



DD

ABSTRACT ARTISTRY

# Better Together™

Marc | Diversity 4

Art is more than self-expression; it is a dialogue. With Abstract Artistry, we put two artists' styles into conversation, creating a visual dialogue of their unique aesthetics to inspire and support your own design expressions.

Abstract Artistry was developed from the work of artists Eve Hennesa and Marc, both of whom are part of the ArtLifting community. ArtLifting is a platform that highlights artists who are often excluded from the contemporary art market due to housing insecurity or disabilities.

---

From Eve's works, we find abstractions of geometry, broken down and meditated upon in complex linework and color. With Marc's paintings, thickly stippled pigment creates layers of texture that give way to fluidity. Our in-house design team integrated these divergent aesthetics with their own interpretations, delivering styles of refined abstraction.

Multivocal yet harmonious, Abstract Artistry provides sophisticated patterns for telling your design story. We believe in the power of art to bring people together, creating shared experiences that inspire a deeper understanding of each other and our world. And when we understand each other better, we can all do better together.



Each time you specify from collections in our ArtLifting partnership, we're donating to Susan G. Komen through our Specify for a Cure program. Join us in leveraging the power of art to bring people together and uplift our communities.



QTF90975  
7.5' x 18' Definity



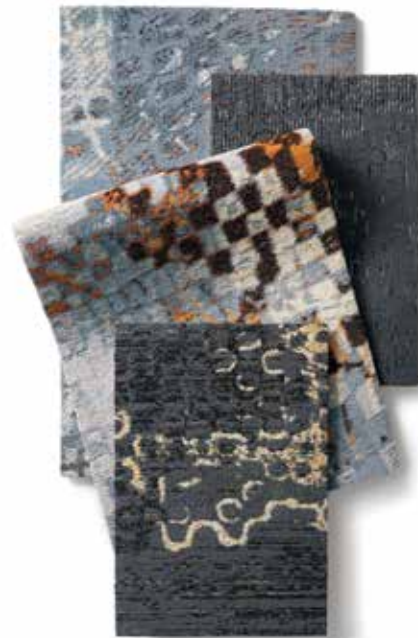
# EVE HENNESSA

## Meet the Artist

*“When I discovered art, it was a refuge. It’s an autonomous vehicle of absolute freedom.”*

For Eve, painting can be a form of color healing meditation as well as a way to communicate complex ideas. She will easily spend a day immersed in colors or the complexities of lines, which gives her respite from the challenges of PTSD. Eve’s ability to always tap into expansive creativity allows her to build a world of beauty and wonder with her work.

*“Creating art has no limits; it’s full of feelings and meaning.”  
Lack of planning and control is embodied in how Eve harnesses the dynamic swirling nature of color and paint. She loves that it’s hard to control - “you have to work with it and follow where it wants to go.”*



# MARC

## Meet the Artist

*“Art gives me the direction that I’ve lost; a direction that always starts with a color, grows into a terrain of texture, and sometimes isn’t found until the last stroke.”*

After twenty years of intense structure in the corporate business world, Marc experienced the abrupt onset of MS. Suddenly, the dynamic thinking and fast-paced problem solving that had consumed his day to day work began to slip away. Marc needed a way to feel fulfilled and productive outside of the corporate world and his doctor recommended finding new challenges in a creative outlet. Art became that creative outlet.





DEFINITY

---

## The New Standard of Sustainable Luxury

Beyond Carbon Neutral. Beyond Axminster.  
Beyond the Imagination.

---

Definity Precision Sculpting Technology is capable of producing the highest definition of texture, pattern and color ever achieved in high-end hospitality carpet.

Definity surpasses traditional luxury carpet by offering incredible multilevel textures, more than twice the definition, superior performance, unmatched sustainability, and stunning customization.

Create the luxury designs of tomorrow today with Definity, exclusive to Mohawk Group.







**QTW90976**  
7.5' x 18'  
Corridor, Definity  
Available in 60oz - QTF90975

1	2	3	4	5	6	7	8	9	10	11	12
820006 C,L	930010 C,LL	090093 C,L,LL	6014 C,LL	6022 C,L	7058 C,L	M20060 C,LL	234111 C	6002 C,LL	960009 C,L,LL	097111 C,LL	1682 C





**QTW90978**  
 12' x 16'  
 Broadloom, Definity  
 Available in 60oz - QTF90987

1	2	3	4	5	6	7	8	9	10	11	12
820006 C,L	930010 C,L,LL	090093 C,LL	6014 C,LL	6022 C,LL	7058 C,L	M20060 C	234111 C,LL	6002 C	960009 C,LL	097111 C	1682 C



**QTW90991**  
 12' x 12'  
 Broadloom, Definity  
 \*less than 25% loop

1	2	3	4	5	6	7	8	9	10	11
820006	930010	090093	7058	M20060	234111	6002	6014	6022	960009	097111
C	C,L	C	C,L	C	C	C	C,L,LL	C,LL	C,LL	C,L,LL



**QTW90980**  
 12' x 12'  
 Broadloom, Definity

1	2	3	4	5	6	7	8	9	10	11	12
820006 C	930010 C,LL	090093 C	7058 C,L	M20060 C	234111 C	6002 C	6014 C,L	6022 C,L	960009 C,LL	097111 C,LL	1682 C



