

BOOKLOOK 2015



FIND A
QUIET
CORNER.



ALONE. TOGETHER.

GATHER IN THE LOBBY
THE BALLROOM
THE HALLWAY
THE GUEST ROOM
THE THEATER.



The 2015 Look Book is a renewal. Of expression, of place, of possibility, of design. High-performance carpet and hard surfaces designed to be transformative. In spaces and in people. Color, pattern and texture to influence and enhance the way we move and gather, from large crowds to peaceful pathways.

Find a quiet corner. Take it all in.

Transform space and spirit.

The park is designed to redefine boundaries,
enhance our mood and open our minds. Transition
from communal energy, to a quiet, singular moment.

Alone. Together.

DESIGN IS RENEWAL

WELCOME TO THE
PARK

CONTEMPLATIVE SPACES



soar rug CR20930



current corridor CN20860 + engage field CF20994



GATHER YOUR THOUGHTS.
OR GATHER TOGETHER.



INFUSE
ELEMENTS
OF OUTSIDE.
INFLUENCE
WELLBEING.

create tile CT20850 + observe rug CR20933* +
0503V pigment 65115 stone

** Rugs are available with a minimum yardage.
Contact your Shaw Hospitality Group sales
representative for more details.*

create tile CT20850 + dusk rug CR20932* + 0503V pigment 65115 stone

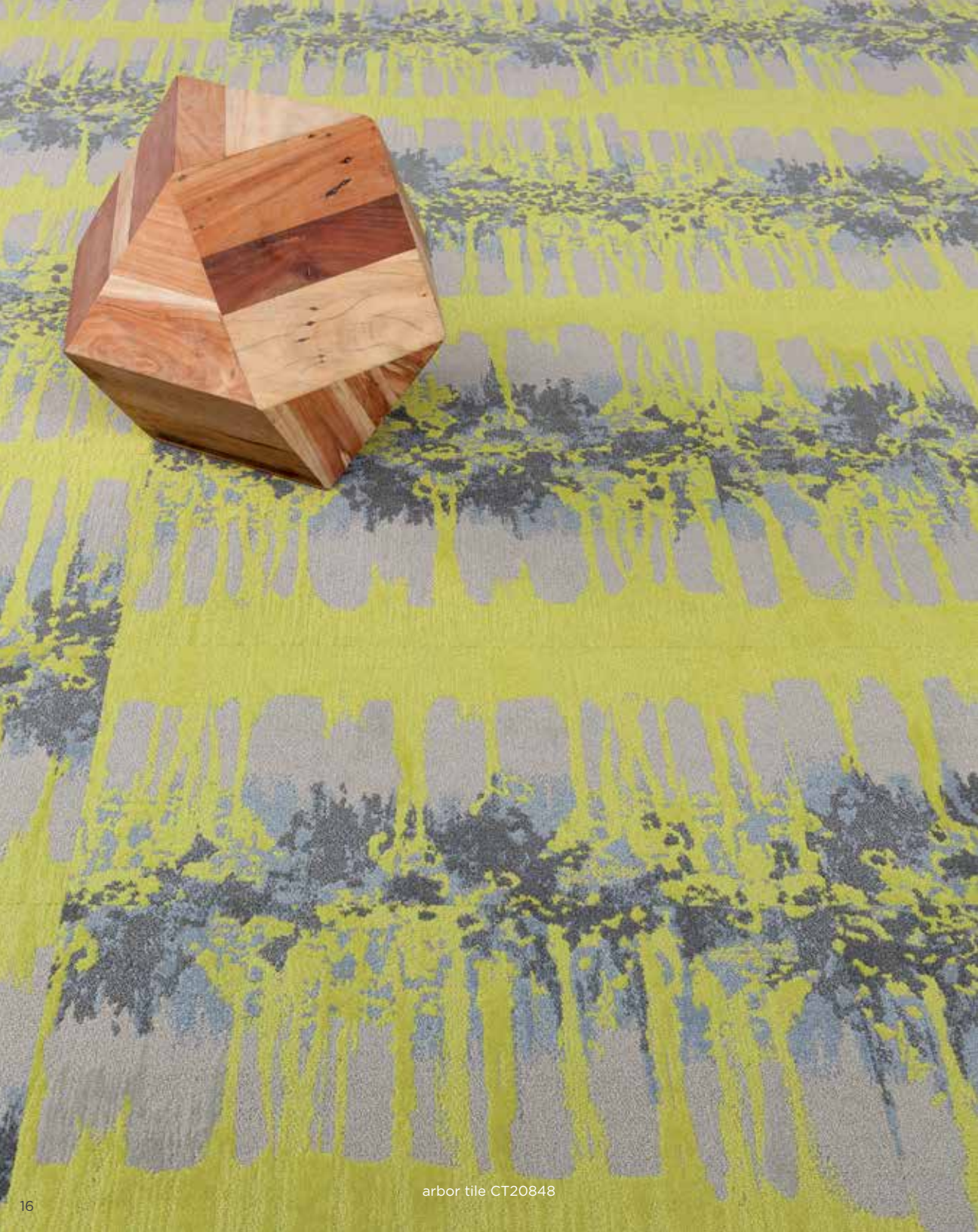
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Hospitality Group sales representative for more details.*



QUIET ENERGY

DAPPLED COLOR AND LIGHT





arbor tile CT20848

REST AND RECHARGE

THE STUDIO / PAINTING

An artist can spend a lifetime mastering a single work. The Studio / Painting explores this process while juxtaposing control with spontaneity.

