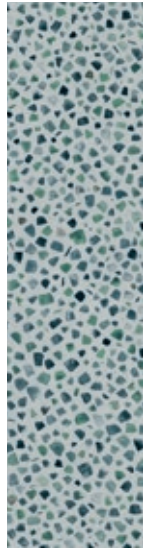
connect 00530



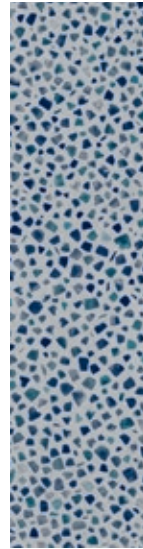
gather 00500



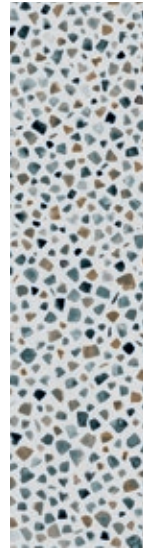
adapt 00350



change 00385



integrate 00400



explore 00485



intention 00700

9 X 36 LVT | ENERGIZE | I602V



adapt 00350



change 00385



integrate 00400



explore 00485



gather 00500



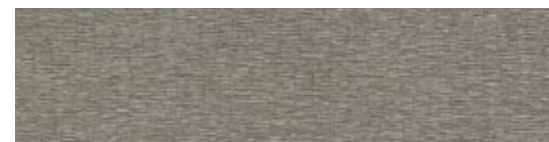
connect 00530



refine 00585



scope 00650



intention 00700

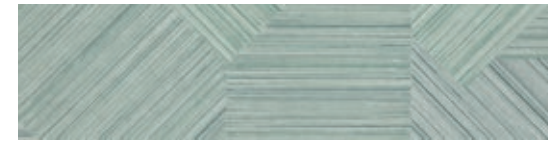


shift 00900

9 X 36 LVT | REACH | I601V



adapt 00350



change 00385



integrate 00400



explore 00485



gather 00500



connect 00530



refine 00585



scope 00650



intention 00700



shift 00900

RUNNING LINE AREA RUGS

AS ITS FIRST RUNNING LINE RUG SERIES, PATCRAFT'S AREA RUG COLLECTION FEATURES A BEAUTIFUL RANGE OF 16 STYLES OF WOOL AND WOOL-BLEND CONSTRUCTION. WITH PLUSH PILE HEIGHTS, LUXE TEXTURE AND A SELF HEM FOR ELEVATED DESIGN, THE COLLECTION IS AVAILABLE IN A VARIETY OF SIZES AND STYLES TO MEET THE NEEDS OF ANY SPACE. FROM RICH TEXTURES TO GRAPHIC, LARGE SCALE PATTERNS, CREATE A MOMENT TO DEFINE AREAS WITHIN A SPACE – ADDING COMFORT AND DESIGN FLEXIBILITY TO ANY HARD SURFACE FOUNDATION.



CONCEPTUAL in sienna with INSET in northern bronze

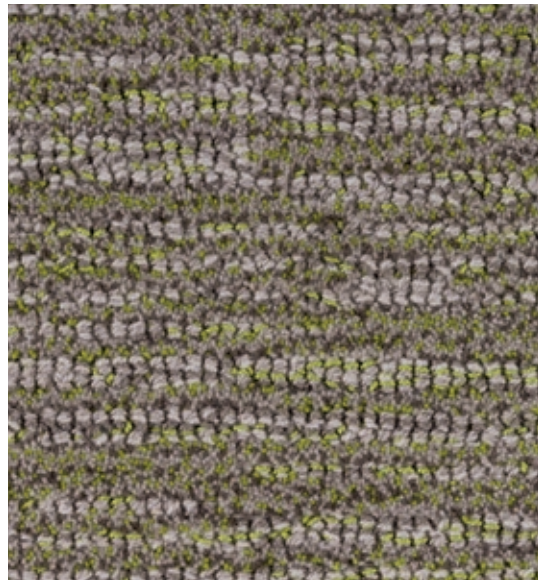
“WITH THE DEMAND FOR FLEXIBLE SOFT SURFACE OPTIONS AMID A RISE IN HARD SURFACE SPECIFICATION, AREA RUGS PROVIDE AN ADDED LAYER OF WARMTH AND TEXTURE THROUGHOUT SPACES. WE CURATED A COLLECTION FROM LARGE-SCALE PATTERN TO MINIMAL NUBBY TEXTURES.”