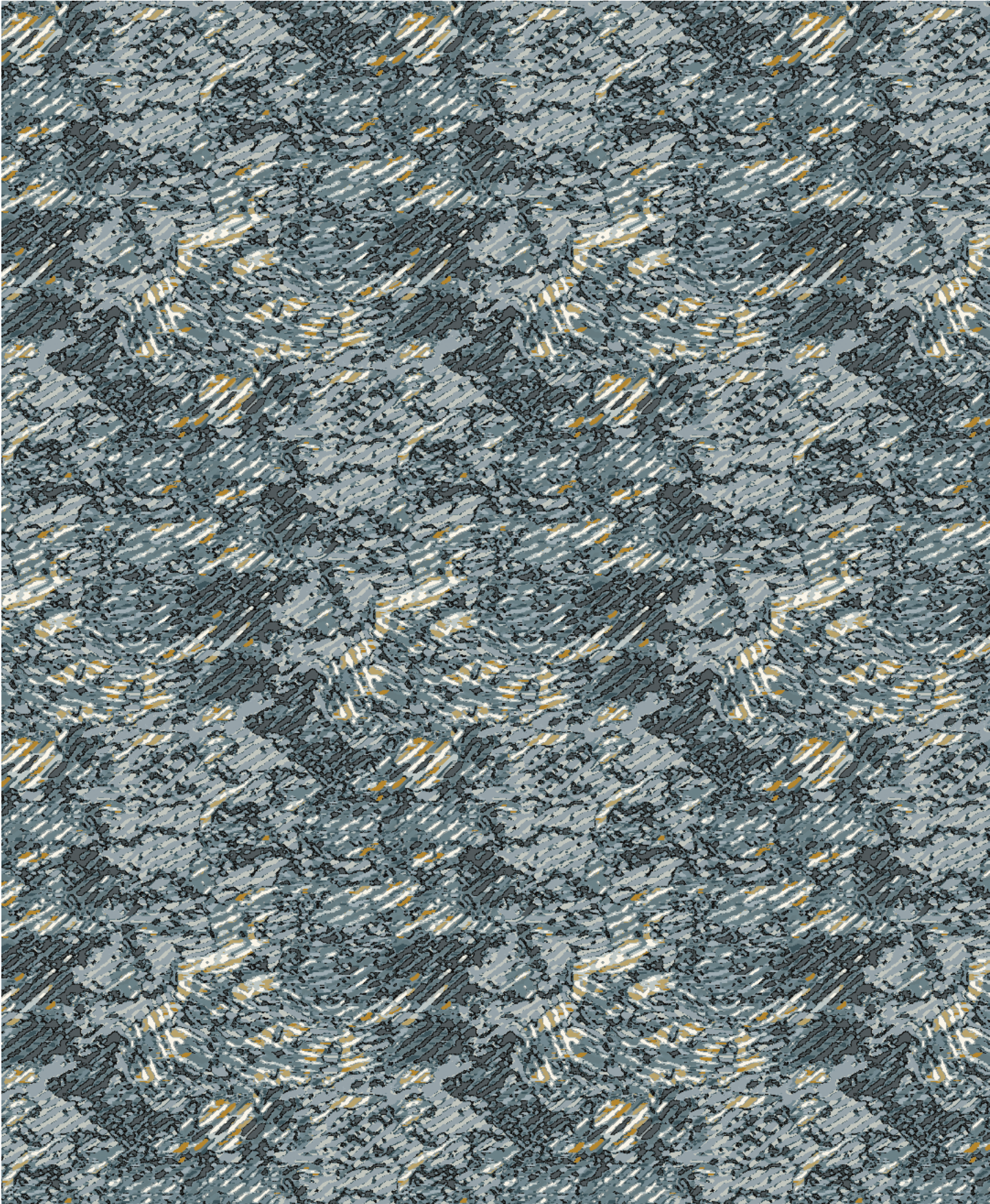
QTW90985  
12' x 12'  
Broadloom, Definity

1	2	3	4	5	6	7	8	9	10
820006 C	930010 C	090093 C,L	7058 C	M20060 C	6002 C	6014 C,LL	6022 C,LL	960009 C,LL	097111 C,L



QTW90939  
6' x 6'  
Broadloom, Definity

1	2	3	4	5	6	7	8
820006 C	930010 C	090093 C,L	7058 C	6014 C,LL	6022 C,L,LL	960009 C,L,LL	097111 C,LL



QTW90983  
3' x 6'  
Broadloom, Definity

1	2	3	4	5	6	7	8	9
820006 C	930010 C	7058 C	090093 C,L	M20060 C	6014 C,L,LL	6022 C,L,LL	960009 C,L	097111 C



**QTW90984**  
 12' x 12'  
 Broadloom, Definity

1	2	3	4	5	6	7	8	9	10
820006 C	930010 C	090093 C,L	6014 C,L	6022 C,LL	7058 C	M20060 C	6002 C	960009 C,L	097111 C



**QTF90963**  
 12' x 16'  
 Broadloom, Definity  
 Available in 60oz - QTF90986

1	2	3	4	5	6	7	8	9	10	11
820006	930010	090093	6014	6022	7058	M20060	6002	960009	097111	1682
C,L	C,LL	C,L	C,LL	C,L	C,L	C	C	C,LL	C	C





