

broadloom + carpet tile for public and private spaces

# ethereal beauty

designed by

**rockwellgroup + shaw** hospitality®

# in a dream state

Ethereal Beauty, our surreal collaboration with Rockwell Group, views nature through the lens of our subconscious. Atmospheric landscapes, mist-covered mountains, botanical specimens and natural phenomena are layered and manipulated to form dreamlike designs. Let your imagination run wild.

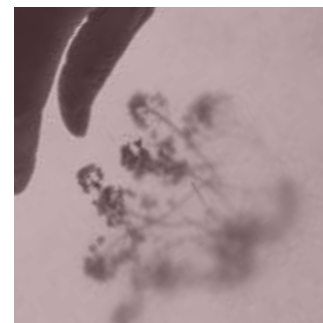
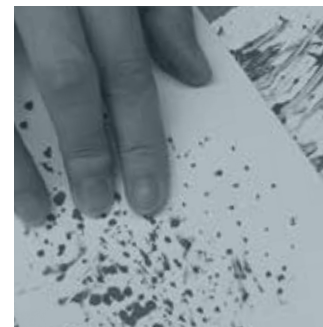


**enchanted field** CF35134



# nature as a muse

We were moved by artistic techniques such as watercolor, monoprint, cyanoprint, montage and x-rays. Experimenting with light and scale, designers drew inspiration from master impressionists' paintings, illustrations and photographs.



made  
by  
design.

"Our process always begins with research. We began by going to the flower market, gathering flowers, ferns, foliage and collaging them together. We looked at different techniques, layering foliage on top of other foliage, in a way it is both graphic and soft."

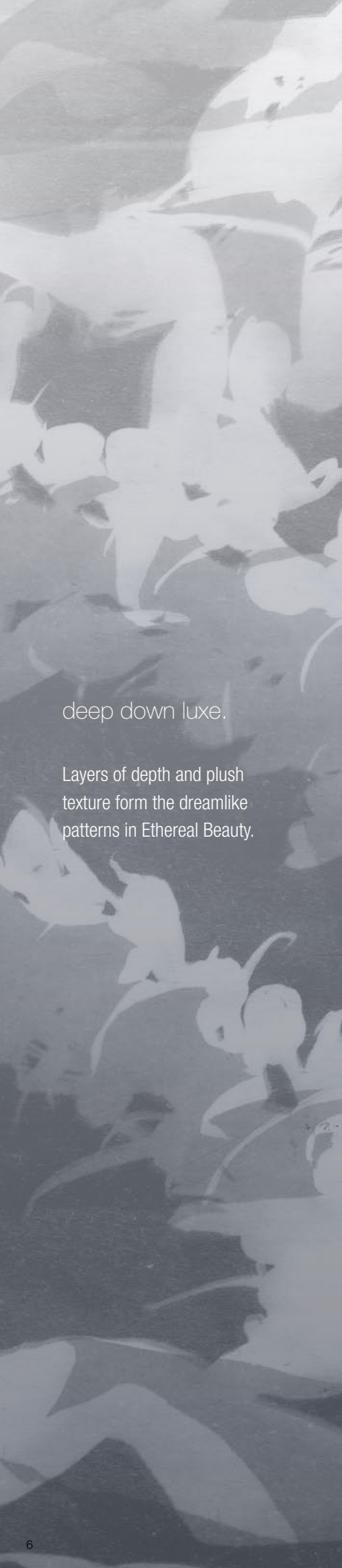
**david rockwell** | rockwell group



drama in bloom.