When paint meets canvas, does it hold strong or separate to create something new?

The Studio / Painting reflects this process through paints' liquidity, its variable viscosity and the artist's sense of detail. Beauty and movement are in the eye of the beholder—and the hand of the artist. Create. Connect. Inspire.

DESIGN IS EXPRESSION

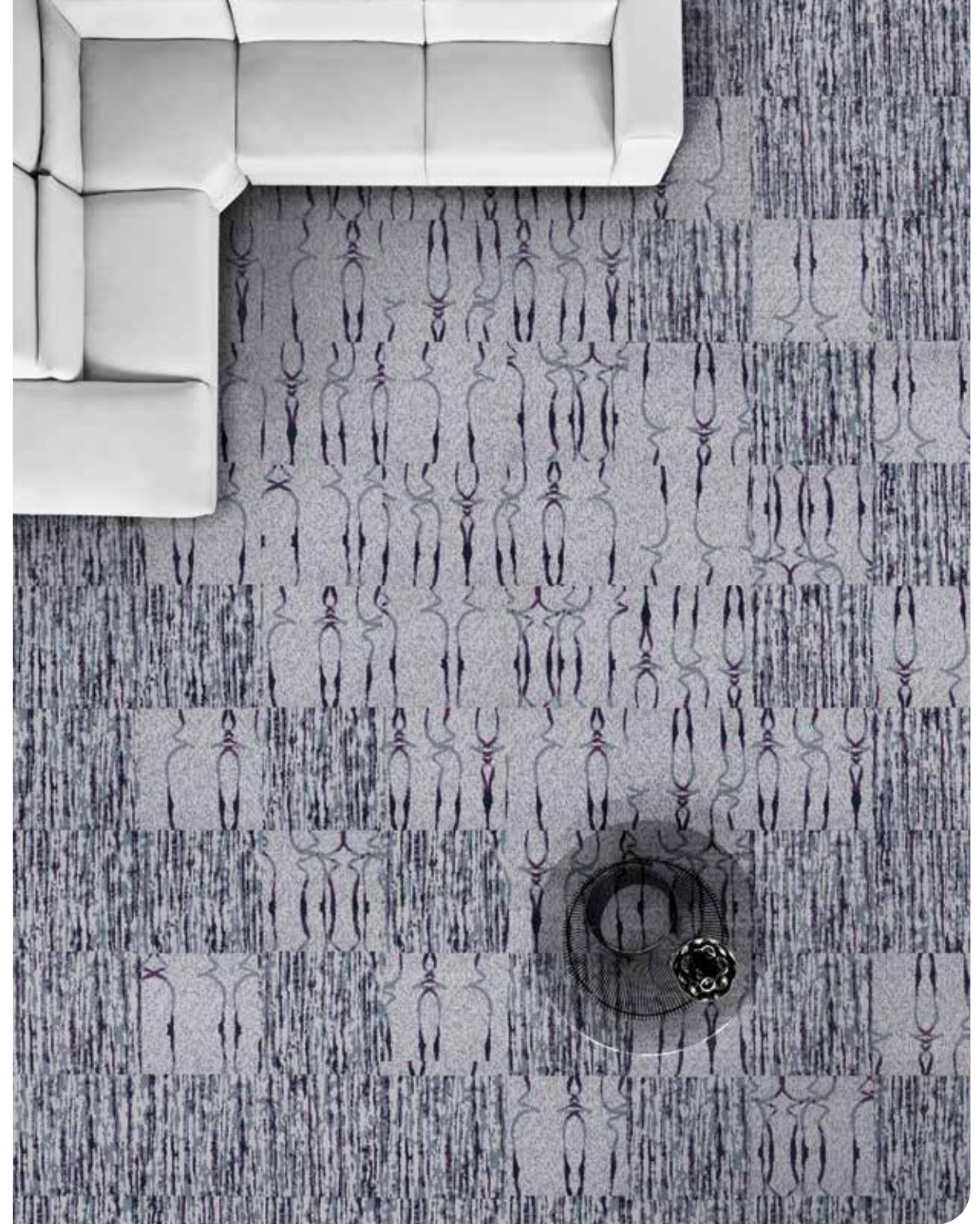


liquid rug CR16641* + sumi corridor CN16636 + grain LVT 0364V cinder 64557

**Rugs are available with a minimum yardage. Contact your Shaw Hospitality Group sales representative for more details.*



pour corridor CN16645



ink wash tile CT16871 + tilt tile CT16870

DESIGN JOURNEY CLOTH & STONE



Three weeks in India, Cambodia and Laos, we became one with the places where ancient crafts are still being made as they were centuries ago. Stone carving and the inlay technique, Pietra Dura, hand-woven textiles, and elaborate miniature paintings were just a few of the crafts we explored.