QTW90988  
 24' x 30'  
 Spectrafit Broadloom, Definity

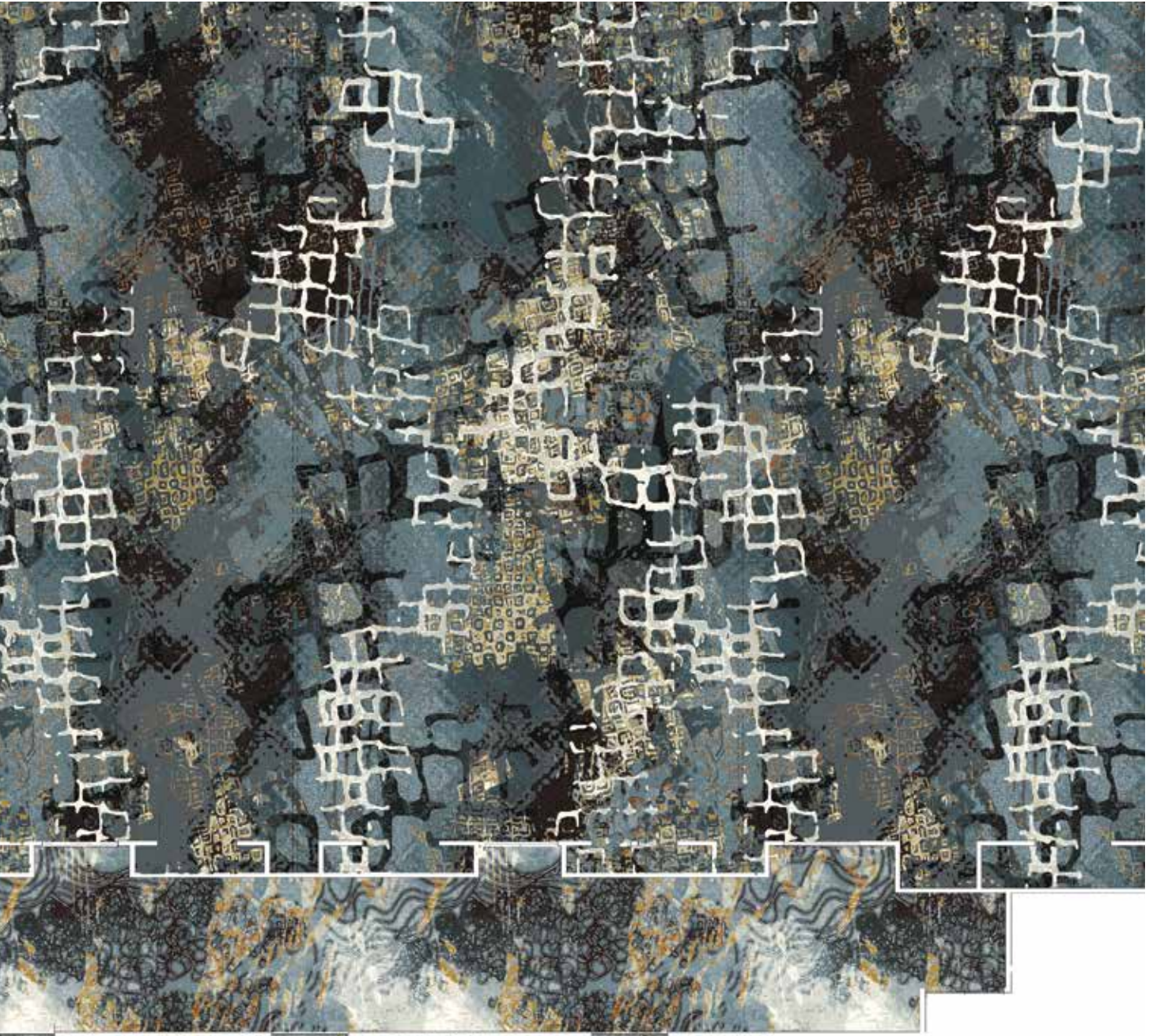
1	2	3	4	5	6	7	8	9	10	11
820006 C,LL	930010 C	090093 C	6014 C,L	6022 C,L,LL	7058 C,L	M20060 C	6002 C	960009 C,L,LL	097111 C	1682 C

# SPECTRAFIT

Durkan's Spectrafit pattern match technology allows you to scale up any design to meet the needs of your space. Hotel owners & guests can enjoy dramatic, large patterns with near infinite design capabilities.

- Custom fitted broadloom ideal for large public spaces such as ballrooms and pre-function areas
- Precise pattern match reduces unnecessary waste, providing a more sustainable solution
- Efficient to install





**QW90988**  
24' x 30'  
Spectrafit Broadloom, 48oz Definity

**QW90963**  
12' x 16'  
Broadloom, 48oz Definity  
Available in 60oz - QTF90986

**QW90984**  
12' x 12'  
Broadloom, 48oz Definity

# PATTERN PERFECT

Up the texture with Durkan's proprietary Pattern Perfect technology. Bring depth, warmth and tactility to any contract interior and deliver exceptional definition and color clarity to any project. Perfect your design, imagine the possibilities and feel good about the designs you create.

## Design Freedom

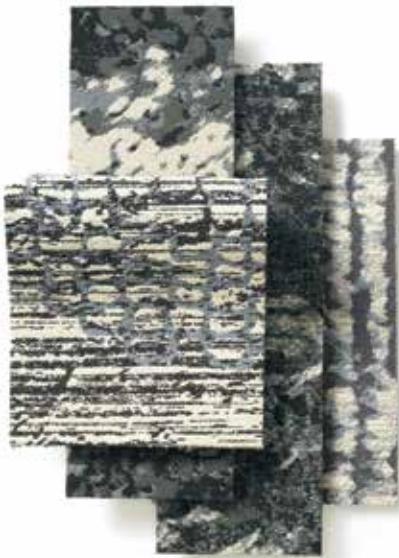
Offered in broadloom and tile formats, Pattern Perfect offers the ultimate design freedom, with large-scale broadloom designs for public spaces or carpet tile systems to blend patterns across different configurations.

## Rich Textural Designs

High and low loop construction created from industry-leading tufting technology allows us to create rich textural designs through precise color placement and multi-level cut and loop to elevate interiors.