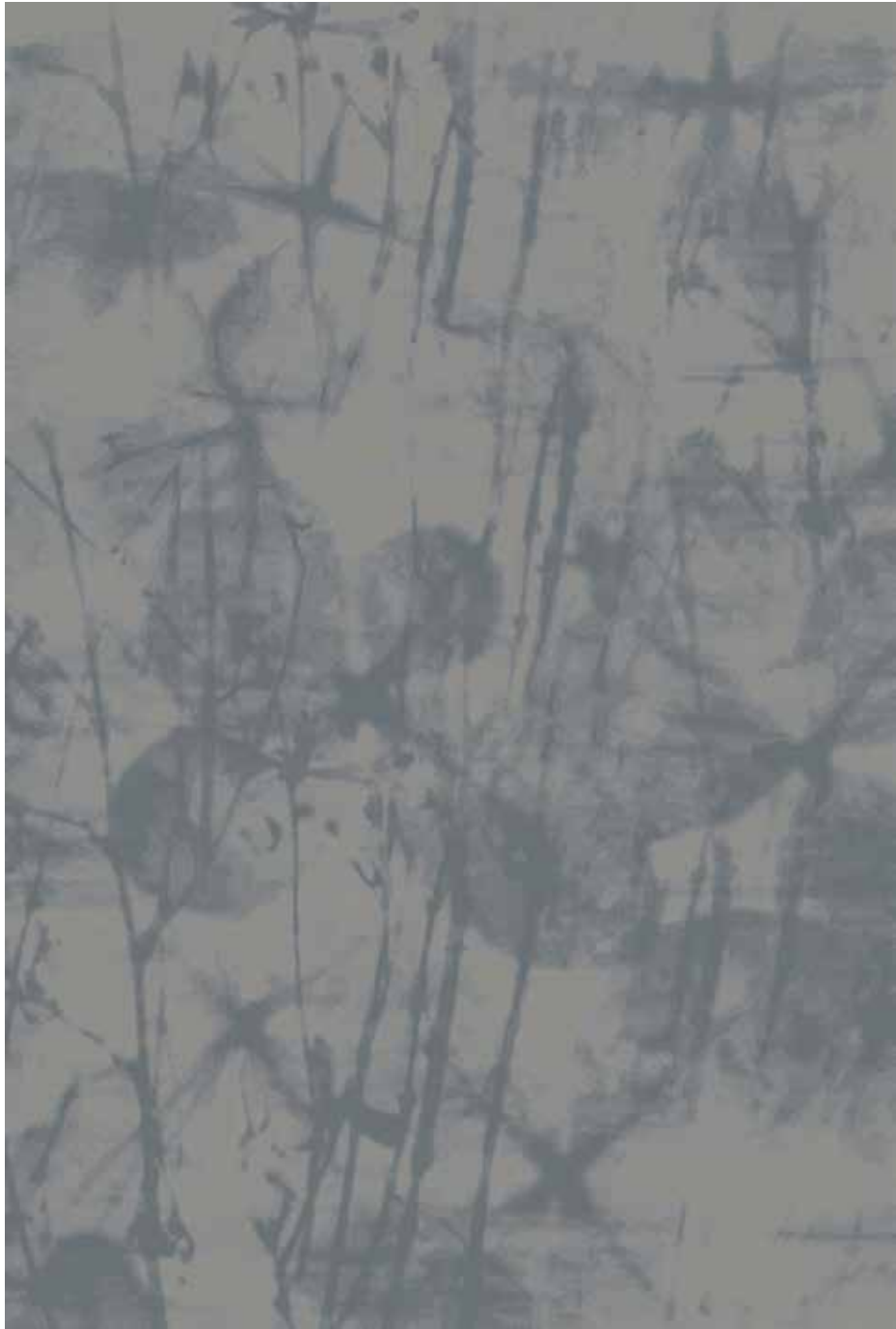




deep down luxe.

Layers of depth and plush texture form the dreamlike patterns in Ethereal Beauty.

**ILLUSION RUG**  
CR35141 | RUG | SIZE: 12' W x 17' 10.4" L | 3.66 m x 5.45 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**ATMOSPHERIC RUG**  
CR35130 | RUG | SIZE: 12' W x 17' 10.4" L | 3.66 m x 5.45 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**ABOUT THE YARNS IN THIS COLLECTION**

Ethereal Beauty can be customised in more than 280 Eco Solution Q® solution dyed nylon colours. Explore endless possibilities with our online design tool, Foundry at [foundry.shawhospitality.com](https://foundry.shawhospitality.com).

A	B	C	D	=		+	
5790D	5429D	5365D	CM027		5365D		5970D

Yarn CM027 is a combination of two Eco Solution Q solution dyed yarns: pom colours 5365D + 5970D.

CM027 and 5970D are new additions and not yet available in the solution dyed pom box.

Yarns 5790D, 5429D and 5365D are in the current pom box.

**ATMOSPHERIC FIELD**  
CF35129 | FIELD | REPEAT: 7' 2.4" W X 7' 2.4" L | 2.19 M X 2.19 M



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**ATMOSPHERIC CORRIDOR**  
CN35128 | CORRIDOR | REPEAT: 6' W x 10' 1.6" L | 1.83 m x 3.09 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

feel surreal.





enchanted field CF35134

ENCHANTED FIELD  
CF35134 | FIELD | REPEAT: 6' W X 9' .8" L | 1.83 M X 2.76 M



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop





**HAZY FIELD**  
CF35140 | FIELD | REPEAT: 6' W x 6' L | 1.83 m x 1.83 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

an air of unexpected  
dimension.