LINZI RICH /
PRODUCT DESIGNER / PATCRAFT

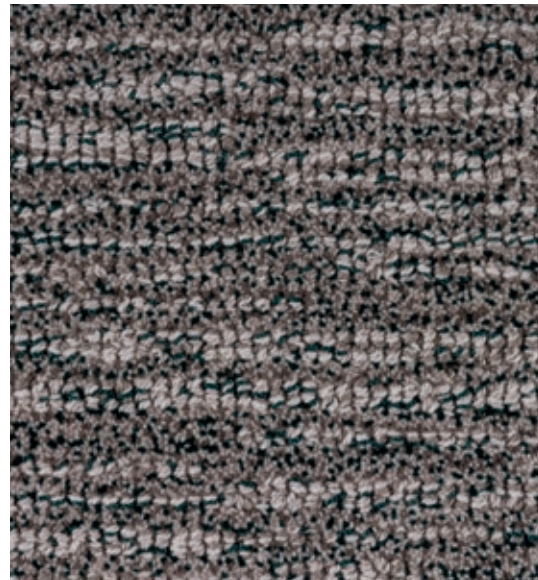
SHAPE + STYLE

Our running line collection of area rugs features wool and wool-blend styles with luxe pile heights and a self hem. In 16 styles with curated colors, choose from a variety of sizes from 6 x9 to 15x18, including 10' and 12' round options.