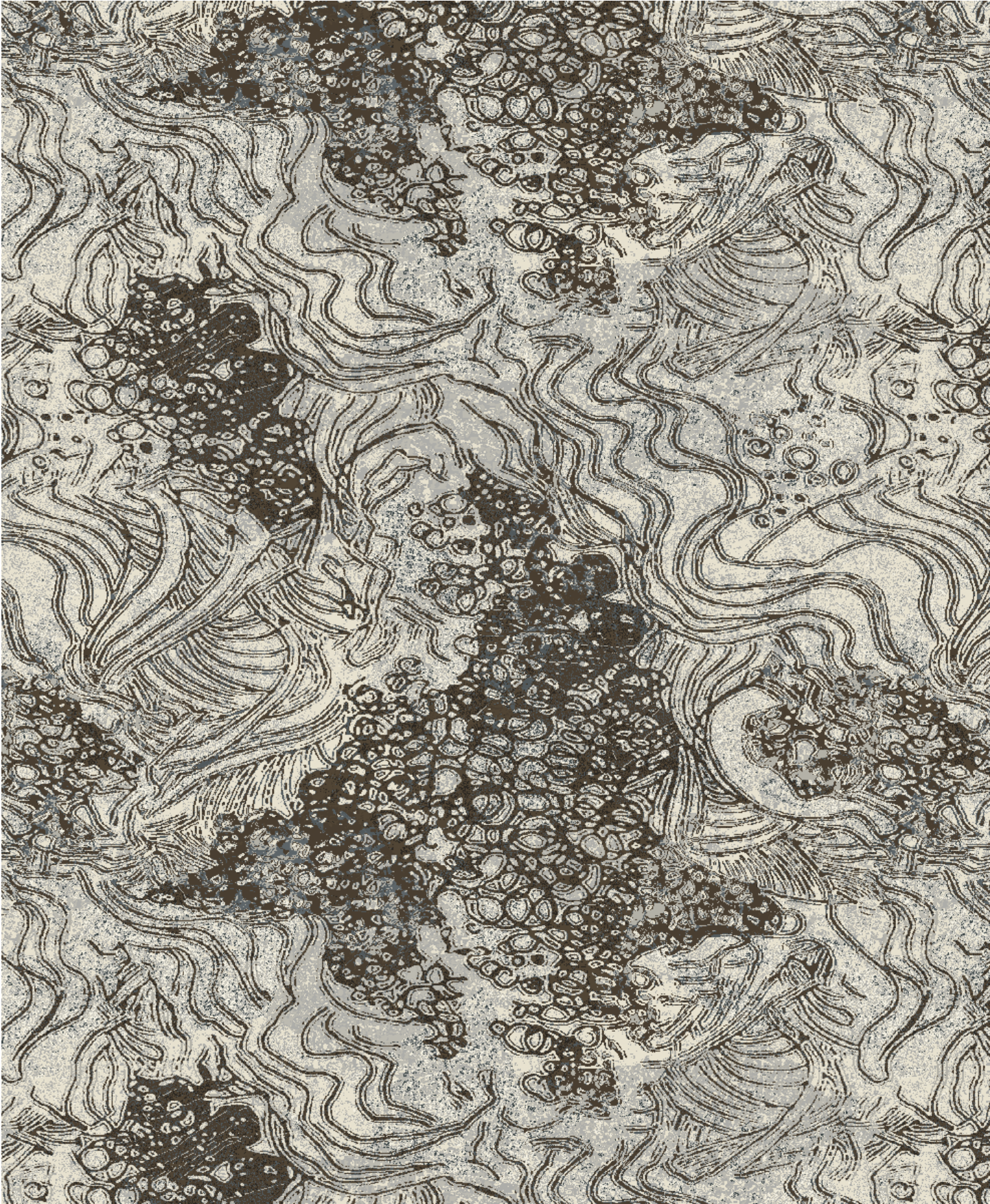
## Easy Personalization

Innovative Pattern Perfect technology provides flexibility in design and color to create tailored or hand-crafted styling perfect for any public space.