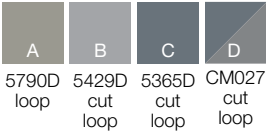
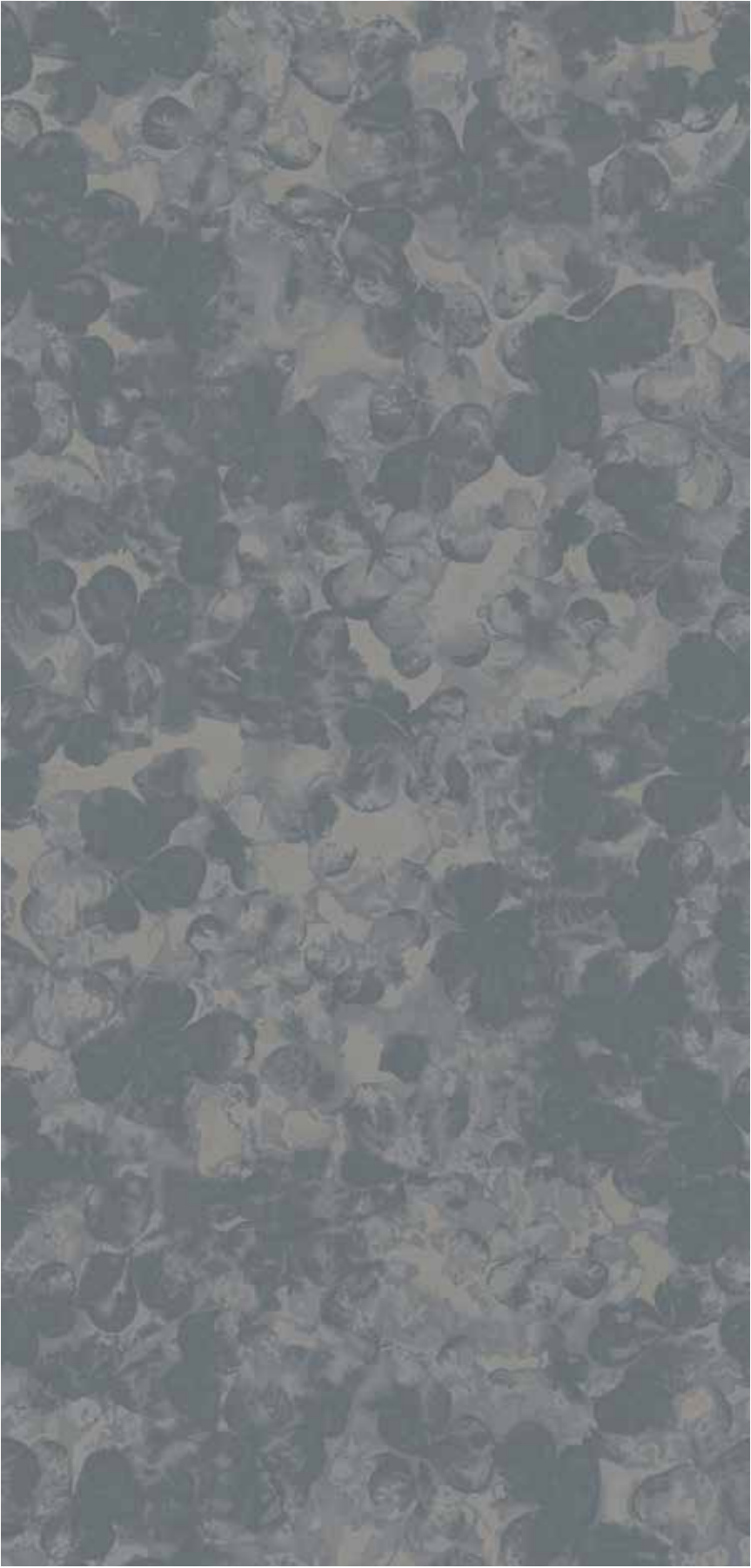
**HAZY CORRIDOR**  
CN35139 | CORRIDOR | REPEAT: 6' W x 7' 8.8" L | 1.83 m x 2.36 m



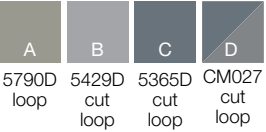
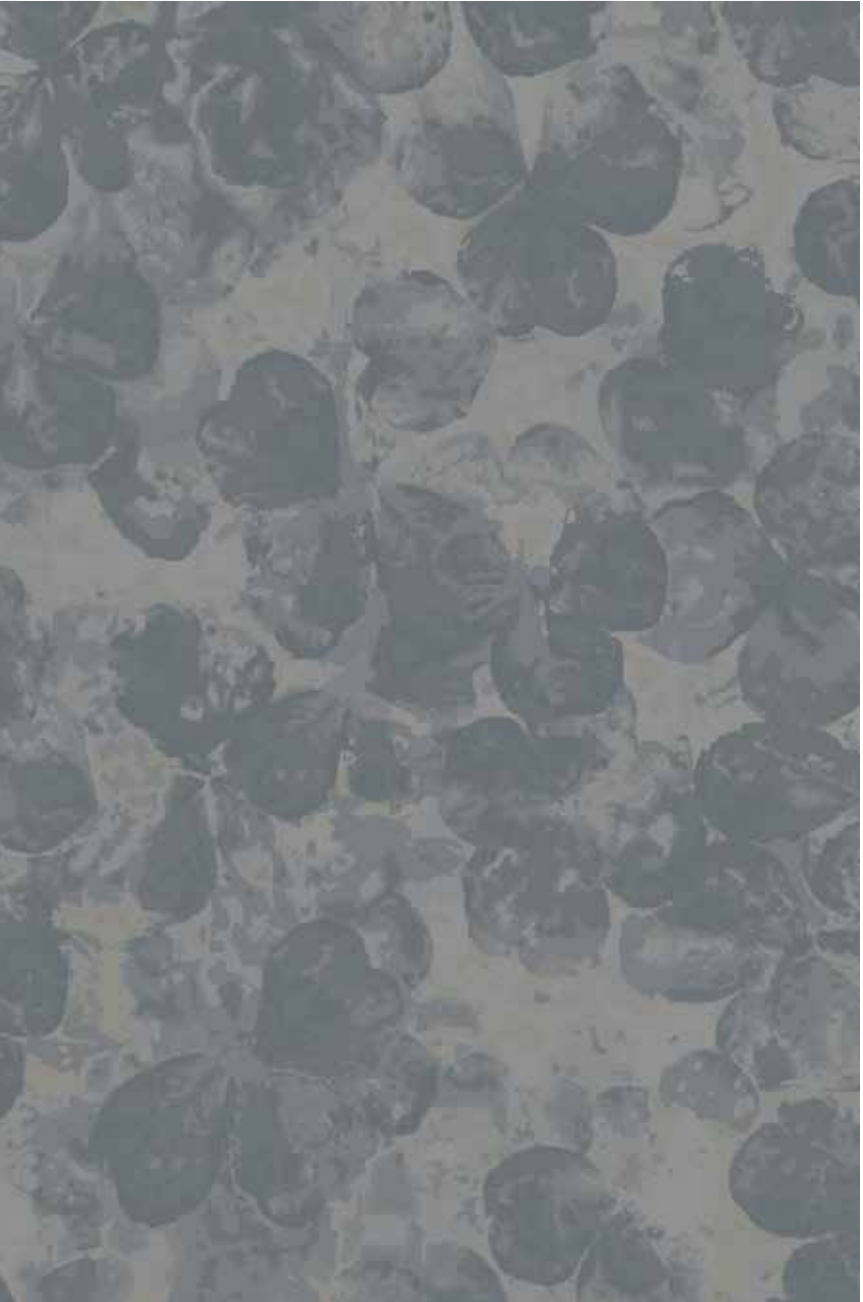
A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop



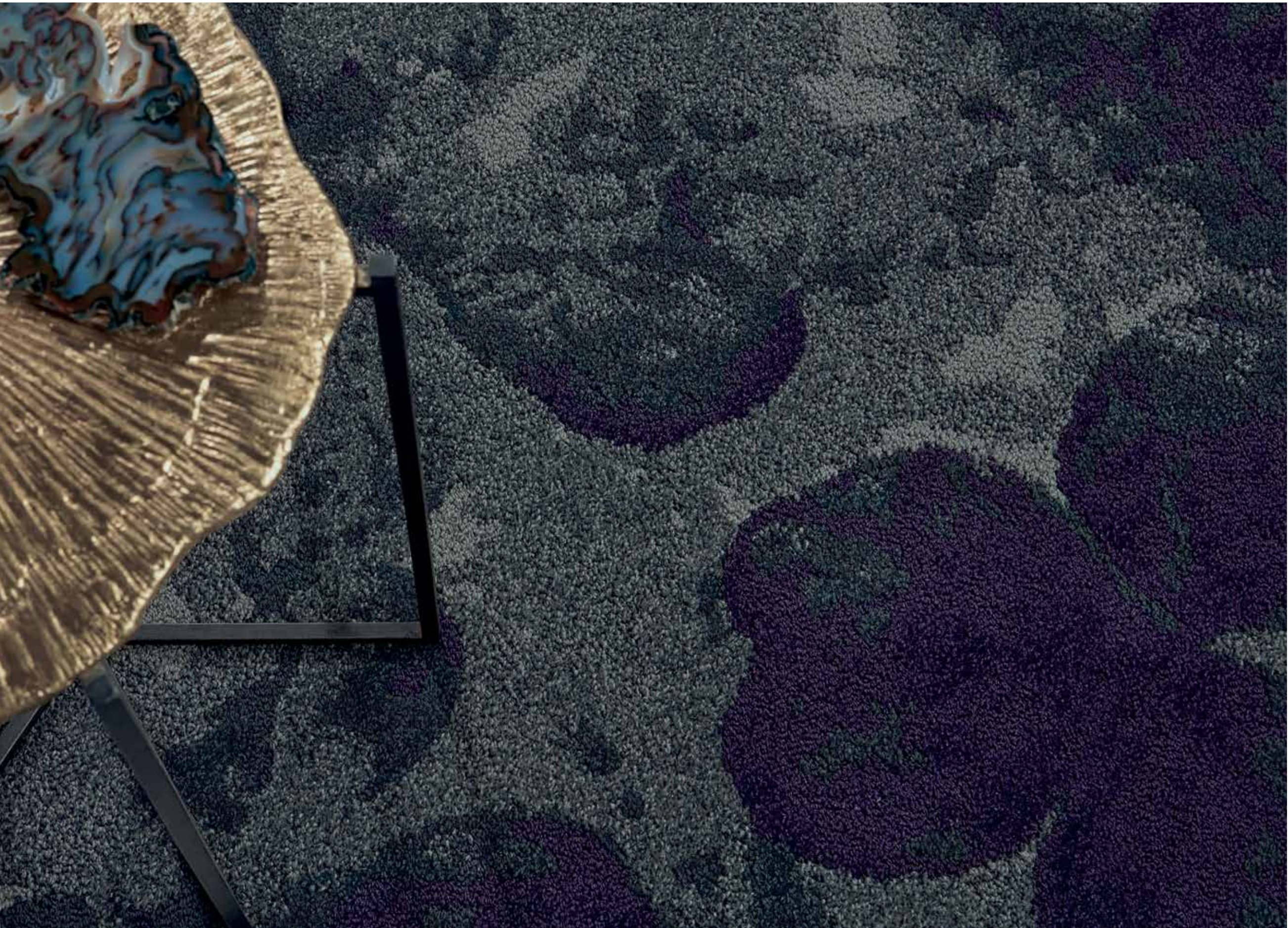
**BLOOM CORRIDOR**  
CN35131 | CORRIDOR | REPEAT: 6' W x 12' 6.4" L | 1.83 m x 3.82 m



**BLOOM FIELD**  
CF35132 | FIELD | REPEAT: 6' W x 9' .8" L | 1.83 m x 2.76 m







nature, mystical + surreal.