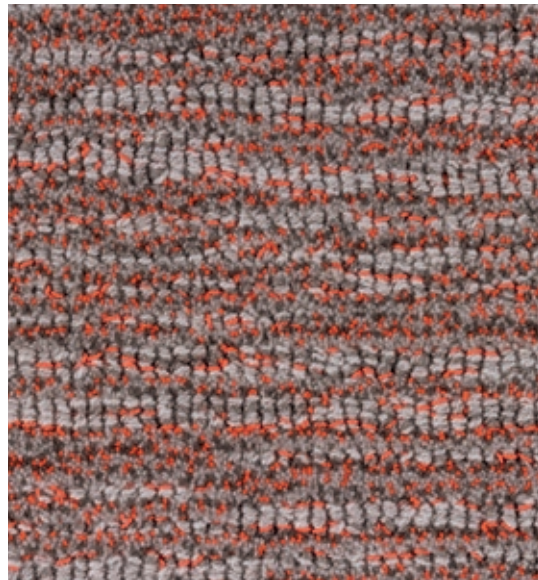




lime 00130



alpine 00135



ore 00160



inkwell 00140



ESKER in lime with TimberGrove II in sprout



SHADE in midnight with REMOVE in stone gray



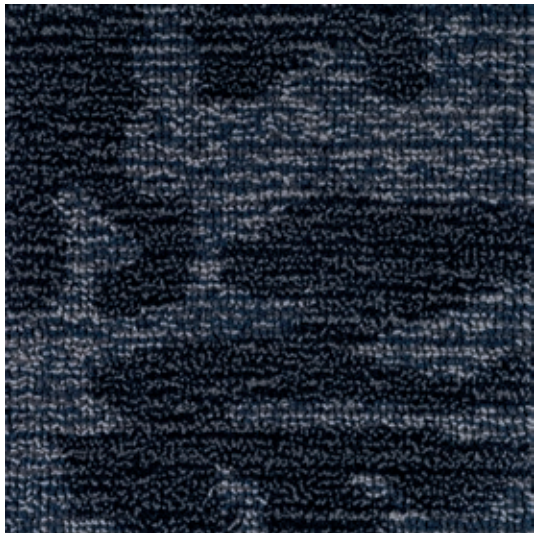
daylight 00120



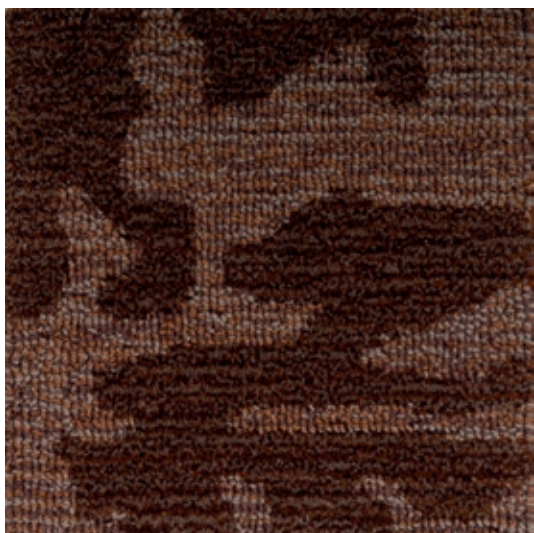
midnight 00590



mushroom 00120



cascade 00450



sienna 00760



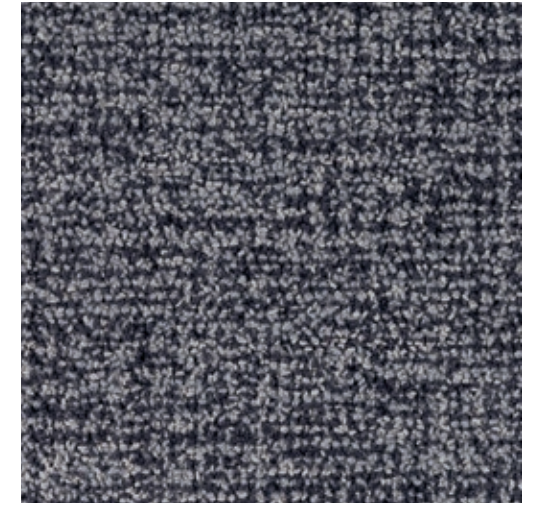
CONCEPTUAL in cascade with NATURAL STATE in spiced chestnut