12CBAF73  
6' x 7.34' Pattern Perfect Broadloom



12CBAF73  
6' x 7.34'  
Pattern Perfect Broadloom

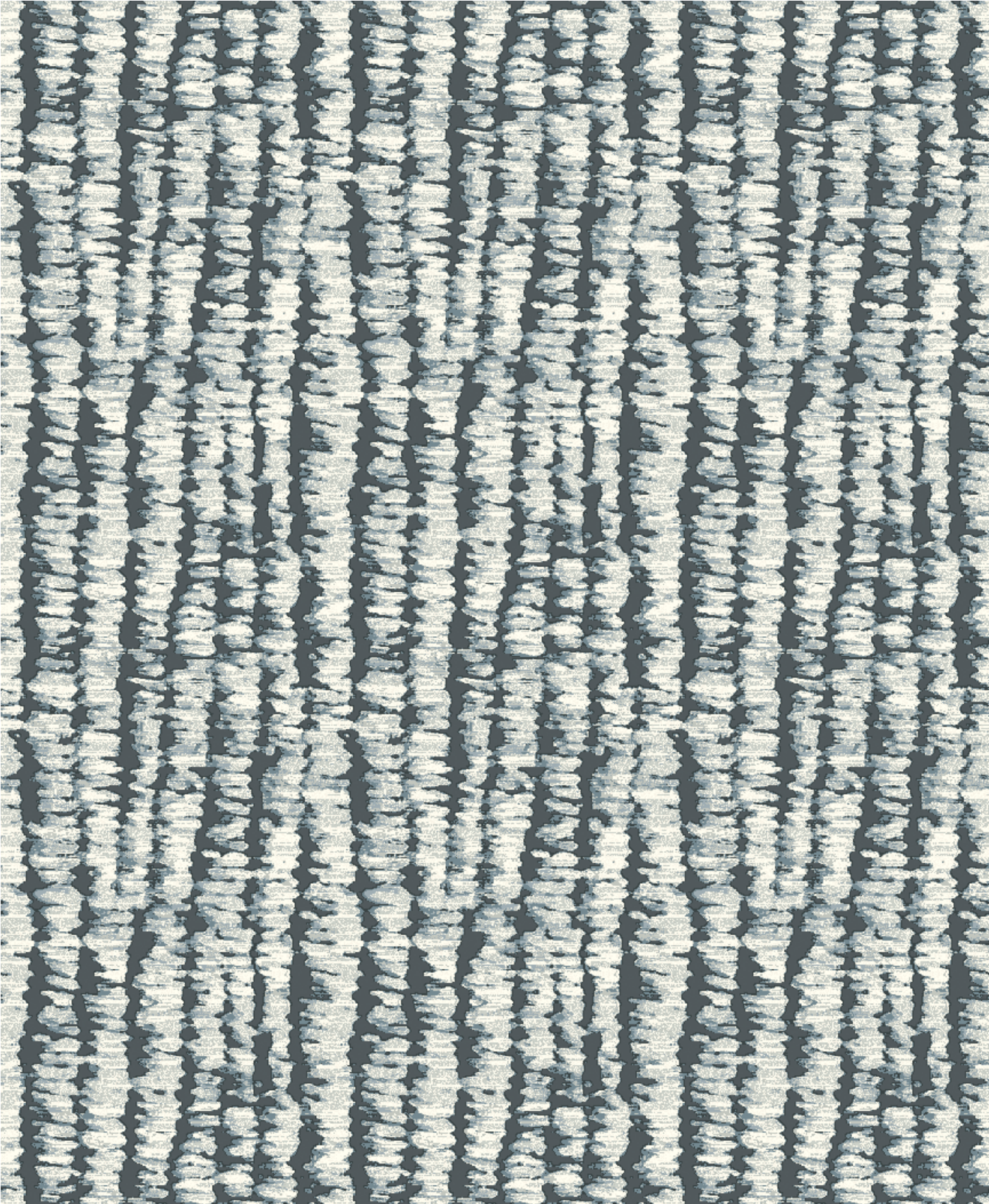
A	B	C	D
820006	930010	960009	097111
C.L	C.LL	C.LL	C.LL