5598D CJ324 5656D 5240D



**EUPHORIC CORRIDOR**  
CN35135 | CORRIDOR | REPEAT: 6' W x 9' 10.4" L | 1.83 m x 3.01 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**EUPHORIC FIELD**  
CF35136 | FIELD | REPEAT: 6' W x 5' 10.4" L | 1.83 m x 1.79 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop



**ETERNAL FIELD**  
CF35127 | FIELD | REPEAT: 12' W x 18' 11.2" L | 2.36 m x 5.77 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**FLORA FIELD**  
CF35138 | FIELD | REPEAT: 6' W x 4' L | 1.83 m x 1.22 m



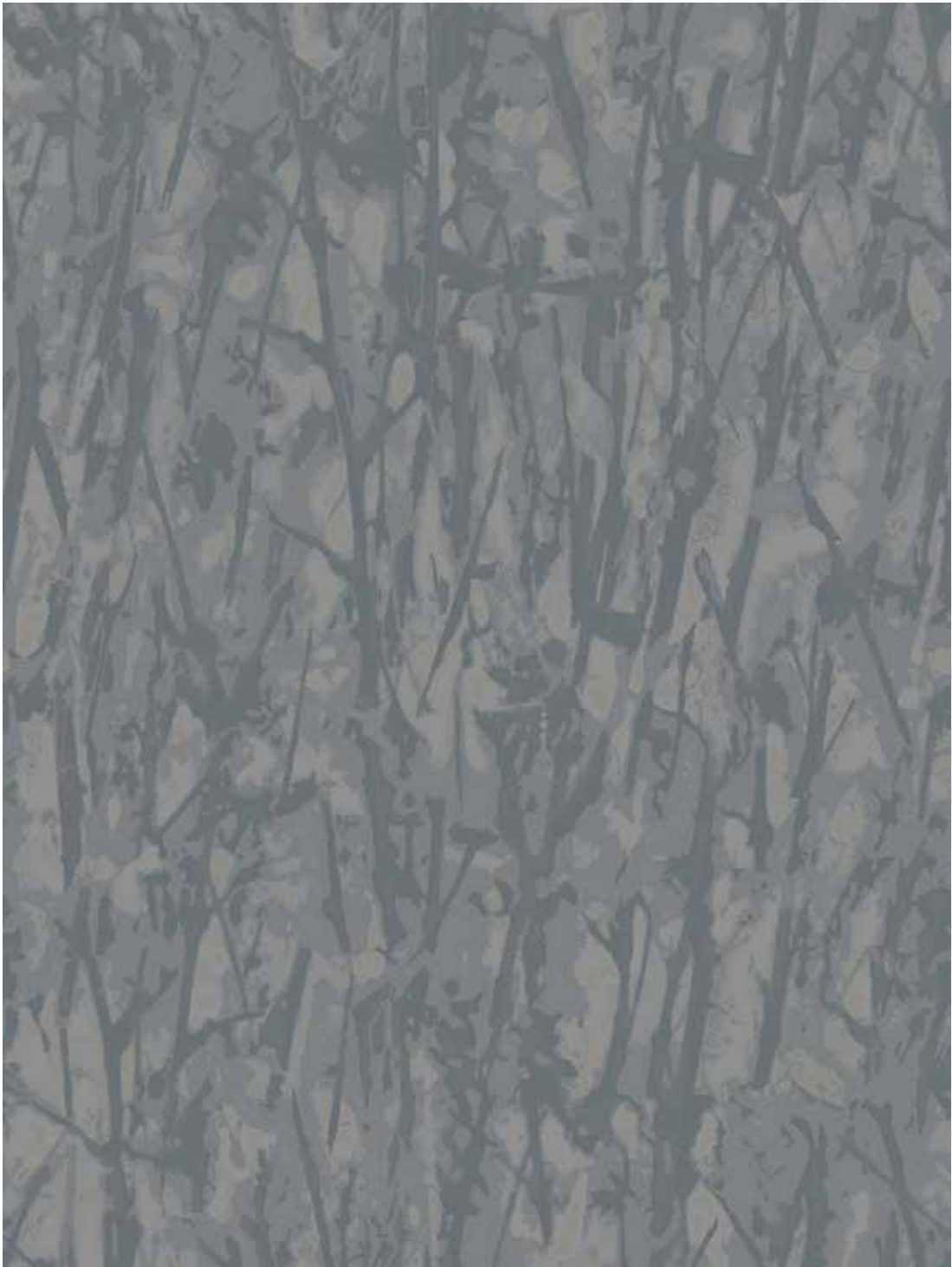
A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop





**lush field** CF35143

**LUSH FIELD**  
CF35143 | FIELD | REPEAT: 6' W x 8' L | 1.83 m x 2.44 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop





figment  
of imagination.