DESIGN IS PLACE

pushkar CF12753 + mekong rug CR12747* + uncommon ground 6 0188V driftwood 02150
**Rugs are available with a minimum yardage. Contact your Shaw Hospitality Group sales representative for more details.*





jaali CF12766



marble screen CF12761

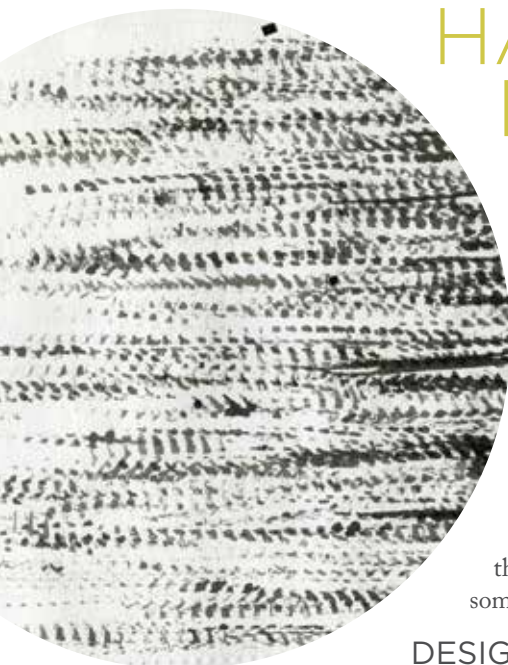


DESIGN JOURNEY NOVICE & MASTER

An expedition through rural Cambodia and Laos, a culture steeped in silk weaving. We immersed ourselves in the process, awed by the intricate techniques handed down from master to novice, generation to generation. This collection pays homage to the artistry of weaving and celebrates precision of craft.

DESIGN IS PLACE





HAND DRAWN

Setting electronic devices aside, we turned our attention to ink and paper and sketched. Following our instincts, we began a simple study of hand-drawn lines. We explored width, irregularity, imperfection. We experimented with line weight, abstract and analog proportion, and tactile movement. Through our own hands, we found beauty in the inconsistencies. And revealed something of ourselves.

DESIGN IS IMPERFECT

stipple tile





stipple tile

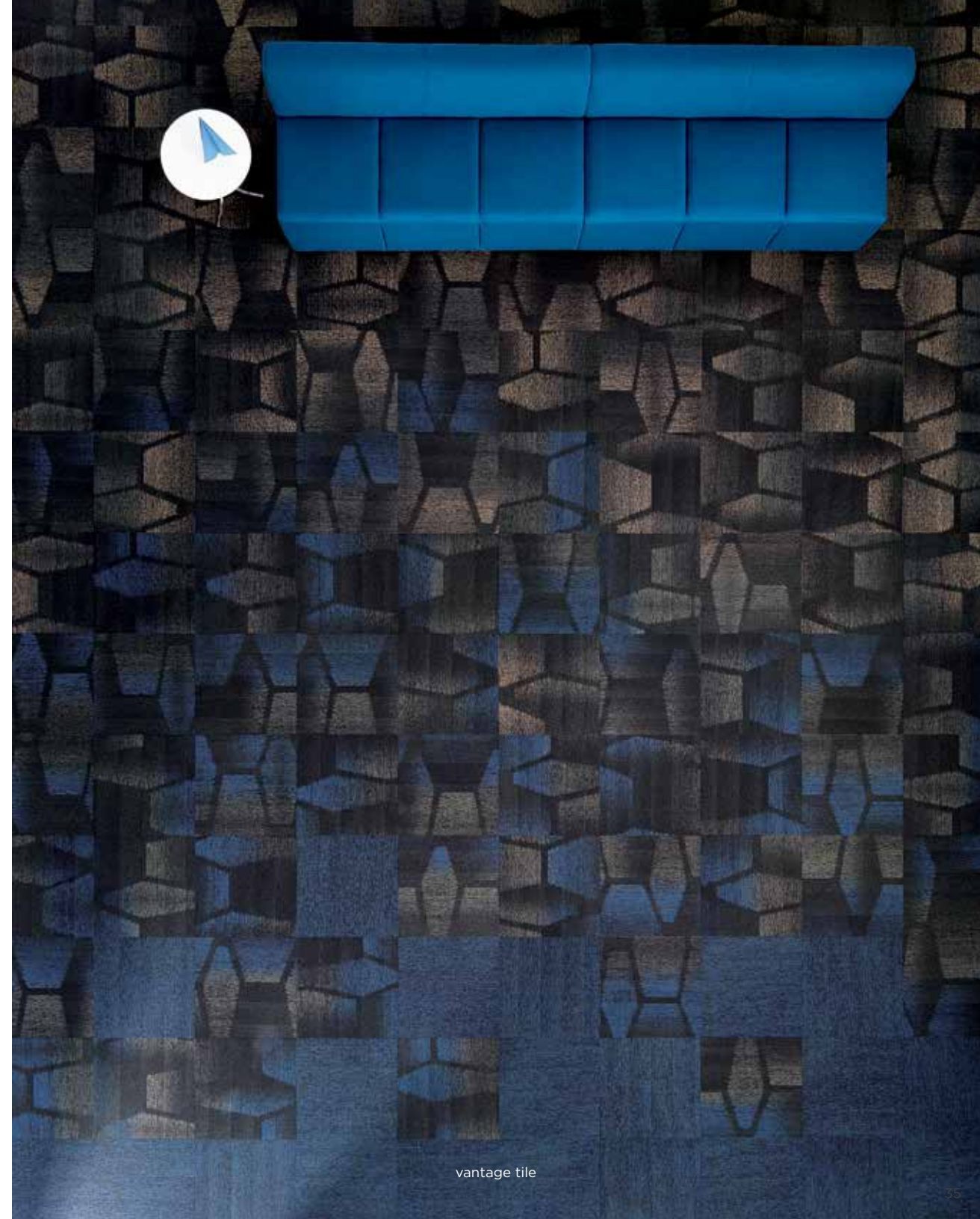


FLIGHT

Fractal geometry folded into static. Ancient pavers formed into new paths. Patterns created by how we move, articulating texture and scale. Reinforce the structure, the architecture, the potential of space.