12CBAF97  
6' x 8.84'  
Pattern Perfect Broadloom

A	B	C	D
820006 C,L,LL	6014 C,L	960009 C,L,LL	097111 C,L,LL

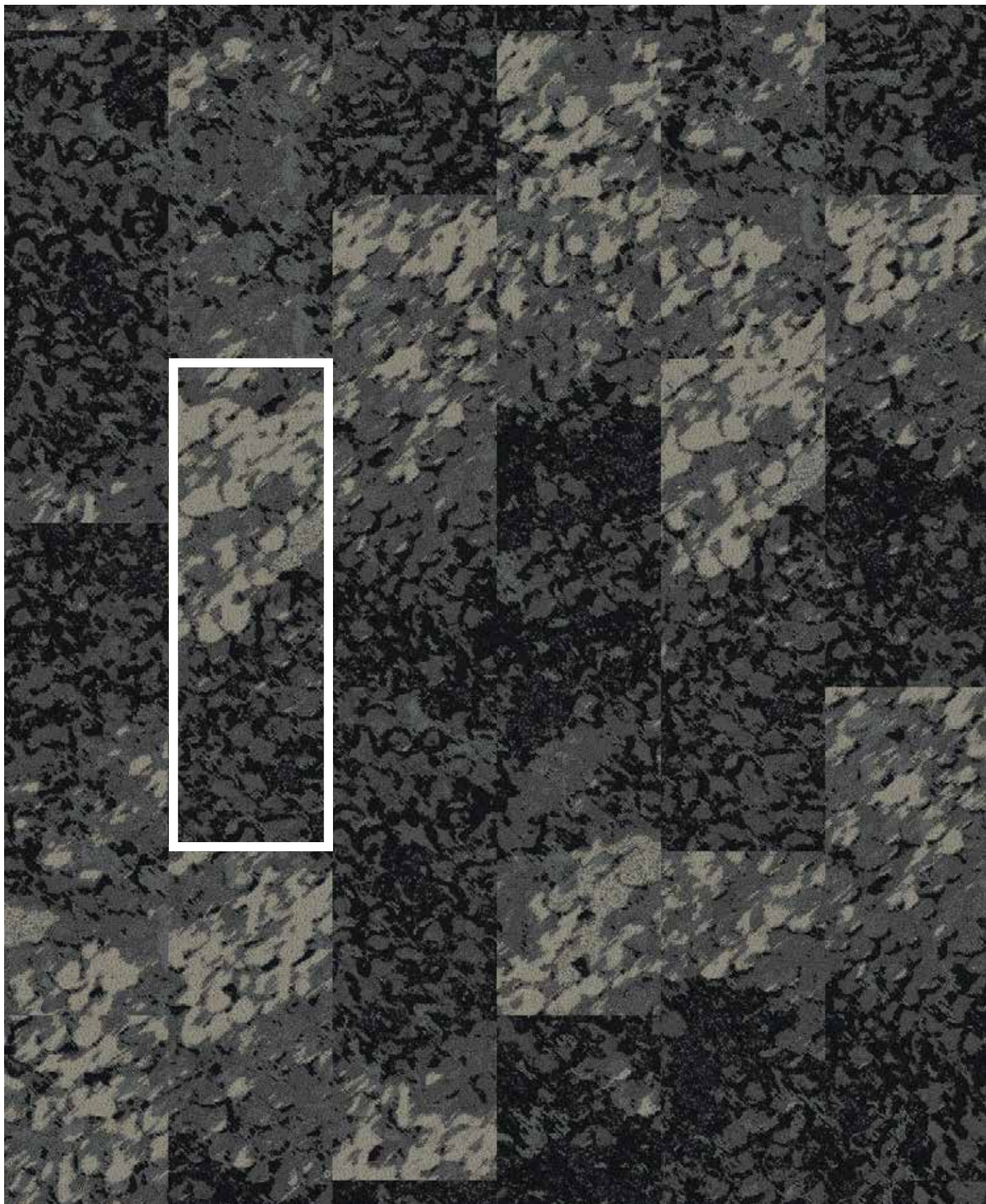
D



12CBAF96  
2' x 4.5'  
Pattern Perfect Broadloom

A	B	C	D
820006 C.L	930010 C.L	6014 C.L	960009 C.L





12CMF60  
12" x 36"  
Pattern Perfect Plank

A	B	C	D
830020 L, LL	6012 L, LL	970008 L, LL	6021 L, LL

D



12CMF59  
12" x 36"  
Pattern Perfect Plank

A	B	C	D
830020 L,LL	6012 L,LL	970008 L,LL	6021 L,LL



12CMAF59  
12" x 36" Pattern Perfect Plank

# PDI | SYNTHESIS

A patented 3D layering of pattern and texture, Synthesis by Durkan creates carpet with incomparable depth and richness, as well as unlimited pattern and color options.

## **Richness of Synthesis**

Multi level cut and loop texture base grades are digitally precision dye injected (PDI) with pattern and color designed by you.

## **More Texture**

Texture base grades are available in five standard textures as well as many custom textures.

## **More Choice**

Choose from Durkan's extensive pattern collection, or go custom with a design of your own.

## **More Color**

Colorize patterns with up to 12 colors in a palette standard. The multi-level cut and loop texture will contribute additional depth and dimension.

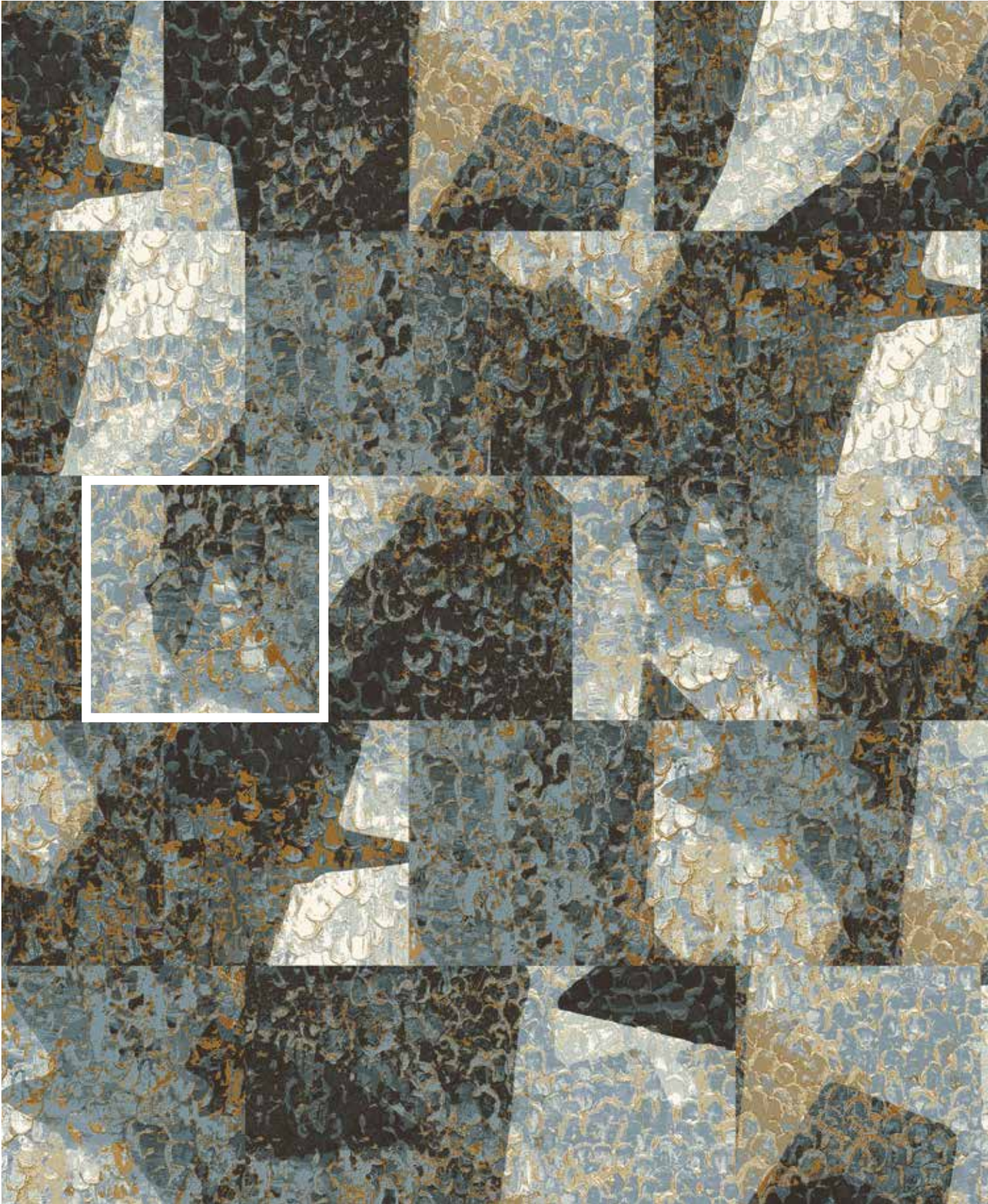
## **More Flexibility**

Available in Broadloom as well as 12"x36", 24"x24", and our new 36"x36" size options.