Moody hues in a striking palette brings another level of stylized expression to the collection.



**FANCIFUL FIELD**  
CF35137 | FIELD | REPEAT: 6' W x 9' 10.4" L | 1.83 m x 3.01 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**DREAMY FIELD**  
CF35142 | FIELD | REPEAT: 6' W x 9' 0.8" L | 1.83 m x 2.76 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop



**SUBLIME FIELD**  
CF35144 | FIELD | REPEAT: 12' W x 16' L | 3.66 m x 4.88 m



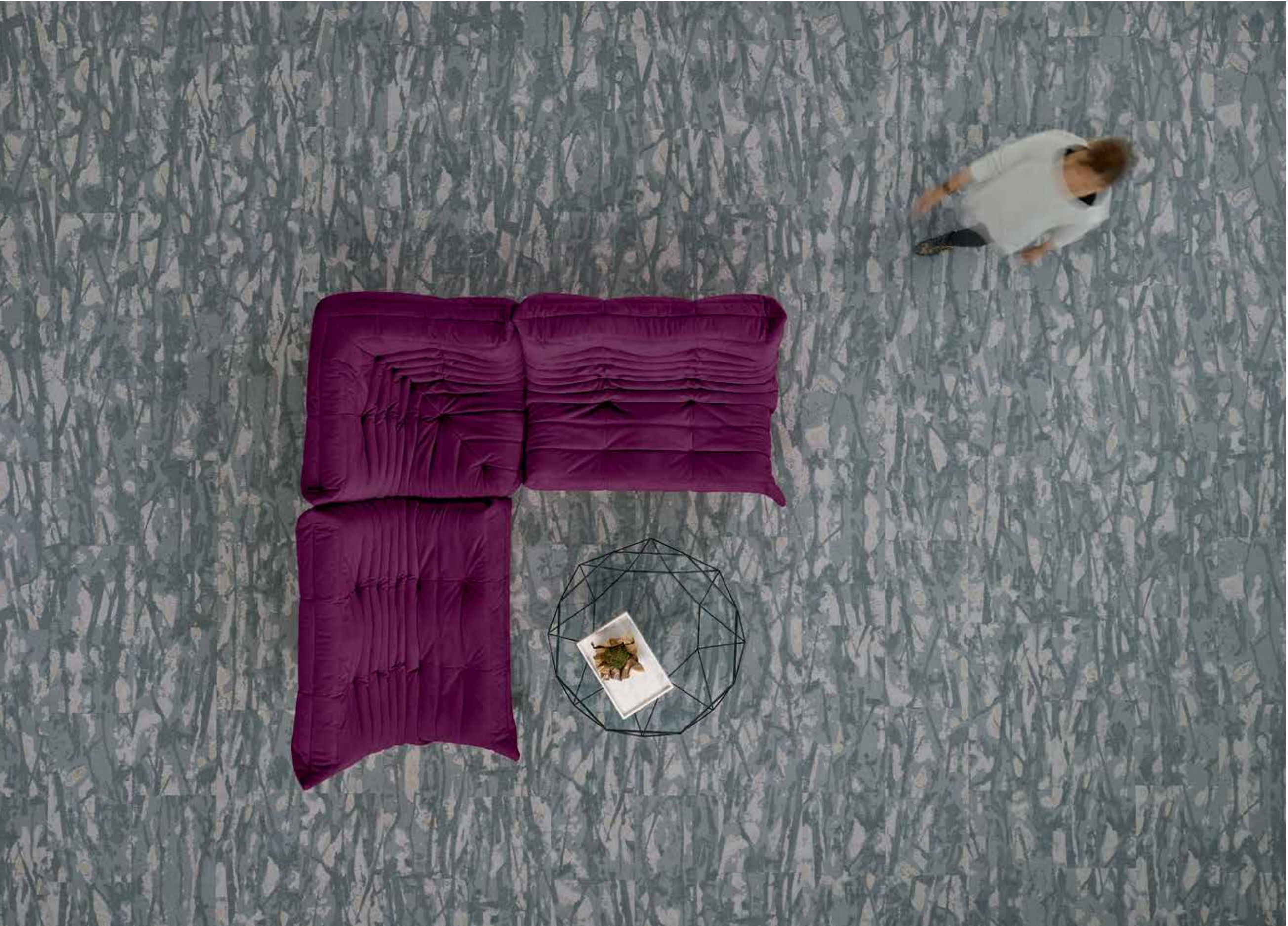
A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**ELUSIVE RUG**  
CR35133 | RUG | SIZE: 12' W x 17' 10.4" L | 3.66 m x 5.45 m



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop



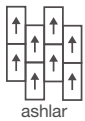


what is real?  
Light meanders through the morning mist,  
creating illusions of depth.

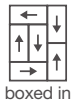
#### RECOMMENDED INSTALLATION METHODS

Add texture and scale to any space with plank-style carpet tile. Create endless designs with varying installation methods.

