PRESS RELEASE

shaw hospitality™

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sweep corridor



multifaceted rug



depth rug

Let every space inspire the artist within with The Studio / Sculpture

Shaw Hospitality and Farmboy Fine Arts recent curated collaboration, The Studio / Sculpture, explores the process of sculpture and translates line work and form into custom tufted broadloom carpet for public and private spaces.

The collection, the second collaboration between Shaw Hospitality and FBFA, is inspired by well-known and emerging artists. While exploring patterns, FBFA deconstructed forms into geometric shapes and studied the line work and depth of light. The resulting collection is a mix of raised relief, subtle optical illusion and a whole new three dimension of curvilinear form, shapes and facets.

"From the pencil drawings and sketched studies, to cutting a palette knife through clay and using building blocks to create depth, we realized that it all came down to how we followed this universal line through space. We started to realize that the line was the point of translation between 2D and 3D forms," said Felicity Carter, FBFA senior designer.

These artistic studies became the design catalyst for the collections' corridor and rug patterns. The Studio / Sculpture patterns are applicable for hospitality, retail, healthcare, education and workplace and are designed to be customized in scale and endless yarn color possibilities.

At Shaw Hospitality, we believe that everything matters. Constructed with Eco Solution Q® nylon, the products in this collection are Cradle to Cradle Silver & assessed for impact on health + the environment. These products are recyclable and contribute to LEED. The Shaw Hospitality lifetime commercial warranty covers abrasive wear, tuft-bind, edge ravel and delamination.

About Shaw Hospitality

As a global floor covering brand, Shaw Hospitality, the hospitality segment of Shaw Contract, believes in the impact of design and the design improves how people travel, relax, work, play, learn, heal and live.

We deliver new and innovative flooring designs to the global hospitality design industry while offering the widest selection of flooring solutions for hotels, senior living, entertainment and retail. Expansive product offerings include standard and custom carpets for guest rooms and public areas, as well as hard surface, modular carpet tile and cushion.

A brand of Shaw Industries, Shaw Hospitality combines the expertise of the world's largest carpet manufacturer with the financial stability of a Berkshire Hathaway subsidiary. For more information, visit shawhospitality.com.

About FBFA

Farmboy Fine Arts (FBFA) is an industry-leading art consultant delivering custom designed and curated art packages for hospitality, corporate and healthcare spaces. In partnership with Shaw Hospitality, FBFA has developed a custom carpet collection that allows you to transform floor space into your own personal canvas.