Places to walk, places to pause, places to gather.

DESIGN IS POSSIBILITY



vantage tile

COLOR FRAME COLOR FORM

You have a vision in mind. Now imagine, changing it at will. The combination of 9 x 36 and 24 x 24 tiles means you can go monochromatic subtle or make a progressive color statement. Zag instead of zig. Explore unique shapes. Experiment diverse color hues. You've got color carte blanche. And the ability to let your creativity loose.

DESIGN IS CURIOUS



color frame tile + color form tile



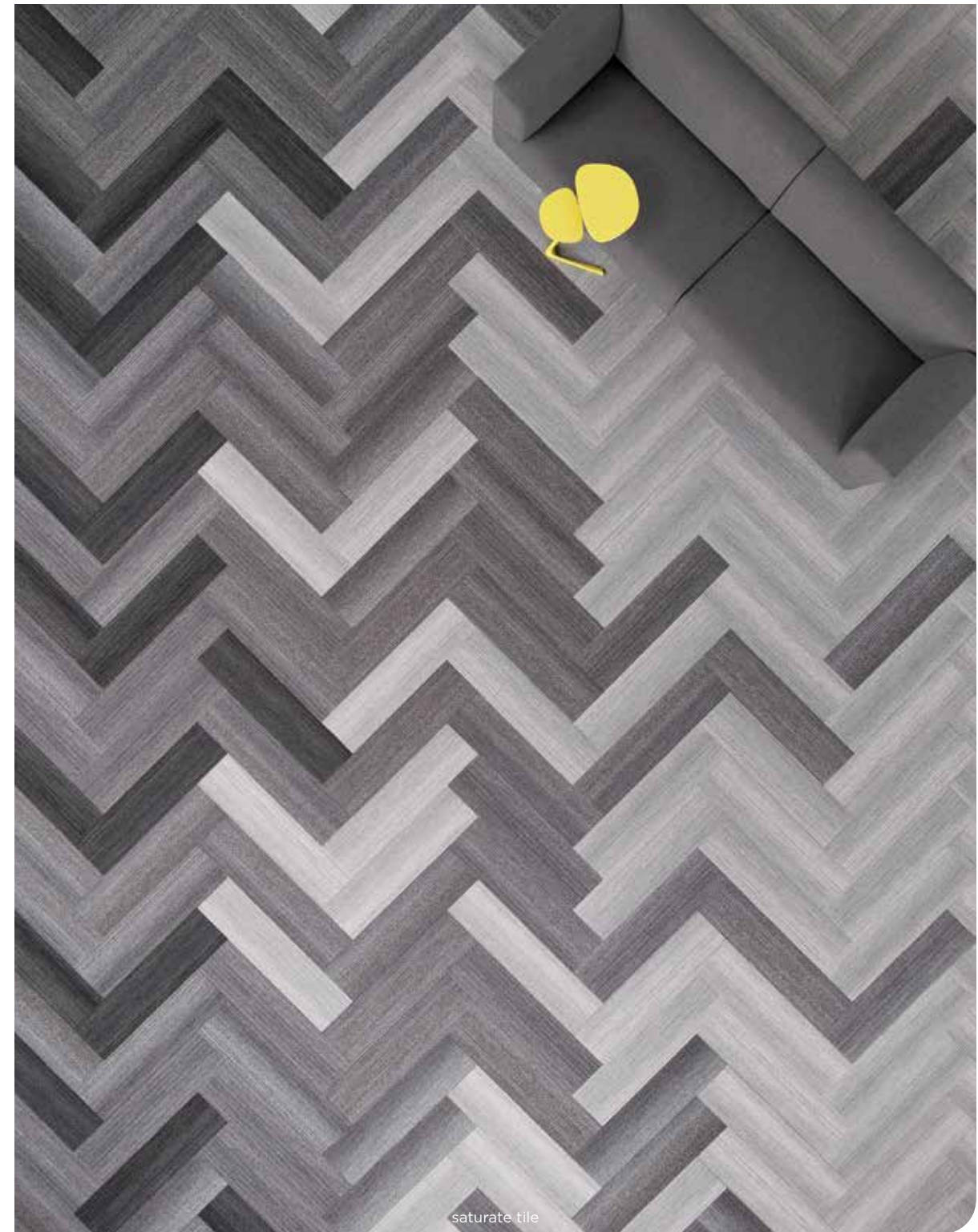
color frame tile + color form tile



COLOR AT WORK

Subliminal and instinctive, color creates a vibe and sets the mood. Color energizes. It stimulates. Color motivates. And it helps us collaborate. The Color at Work collection merges fields of color and pixelated pattern to create the framework for your open canvas. So show off your true colors—there's a palette of possibilities. Because life should never be dull.