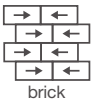
##### 18 X 36



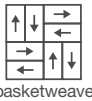
ashlar



boxed in



brick



basketweave



half basketweave



herringbone



monolithic



stagger

##### 9 X 36



ashlar



brick



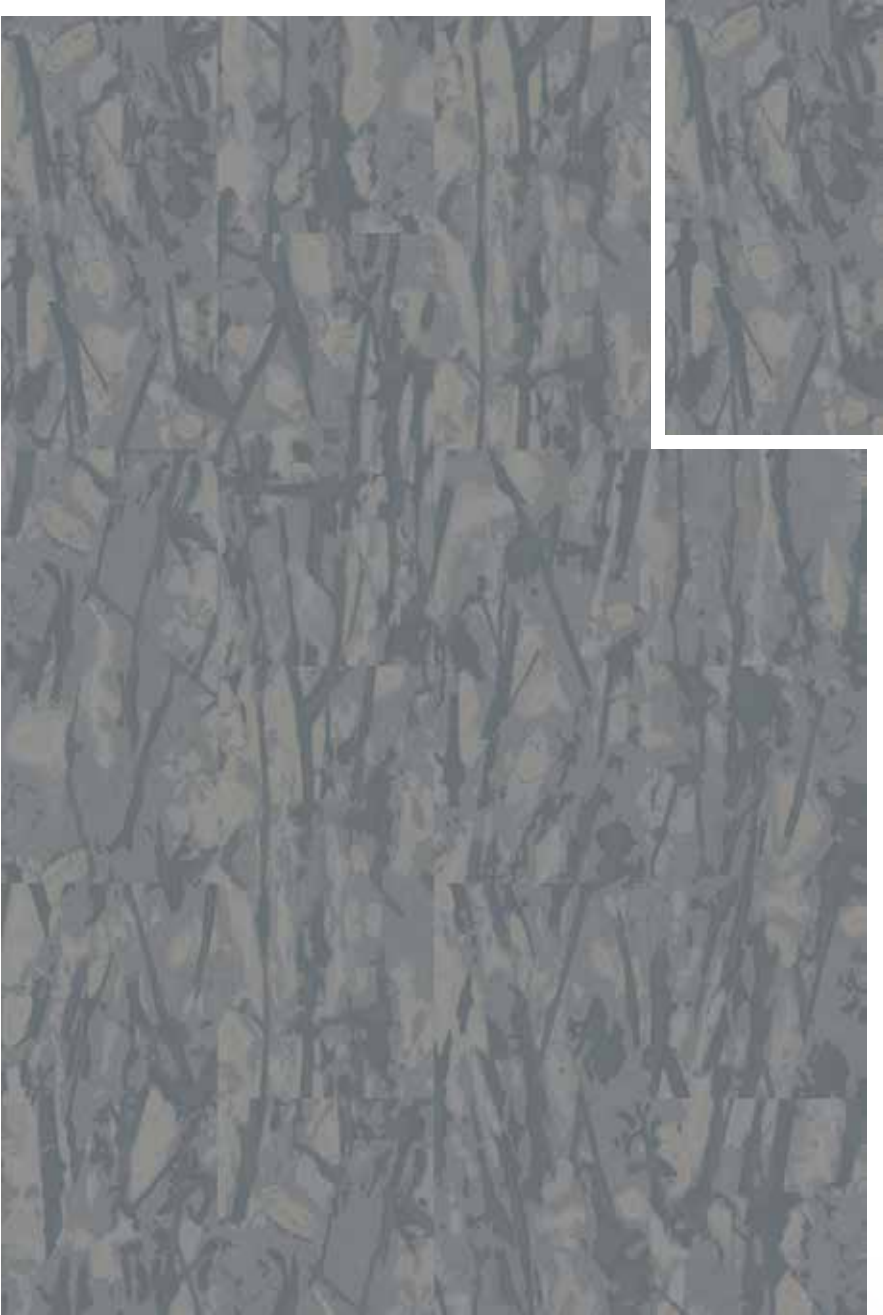
herringbone



monolithic



**LUSH TILE**  
CT35181 | 18" W x 36" L | 45.72 cm x 91.44 cm | shown in a 12 tile grid, installed ashlar



- |               |                      |                      |                      |
|---------------|----------------------|----------------------|----------------------|
| A             | B                    | C                    | D                    |
| 5790D<br>loop | 5429D<br>cut<br>loop | 5365D<br>cut<br>loop | CM027<br>cut<br>loop |

**JOURNEY TILE**  
CT35176 | 9" W x 36" L | 22.86 cm x 91.44 m | shown in a 24 tile grid, installed ashlar



- |               |                      |                      |                      |
|---------------|----------------------|----------------------|----------------------|
| A             | B                    | C                    | D                    |
| 5790D<br>loop | 5429D<br>cut<br>loop | 5365D<br>cut<br>loop | CM027<br>cut<br>loop |



**ENCHANTED TILE**  
CT35177 | 18"W x 36"L | 45.72 cm x 91.44 cm | shown in a 12 tile grid, installed ashlar



- |               |                      |                      |                      |
|---------------|----------------------|----------------------|----------------------|
| A             | B                    | C                    | D                    |
| 5790D<br>loop | 5429D<br>cut<br>loop | 5365D<br>cut<br>loop | CM027<br>cut<br>loop |

**ETERNAL TILE**  
CT35174 | 18"W x 36"L | 45.72 cm x 91.44 cm | shown in a 12 tile grid, installed ashlar



- |               |                      |                      |                      |
|---------------|----------------------|----------------------|----------------------|
| A             | B                    | C                    | D                    |
| 5790D<br>loop | 5429D<br>cut<br>loop | 5365D<br>cut<br>loop | CM027<br>cut<br>loop |





wildest dreams.