HARRIS in sapphire with RESTON in jute



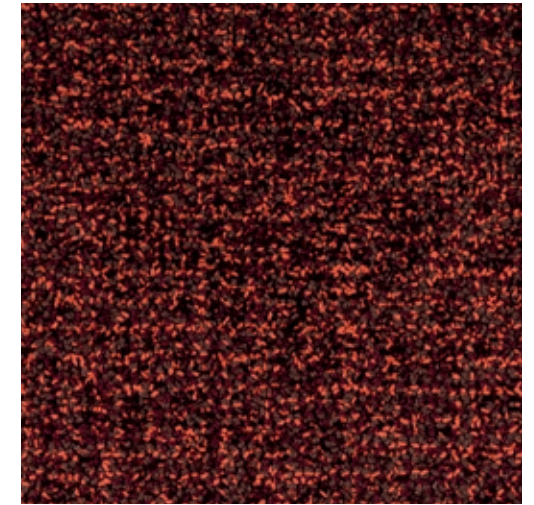
balsawood 00120



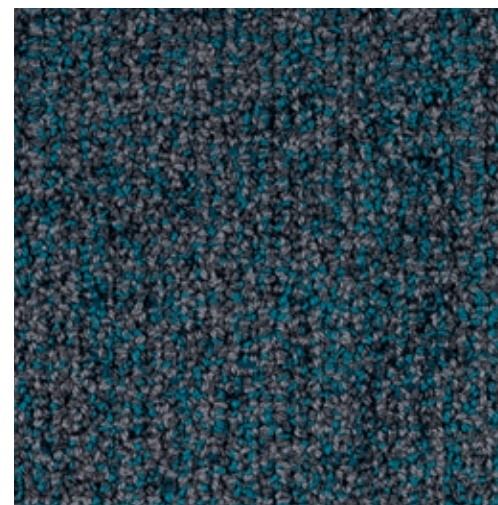
shale 00550



limelight 00130



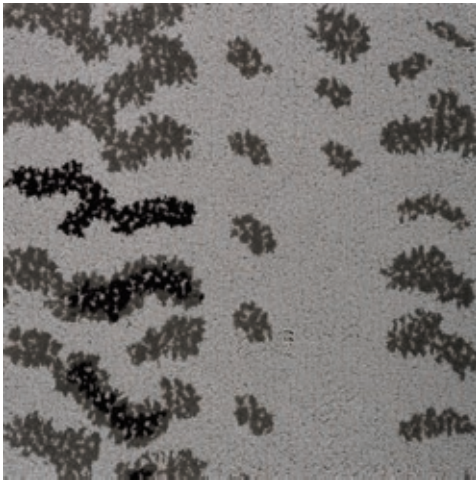
fiesta 00660



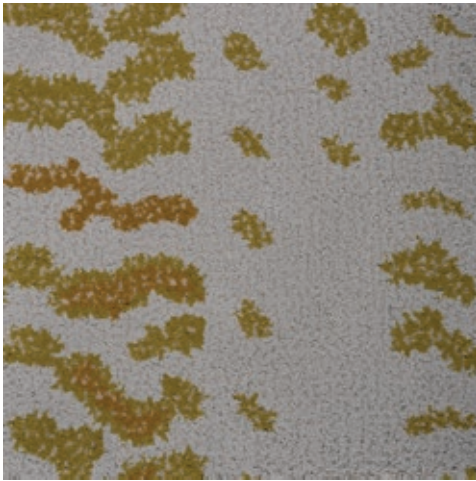
sapphire 00430



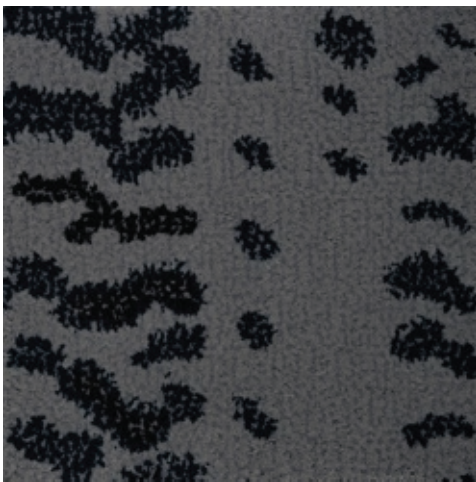
stone 00530



porcini 00705



canary 00210