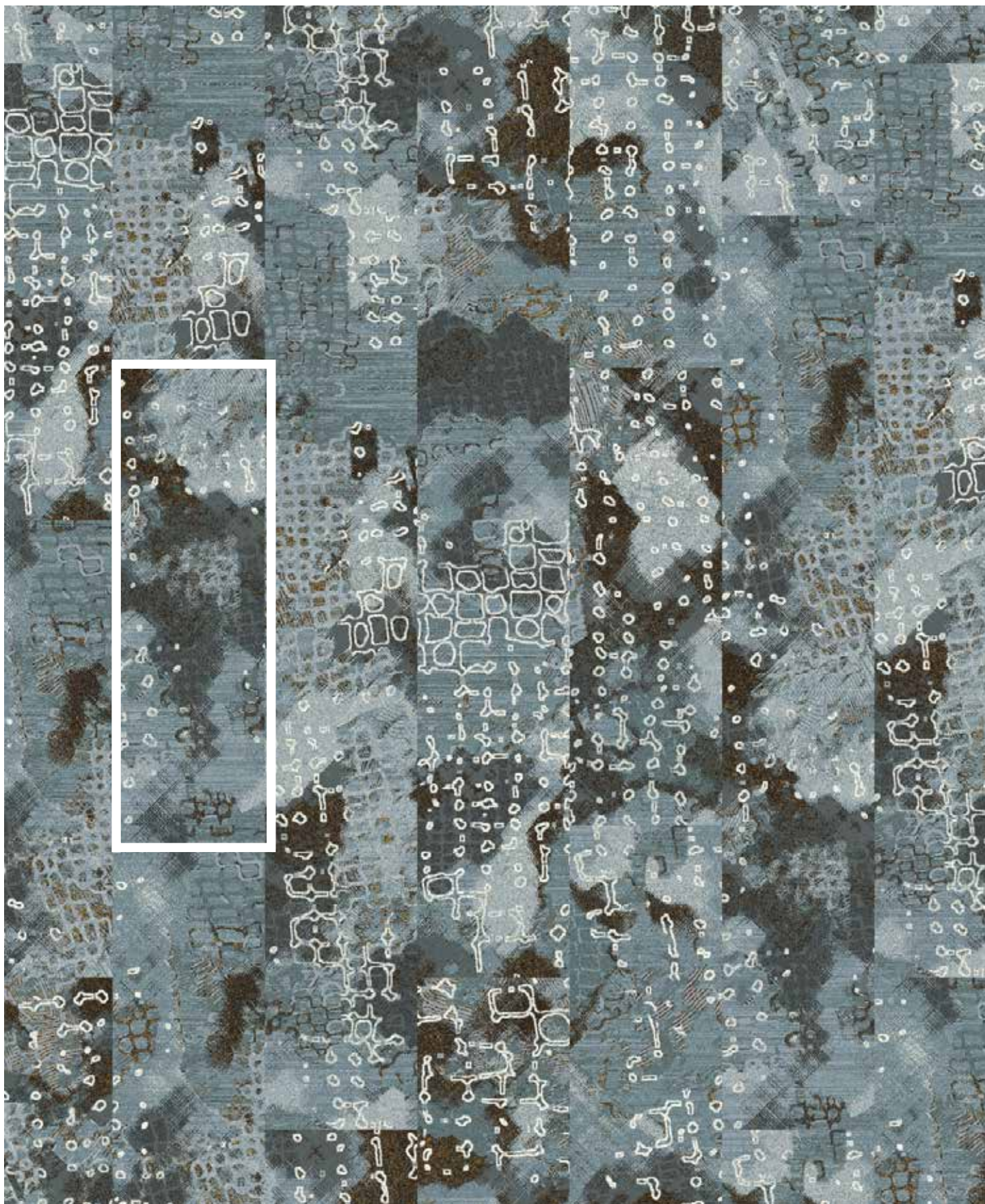


CT90953  
24" x 24" PDI Tile



CT90953  
24" x 24"  
PDI Tile

- |     |     |     |      |     |      |      |     |     |      |      |
|-----|-----|-----|------|-----|------|------|-----|-----|------|------|
| 1   | 2   | 3   | 4    | 5   | 6    | 7    | 8   | 9   | 10   | 11   |
| 2E1 | 3H1 | 2C3 | 7P14 | 7W9 | 7N17 | 7O18 | 7T2 | 3I7 | 7U14 | 5J11 |



CT90982  
12" x 36"  
PDI Plank

1	2	3	4	5	6	7	8	9	10
2E1	3H1	7P14	7W9	7N17	7O18	7T2	3I7	7U14	5J11

# TUFTED BROADLOOM

Up the comfort with Durkan's tufted broadloom carpet, the ideal solution for perfectly appointed guest rooms. As part of a complete range of soft surfaces that meet the needs of these spaces, our guest room solutions evoke a sense of calm and create an environment that allows your guests to relax, recharge, refocus and redirect.