DESIGN IS ENERGIZING



saturate tile



field: achromatic tile + value tile + duotone tile with accents in saturate tile
color bar: saturate tile + value tile + color form tile



analog tile + distort tile + manipulate tile + color form tile



ALTERED

Welcome to an altered perspective. We've changed the space and redefined the room to give you an entirely different point of view—one where things aren't quite what they seem. Layer your curiosity with creativity to blur the line between what's real and what's surreal.

This is Altered, a collection where manipulation takes left, right, and center stage—redefining how we see. Not just within your space, but all that surrounds it.

DESIGN IS DISCOVERED



GRAIN + PIGMENT

Modern wood-grain textures and metallic sheen mix with the subtle striations of near-solids. The integrated palette forms nuanced transitions with natural wood tones and bold contrast with pops of bright. Grain + Pigment, a wide-format luxury vinyl plank, is designed for maximum versatility with our patented In*Step™ locking system for adhesive-free, floating installation.

This innovative hard surface flooring is also available as a direct glue resilient plank, providing maximum installation and flexibility possibilities. And Grain + Pigment is enhanced with ExoGuard™ for added protection and Florsept™ antimicrobial, so it's as durable as it is flexible.

DESIGN IS CONTRAST

CRETE & JEOGORI

Vintage leather and stained concrete. Fabric texture of a traditional linen textile. Digital imaging across high-performance luxury vinyl tiles for an effect that is industrial chic. Realistic and rich, durable and refined.

DESIGN IS UNDENIABLE





uncommon ground

UNCOMMON GROUND

Is it hardwood? Or is it durable, digital reproduction? Uncommon Ground is high-performance luxury vinyl plank that's precision crafted to look like domestic and exotic woods. Flooring engineered to tolerate wet maintenance that natural materials cannot.

DESIGN IS STRONG

FOUNDRY

CUSTOM DESIGN TOOL

Experiment with design. Customize your palette.
Create room scenes.

Order your sample. Prepare to be amazed.

shawhospitalitygroup.com



pattern Y7456

These are the spaces that bring us together.
For meeting, for staying, for mingling, for lounging.

Full of energy, void of noise. Tucked away, out in the open.
Vast lobbies, tiny nooks. Incredible examples of
hospitality design—for people, by people.

SPACES FOR PEOPLE,
BY PEOPLE

**LOEWS ROYAL PACIFIC RESORT
AT UNIVERSAL ORLANDO**
*Orlando, FL, USA |
Simeone Deary Design Group |
custom tufted carpet*



PORTLAND MARRIOTT DOWNTOWN WATERFRONT
*Portland, OR, USA | Paradigm Design Group | custom
tufted carpet & custom hard surface*



SAVE THE DRAMA

Inspired by the beautiful gardens on property and the floral stand that once adorned the Fairmont lobby, the design team created a floral pattern with a shadowed effect. The tone-on-tone carpet brought subtle texture and soft pattern, while the solution dyed nylon took care of stain management and coverage—all in a dramatic effect.



THE FAIRMONT SAN FRANCISCO
San Francisco, CA, USA | ForrestPerkins | custom tufted carpet





WASHINGTON MARRIOTT WARDMAN PARK
Washington, DC, USA | Leo A Daly | custom tufted carpet