mariner 00455



CREATIVE MARK in canary with LOCAL RESERVE in cashew



CORDON in quarry with RESTON in jute



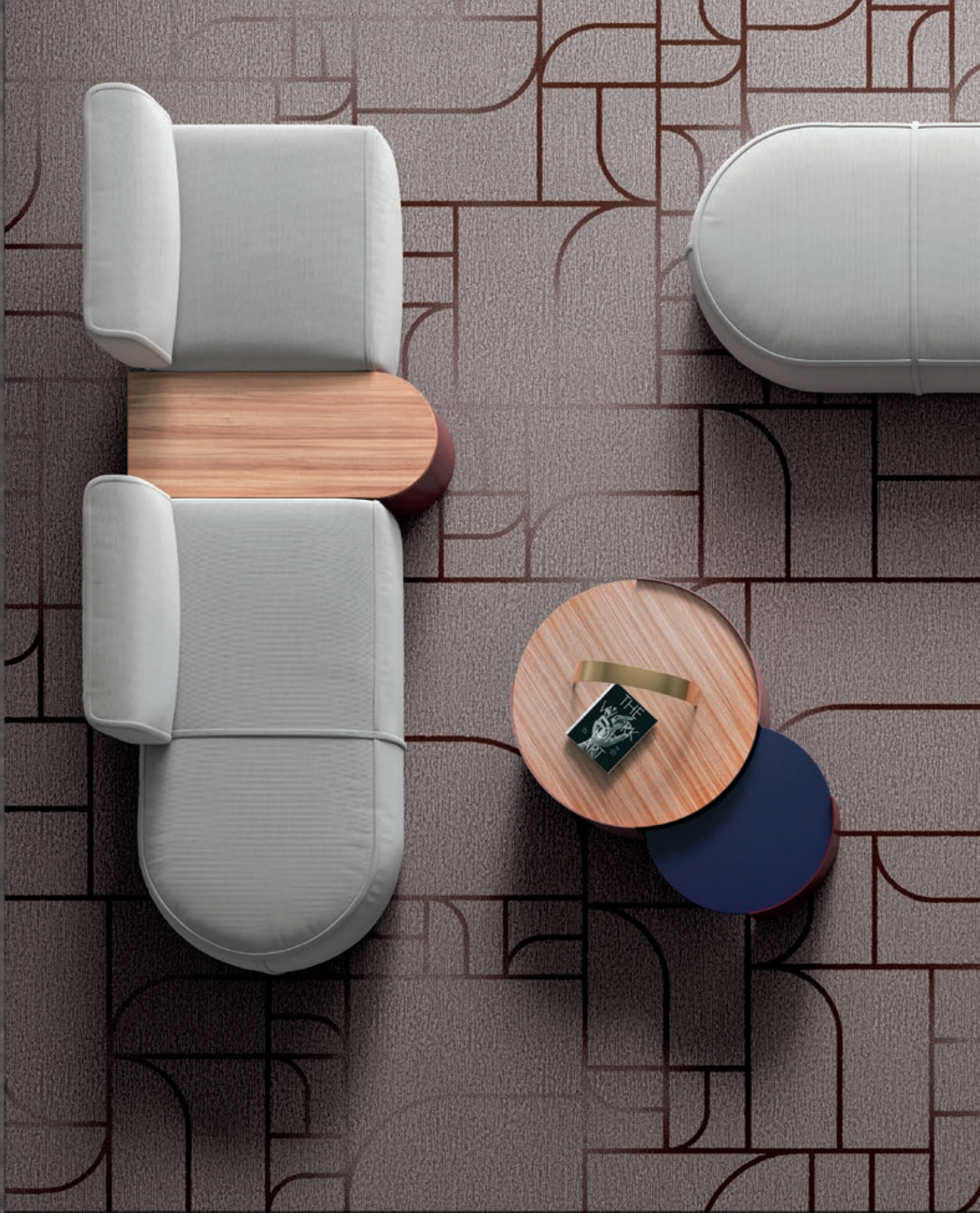
quarry 00120



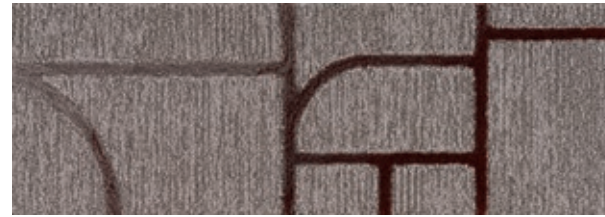
ember 00560



shadow 00530



ARCHROMA in dusty rose with RESTON in ashen



dusty rose 00120



sunbeam 00280



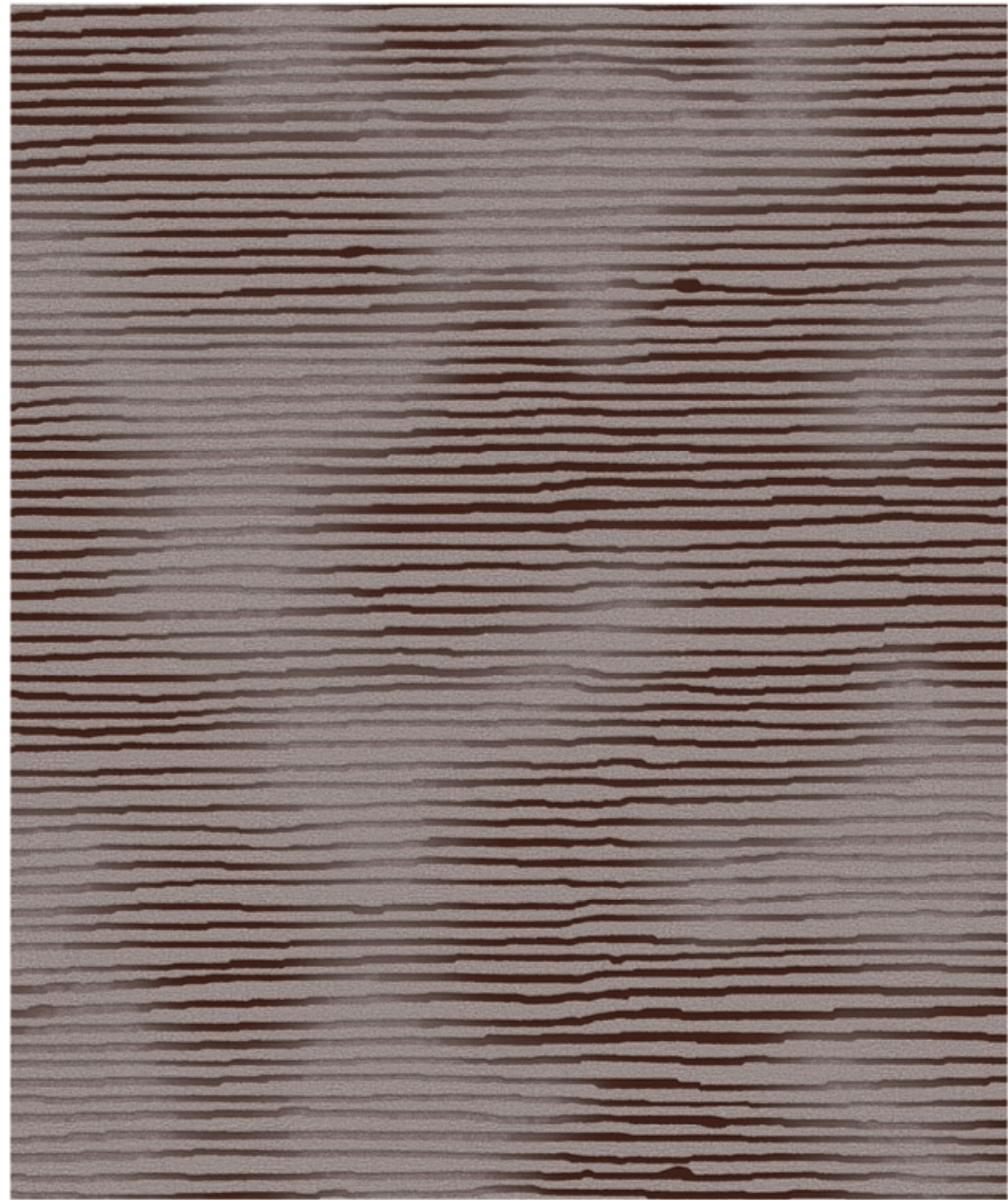
