



community

ShawContract



# The Power of Community

Design has the power to build community by creating communal spaces that draw people together. As the needs of communities change, both locally and globally, these spaces are becoming more fluid and flexible, more layered and diverse.

The Community collection was created to work together in harmony. Each of its four core products compliment the others— with textured and plush carpet tile, broadloom available as rugs, and hard surface—giving designers unlimited choices to meet the demands of a new workplace.

COVER: **EMBRACE (BROADLOOM 5A259)** IN HIGH ATLAS (01100) | INSTALLED AS A RUG  
OPPOSITE: **BACK WEAVE (CARPET TILE 5T303)** IN ARGAN (01100) | INSTALLED BRICK

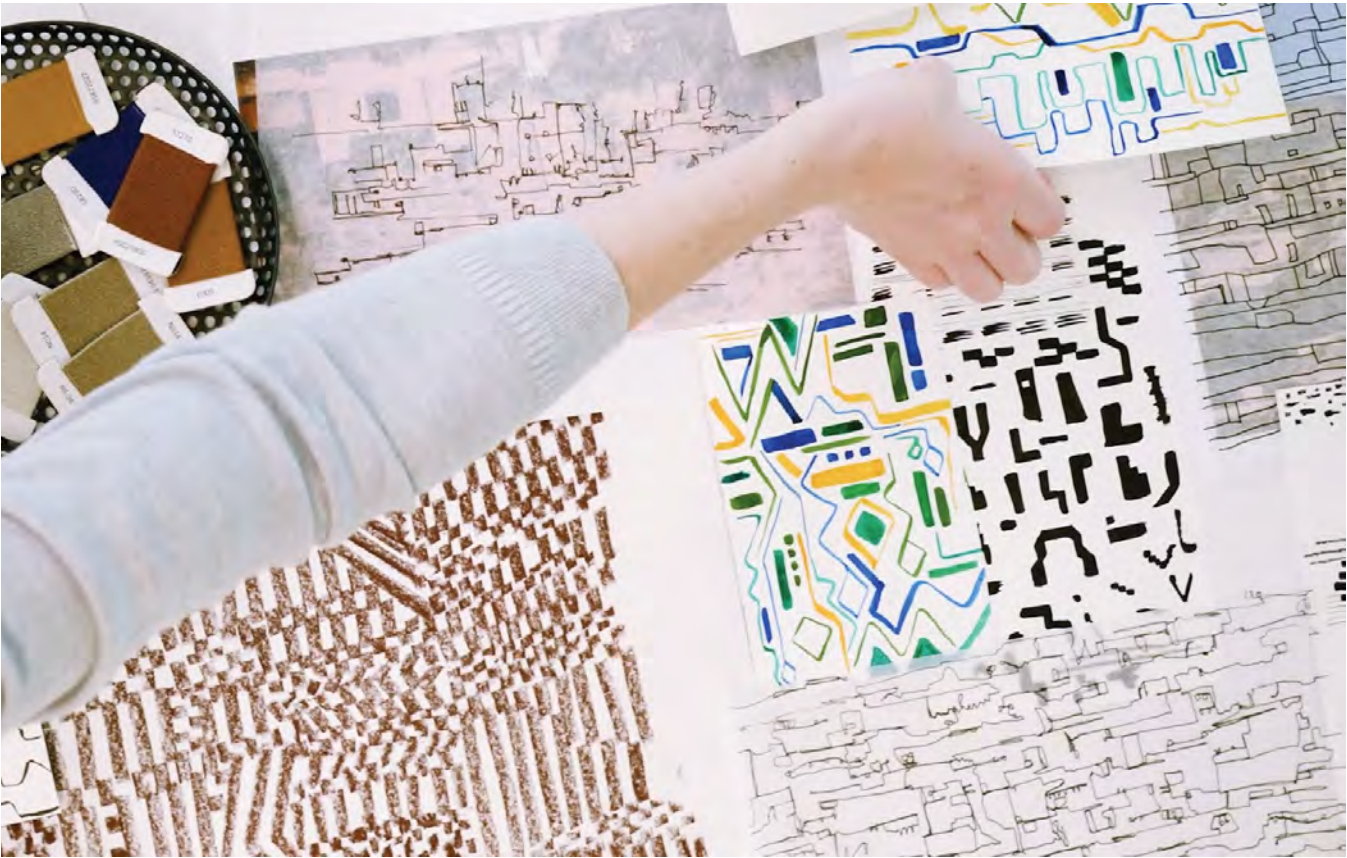
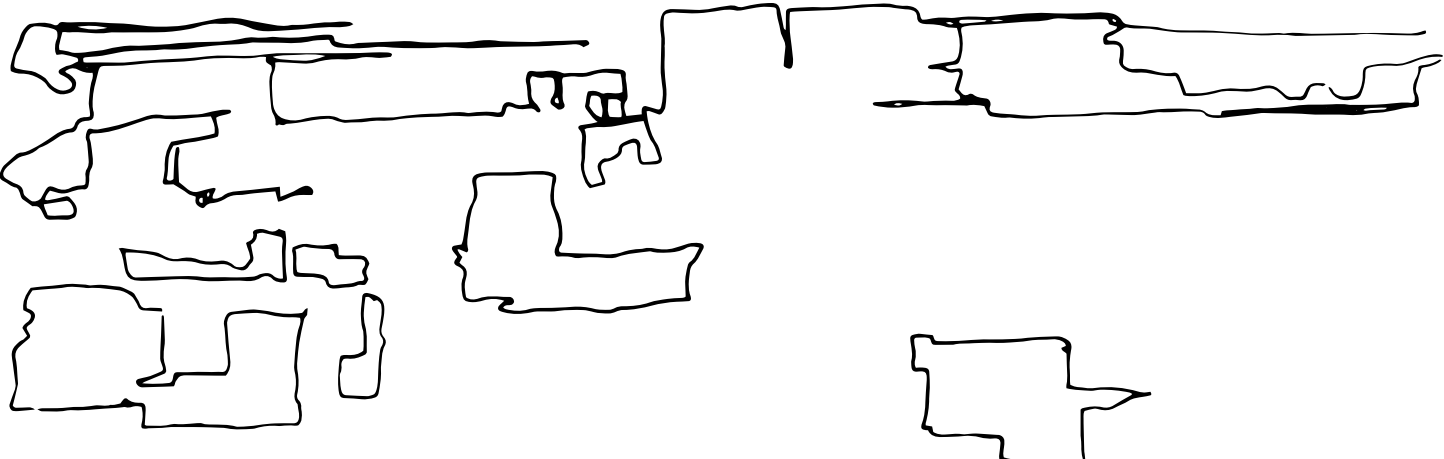