CEDARBROOK LODGE EXPANSION
SeaTac, WA, USA | GGLO | custom tufted carpet

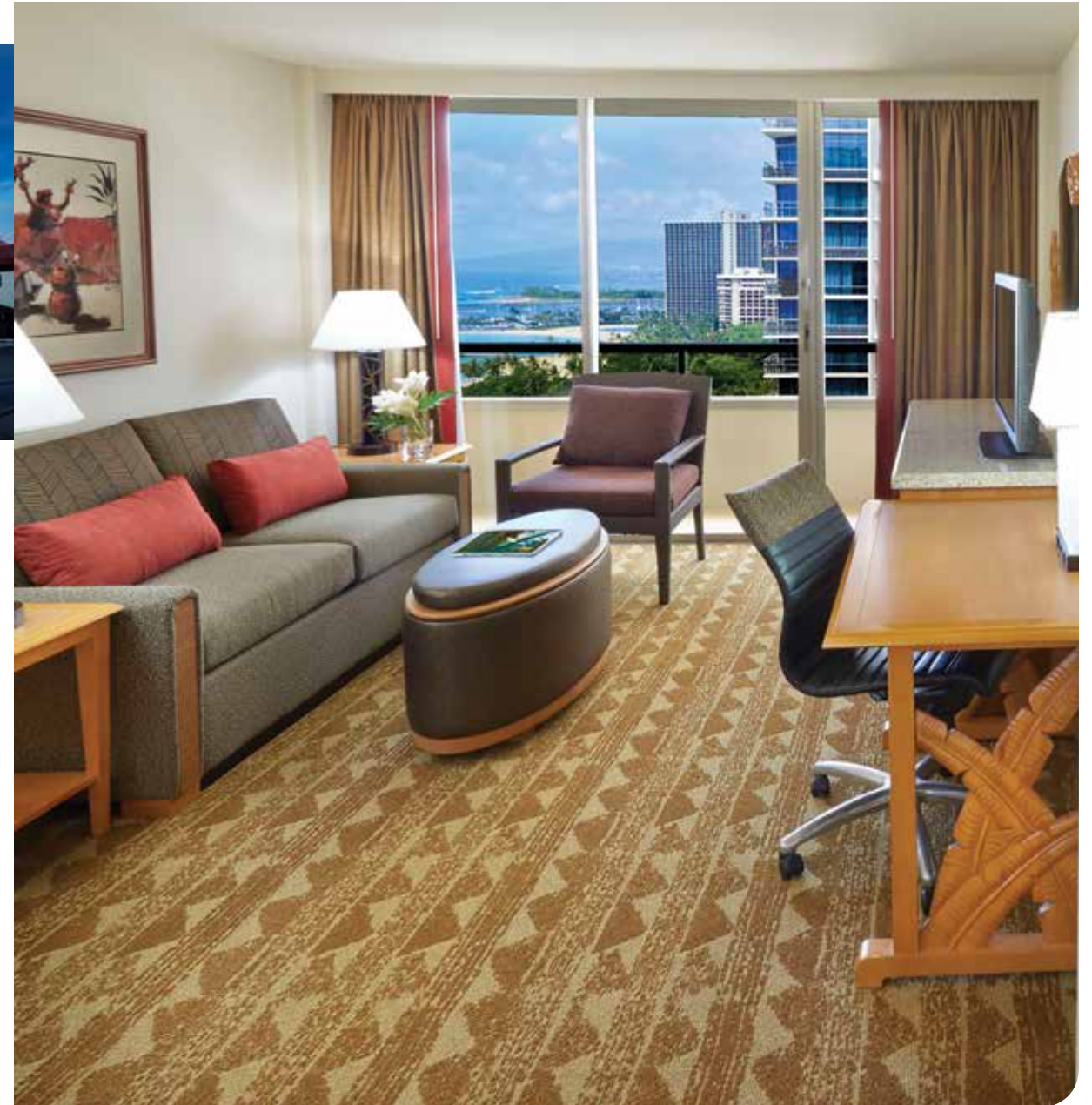




THE ALGONQUIN RESORT
St. Andrew's By The Sea, NB, Canada
 | Moncur Design Associates Inc |
 Global Reason custom tufted carpet



EMBASSY SUITES WAIKIKI BEACH WALK
Honolulu, HI, USA | JNY Design | custom tufted carpet