molten ash 00530



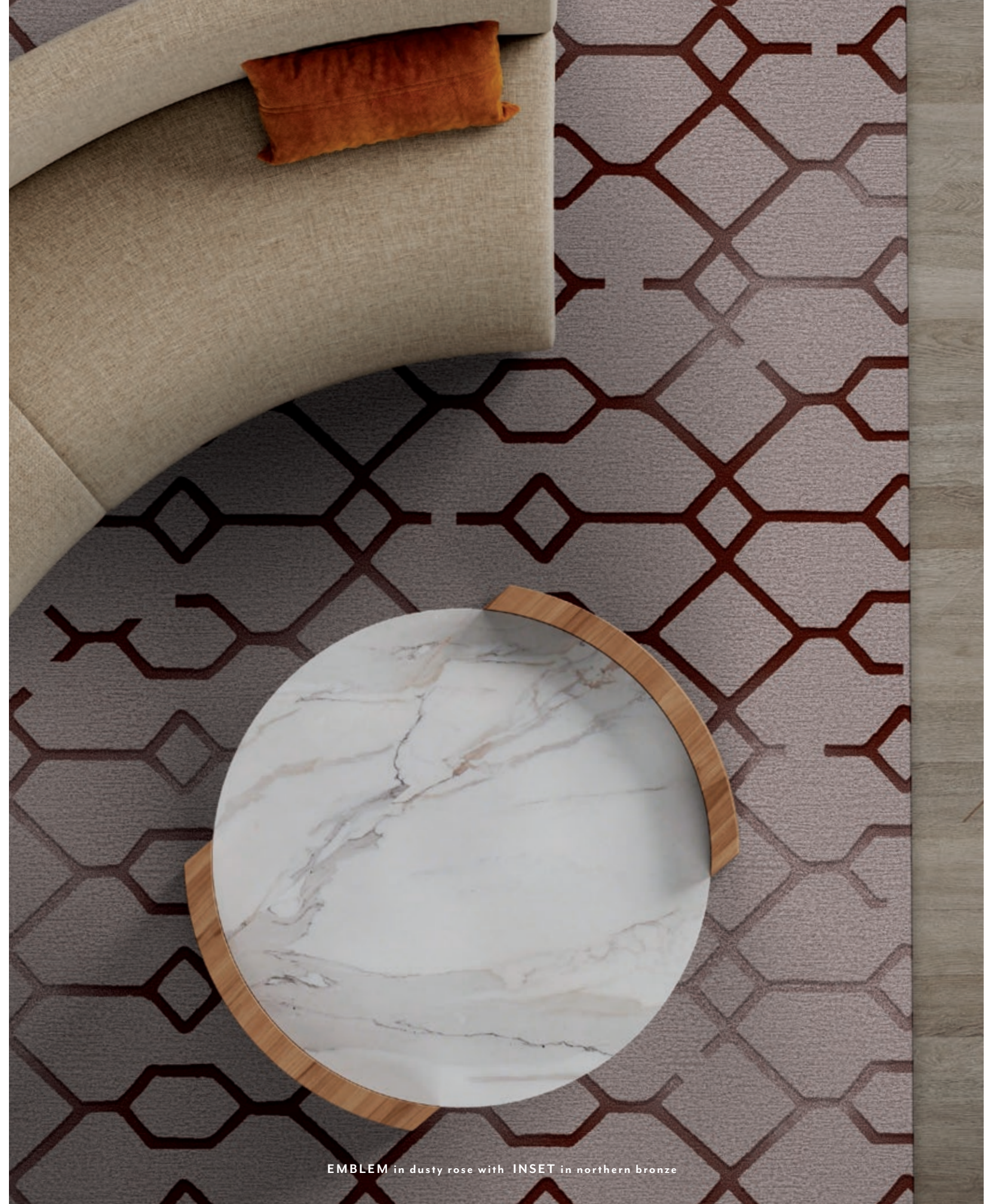
onyx copper 00580



desert lapis 00710



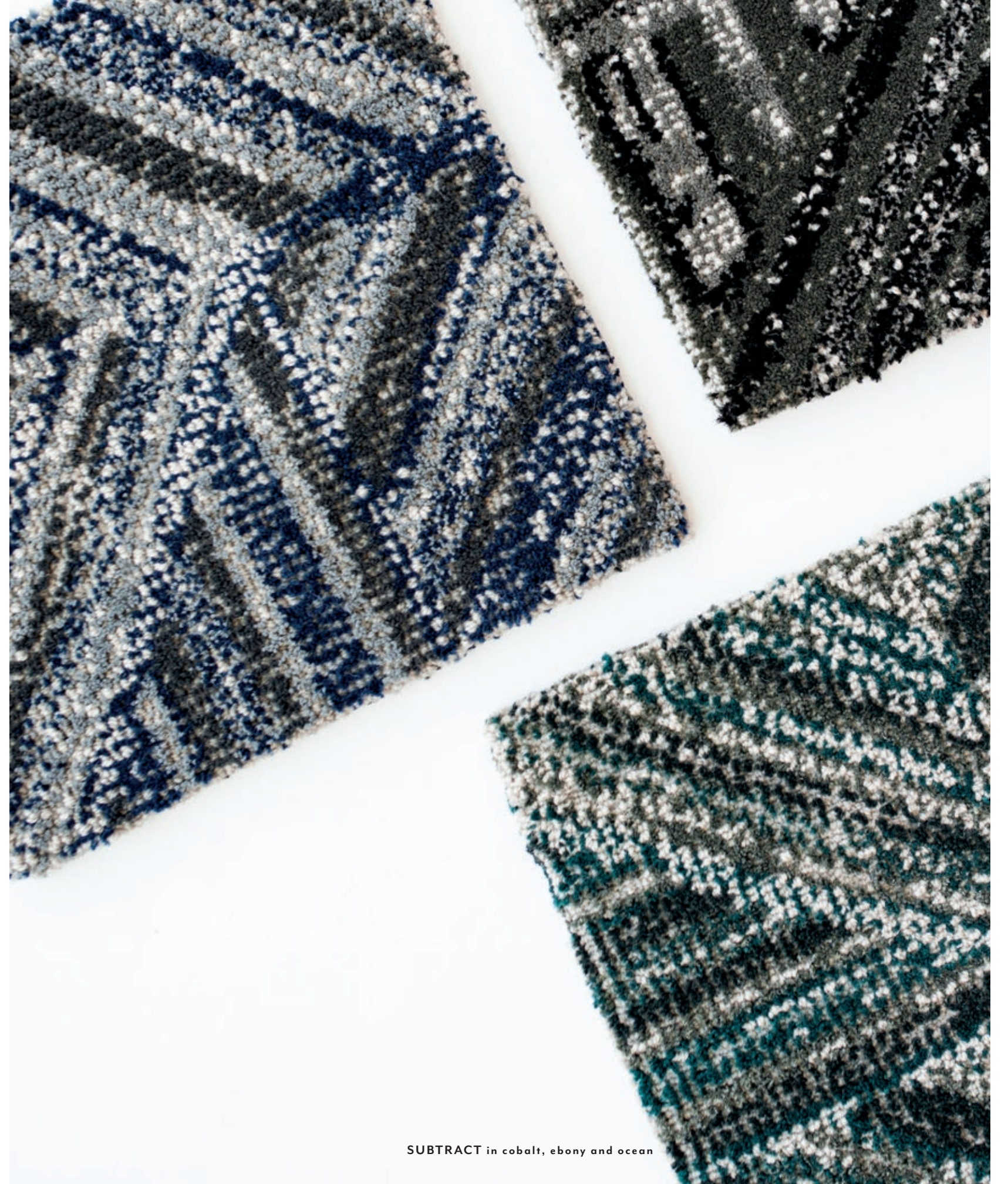
STAGGER in dusty rose



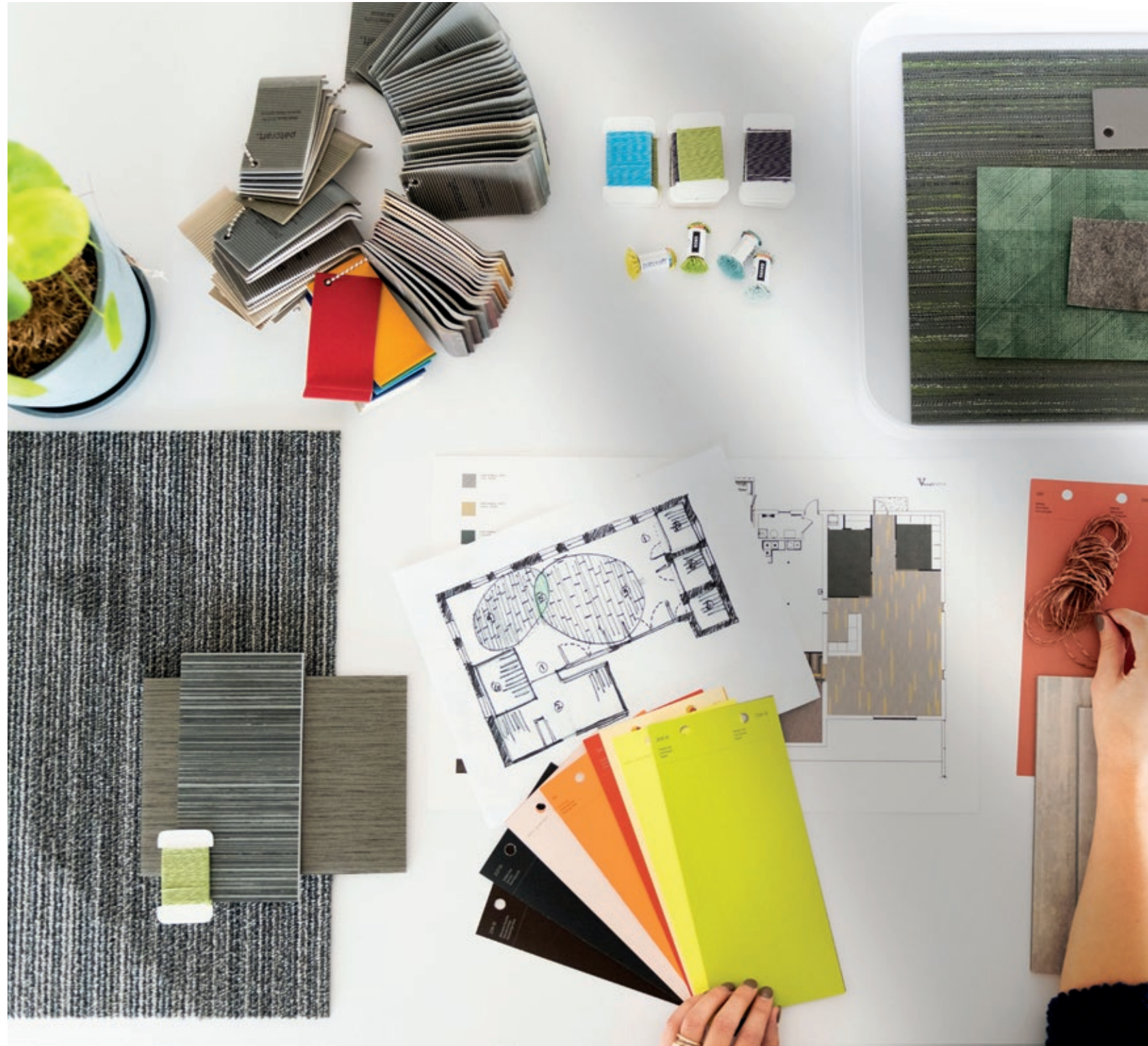
EMBLEM in dusty rose with INSET in northern bronze



ENIGMA in jade



SUBTRACT in cobalt, ebony and ocean



TRANSFORM SPACE

TRANSFORMSTUDIO

Need an added boost of project inspiration? An extra set of hands with product selections? A thought partner on a concept? We are here to assist. TransFORM Studio is our virtual design services built to suit your needs. From inspiration to creation, our comprehensive solutions can help you transform space and the way you work. Contact your account manager or designservices@patcraft.com to get started.



CREATESPACE

Re-imagine your space with our visualization tool, CreateSpace. Use our interactive room scenes to view our flooring styles or upload your own scene. View colorways and installation methods in your space. Take visualization to the next level and transform the way you work.





INSPIRE. CREATE. TRANSFORM.



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