**HAZY TILE**  
CT35180 | 9"W x 36" L | 22.86 cm x 91.44 m | shown in a 24 tile grid, installed ashlar



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop

**FANCIFUL TILE**  
CT35178 | 18"W x 36" L | 45.72 cm x 91.44 m | shown in a 12 tile grid, installed ashlar



A	B	C	D
5790D loop	5429D cut loop	5365D cut loop	CM027 cut loop



create surreal spaces.  
Explore the impressions  
of nature and atmospheric  
forms through the lens of our  
subconscious.



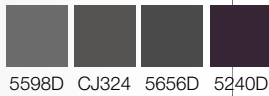
**BLOOM FIELD**  
CF35132



**ENCHANTED FIELD**  
CF35134



**ATMOSPHERIC CORRIDOR**  
CN35128







journey through a dreamscape.

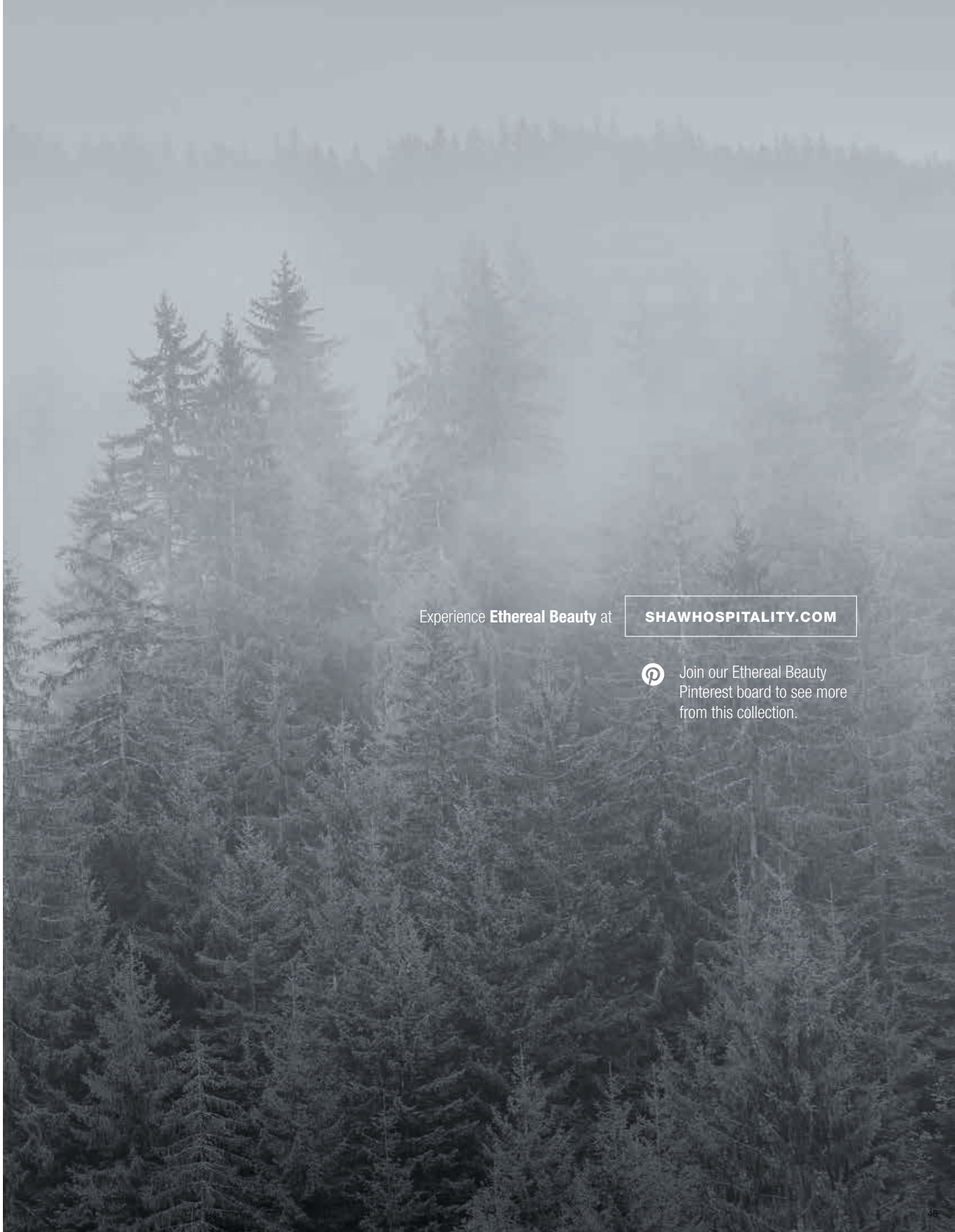
Lush layers and plush texture create depth and optical illusions. Traverse the surreal and discover it's beauty.







**lush field** CF35143



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from this collection.



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