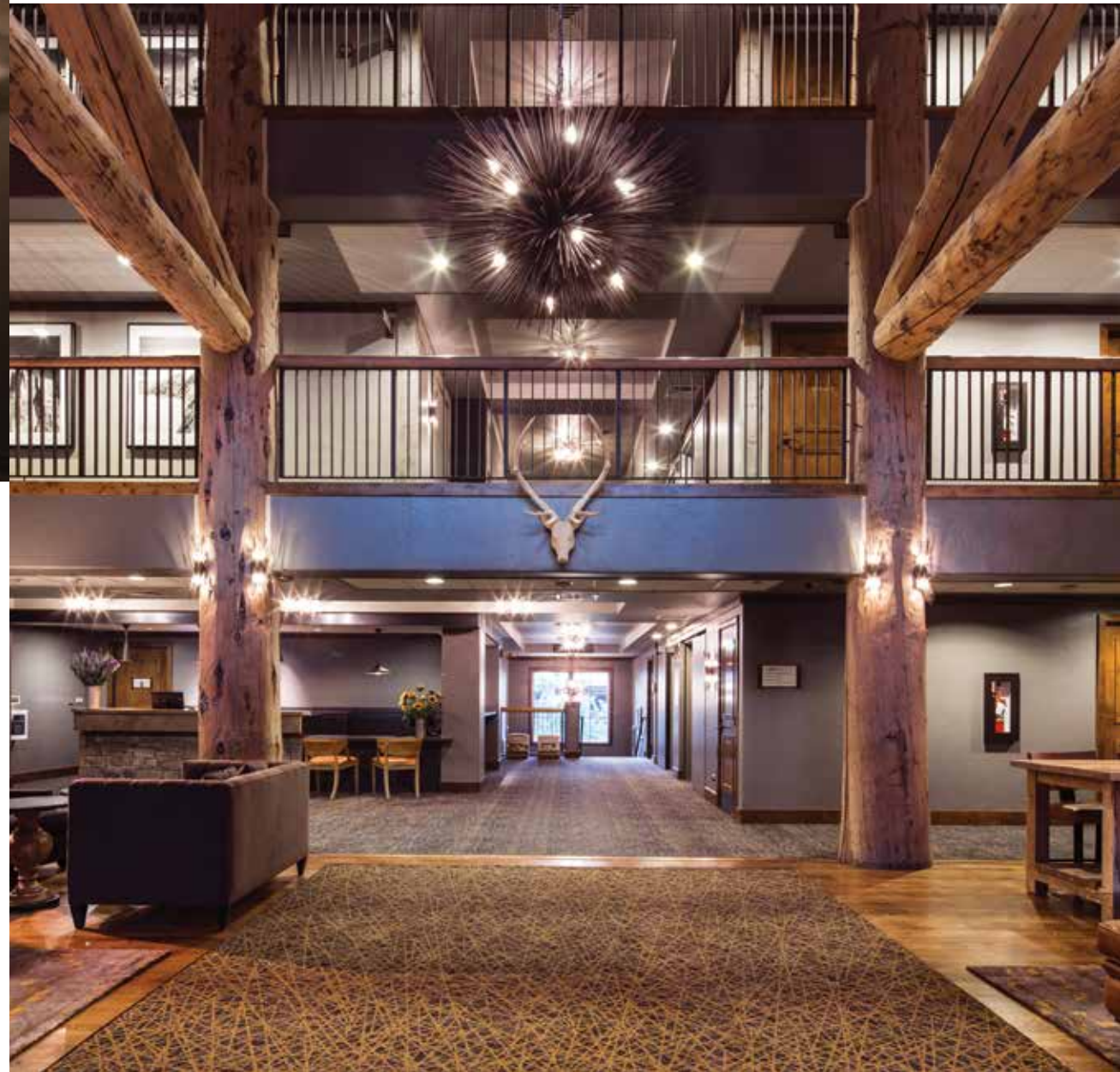


NOVOTEL BAROSSA VALLEY RESORT CONVENTION CENTRE
Barossa Valley, Australia | Studio Tonic | Eco Evolution® custom print carpet



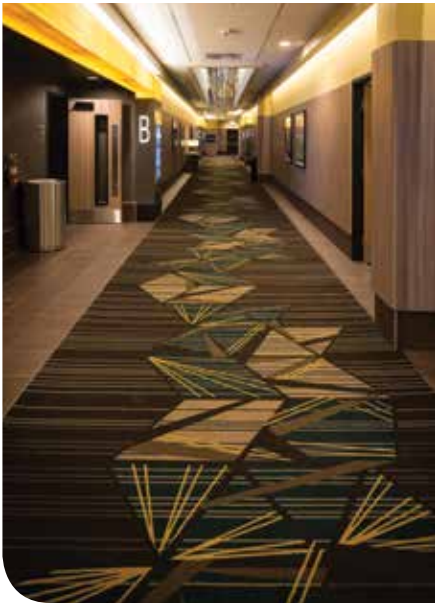
TETON MOUNTAIN LODGE

Jackson Hole, WY, USA | Susan Marinello Interiors | Layered Luxe crease custom tufted carpet



BOLDLY SHOWN

To design is to dare. To think big. To Be Bold. Our ideas are a starting point. Where they boldly go, is up to you. Vivid color and fearless patterns. Each collection is made to be made your own. The Be Bold collection is used in two daring directions—the Hotel MDR Marina Del Ray (*following page*) and Cinemark Playa Vista.



CINEMARK PLAYA VISTA
Playa Vista, CA, USA | Beck |
Be Bold Eco Evolution®
custom print carpet





HOTEL MDR MARINA DEL REY—A DOUBLETREE BY HILTON
Marina Del Rey, CA, USA | Indidesign | Be Bold custom CYP



AUBERGE DU LAC ST-PIERRE
*Trois-Rivieres, QC, Canada |
 Regis cote and associates | ingrain tile,
 core broadloom, quiet cover, angle
 tile, utopian broadloom*



CITY OF PHOENIX SYMPHONY HALL
Phoenix, AZ, USA | Architectural Resource Team | custom CYP carpet



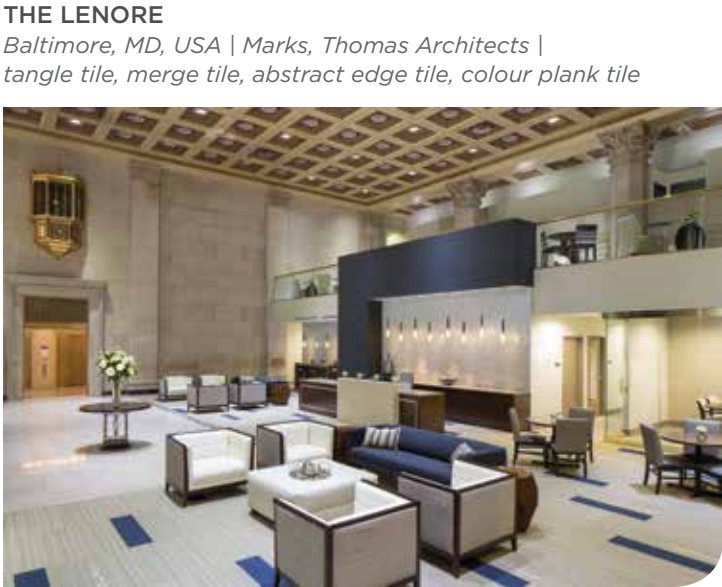
COMMAND PERFORMANCE

Custom Yarn Placement (CYP) digital tufting capabilities were essential to meet the design and budget needs. This grand scale design was created to be seen from eye level, but also from above. A reflection of the vibrant layers within Arizona's canyons and washes, the resulting space is a celebration of the movement of music and dance and a reinvigoration of Phoenix Symphony Hall.





BALLET WEST + CAPITOL THEATER RENOVATION
Salt Lake City, UT, USA | HKS Architects, Inc. | custom CYP carpet



THE LENORE
Baltimore, MD, USA | Marks, Thomas Architects | tangle tile, merge tile, abstract edge tile, colour plank tile





**RANDOLPH TOWER CITY
APARTMENTS**
Chicago, IL, USA |
Hartshorne Plunkard Architecture
| blur tile, colour plank tile, vertical
edge tile, natural selection broadloom



THE CADENCE
Tucson, AZ, USA |
Ankrom Moisan Architects |
vertical edge tile, minimal tile



PORTSMOUTH
HARBOR EVENTS &
CONFERENCE CENTER
*Portsmouth, NH, USA |
XSS Hotels | custom CYP*



ECO
Boston, MA, USA | Prellwitz Chilinski Associates | bevel hexagon

SOCIAL EVENT

In a space used most often during weddings, flooring patterns can make or break the event. Designers worked with Shaw Hospitality Group to perfectly align the carpet with the existing ceiling soffits, which aided in giving the upgraded custom look. The new carpet completely elevated and transformed the space into a perfect backdrop for any event.