# The Thread of Community

To gain a deeper understanding, we followed the thread of community from our modern iterations back to its purest inception. Our design team traveled to the heart of the Atlas Mountains in Morocco, where artisan communities have practiced their crafts for millennia.

In Berber villages, where the looms have souls, weaving is both a celebration and a vital economic practice. Working side by side with women in the local cooperatives, we gained an appreciation for the strength of tradition, the trust of process. With no language in common, we all benefited from an exchange of ideas. The spirit of community was in full effect.



## A New Perspective

Coming away from the immersion, we found beauty in spontaneous design and experimented with new ways to contrast pattern and texture. We brought together advanced techniques with freehand drawing. The result is Community, a collective of products with colors and patterns that honor the heritage of community and awaken our sense of kinship.





# A Need to Belong

Where there is life, there is bound to be community. It is both a human desire and an instinct of nature. We all have a need to belong. And we all benefit from coming together. Differences become strengths. New ideas emerge. A shared history forms. We learn from those around us and move forward enriched by the experience.





PROCESS (CARPET TILE 5T302) IN ARGAN (01100) AND HEDDLE (CARPET TILE 5T320) IN ARGAN (01100) | INSTALLED STAGGER



“Creating a sense of belonging and purpose is the focus of every new space, it’s how we develop a thriving culture in every sector.”

Ashley Olson

DESIGN DIRECTOR, WORKPLACE STUDIO

KNOTTED (CARPET TILE 5T301) IN ARGAN (01100) | INSTALLED MONOLITHIC





## Layered Spaces

Communal spaces for arrival, lounging and gathering are natural areas for life at work, where a relaxed setting fosters a shared sense of identity and encourages an exchange of ideas and diversity of thought.

Community broadloom installed as a rug layers in comfort, versatility and scale to support these environments. Designed with flexibility and layering in mind, Share and Embrace add a plush, expressive richness in wall to wall installations and rugs.

EMBRACE (BROADLOOM 5A259) IN HIGH ATLAS (01100) | INSTALLED AS A RUG AND INCLUSIVE (COREtec 4068V) IN MOREL (68540)  
INSTALLED STAGGER





SHARE (BROADLOOM 5A260) IN EMPATHY (01100) | INSTALLED AS A RUG AND INCLUSIVE (COREtec 4068V) IN CHAMPAGNE (68705)  
INSTALLED STAGGER

Design has the power to build community by creating environments that draw people together in communal spaces. As the needs of the workplace change, and the importance of hospitality grows within communities, these spaces are becoming more flexible, layered and diverse.





# A Harmonious Ensemble

Community is a collective of four complementary products designed to layer and integrate with one another, lending themselves to a variety of flooring solutions. The ensemble brings together elevated 18x36" plush carpet tile, 9x36" textured loop carpet tile, broadloom also available as rugs, and COREtec® hard surface in wood and abstract finishes.

**EXPRESSION (COREtec 4069V)** IN CLAY (69504), **PROCESS (CARPET TILE 5T302)** IN ARGAN (01100) AND **KNOTTED (CARPET TILE 5T301)** IN ARGAN (01100) | INSTALLED STAGGER



**HEDDLE (CARPET TILE 5T320)** IN ARGAN (01100) AND **FLAT WEAVE (CARPET TILE 5T321)** IN ARGAN (01100) | INSTALLED STAGGER