27 ON 27

Long Island City, NY, USA | In-Site Interior Design, Inc. | overlay tile, colour plank tile



THE TERRACES OF OLD MILL

*Toronto, ON, Canada |
Alba Graner Interior Design Inc. |
Layered Luxe quince custom
tufted carpet*





SUGAR HOUSE CROSSING

Salt Lake City, UT, USA |
Lisman Studio | diffuse tile,
shine tile, tone broadloom,
tru colours tile, native origins



LAKE UNION RESIDENCE INN BY MARRIOTT

Seattle, WA, USA |
Degen & Degen | custom CYP,
abstract edge tile



OUDE LUXOR THEATER

Rotterdam, The Netherlands |

Aude de Broissia Architectural Design | dyelab tile



RESIDENCE INN, WORCESTER BY MARRIOTT

Worcester, MA, USA | XSS Hotels | custom CYP carpet



NORTH SHORE PLACE
Northbrook, IL, USA | LBA Interiors | Eco Evolution® custom print carpet

WAYFARER
*New York, NY, USA | Meyer Davis |
 Eco Evolution® custom print carpet*





1000 ISLANDS HARBOR HOTEL

Clayton, NY, USA | NH Architecture | Quiet Cover, Eco Evolution® custom print

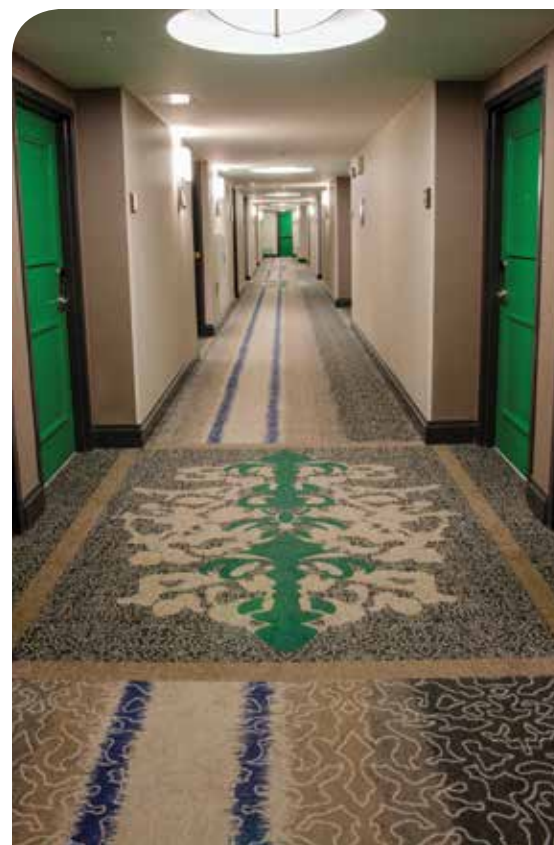
BERMAN COMMONS

Dunwoody, GA, USA | THW Interiors | Custom CYP carpet



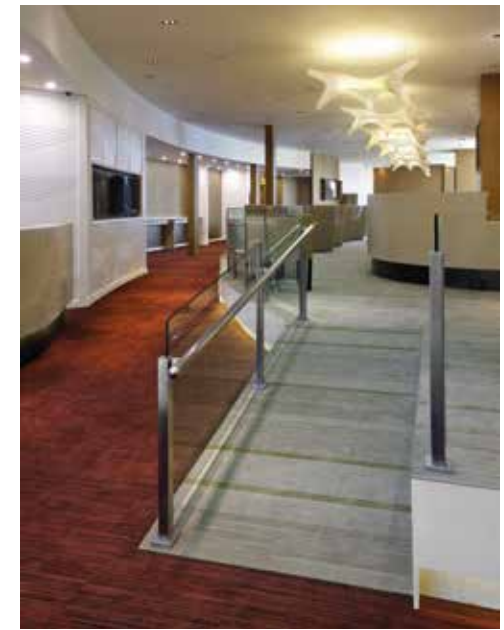


THE GROVE HOTEL
Boise, ID, USA | Linc Hospitality | custom
tufted carpet, Eco Evolution® custom print





MILLER HOTEL APARTMENTS
Adelaide, South Australia | Kris Clay Studios | Vivid Palette fold broadloom



SAMA SAMA EXPRESS HOTEL @ KLIA2
Selangor, Malaysia | DesignLogix Sdn Bhd | manmade stria, the creative, weave accent





KUNG RESTAURANT KONGYIJI PRIVATE ROOM
Beijing, China | NINETH DESIGN | plane hexagon, custom hexagon insets



ZOUK MEMBERS' BAR
Singapore | Independent | vivid palette dextrin broadloom





RENEW YOUR SPACE.
AND SPIRIT.



DESIGN IS RENEWAL

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