## **Complimentary Design**

Tufted broadloom can incorporate multi-color designs to perfectly compliment the other interior spaces in a project.

## **Easy Personalization**

Our Personal Studio platform provides an enhanced custom experience with unlimited design capabilities and flexible low minimums.

## **Enhanced Comfort**

Cut and loop options create luxe spaces and provide enhanced comfort under foot.

## **Healthier Environments**

All of our tufted broadlooms are Red-List-Free, meaning healthier interior environments for guests.







12PMAK40  
6' x 6' Tufted Broadloom



12PMAK40  
6' x 6'  
Tufted Broadloom



097111 M20060 930010



12PMAK40  
6' x 6'  
Tufted Broadloom



820006 960009 6014



12PMAK40  
6' x 6'  
Tufted Broadloom



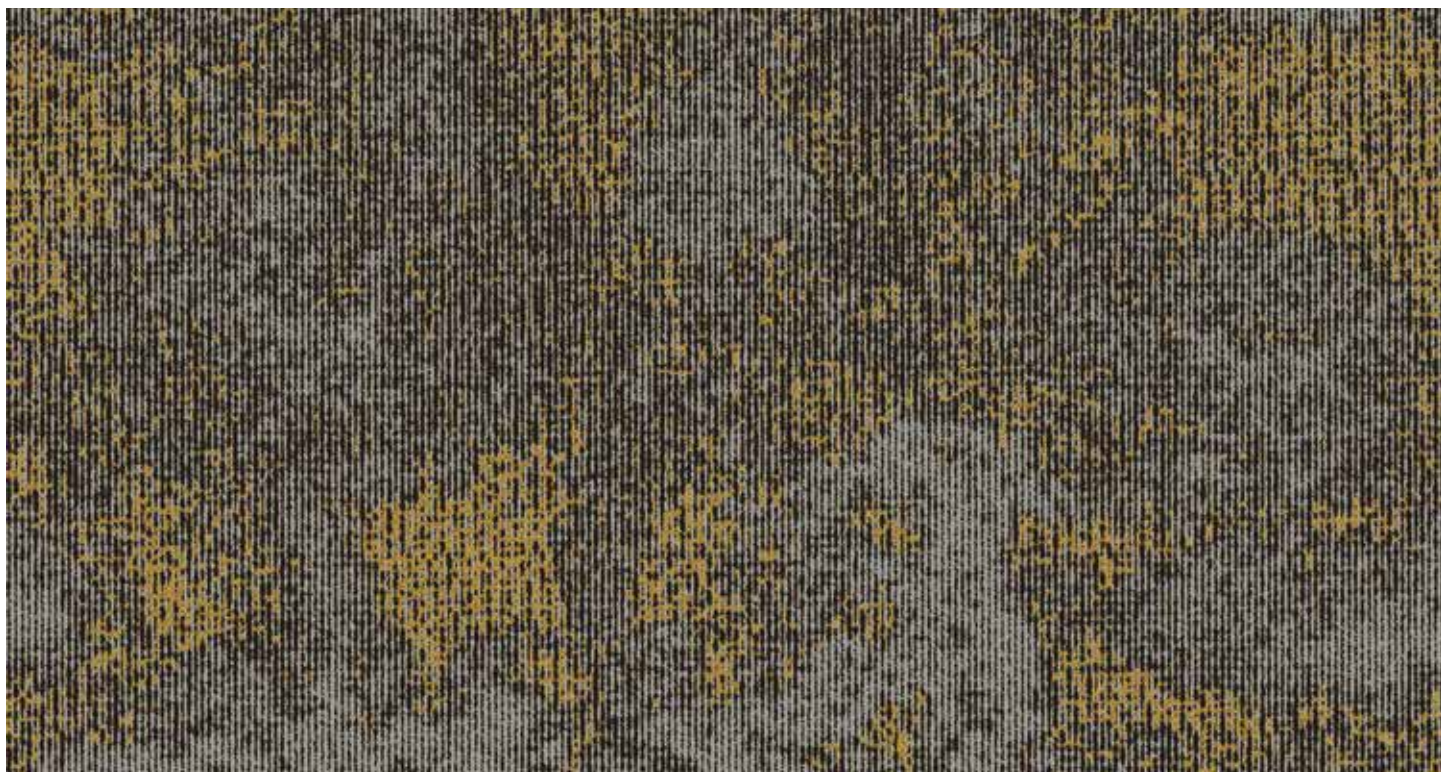
097111 090093 960009



12PMAK40  
6' x 6'  
Tufted Broadloom



6022 1682 097111



12PMAA55  
6' x 6'  
Tufted Broadloom



12PMAA55  
6' x 6'  
Tufted Broadloom



12PMAA55  
6' x 6'  
Tufted Broadloom



12PMAA55  
6' x 6'  
Tufted Broadloom



# HAND-TUFTED RUGS

Artistic luxury, made for your space. Plush hand-tufted area rugs by Mohawk Group's Durkan Hospitality brings you the highest level of craftsmanship in fully custom designs. Made from 100% New Zealand wool, each area rug is hand-crafted to create a unique experience, while the easy custom design process ensures the perfect aesthetic for your interior. With one-of-a-kind artistry, our hand-tufted area rugs make a statement of beauty and luxury in your spaces.



## Custom Made Easy

We make it simple to create the perfect handcrafted area rug for your space. Our design team guides you at every step, taking you from design inspiration to a fully realized solution that exceeds your goals, effortlessly.

## Rug Pad Options

A rug pad helps keep your area rug in the same place on the floor, preventing the rug from sliding when walked on and providing greater safety and increased comfort underfoot for the people in your space.

## No Minimums Required

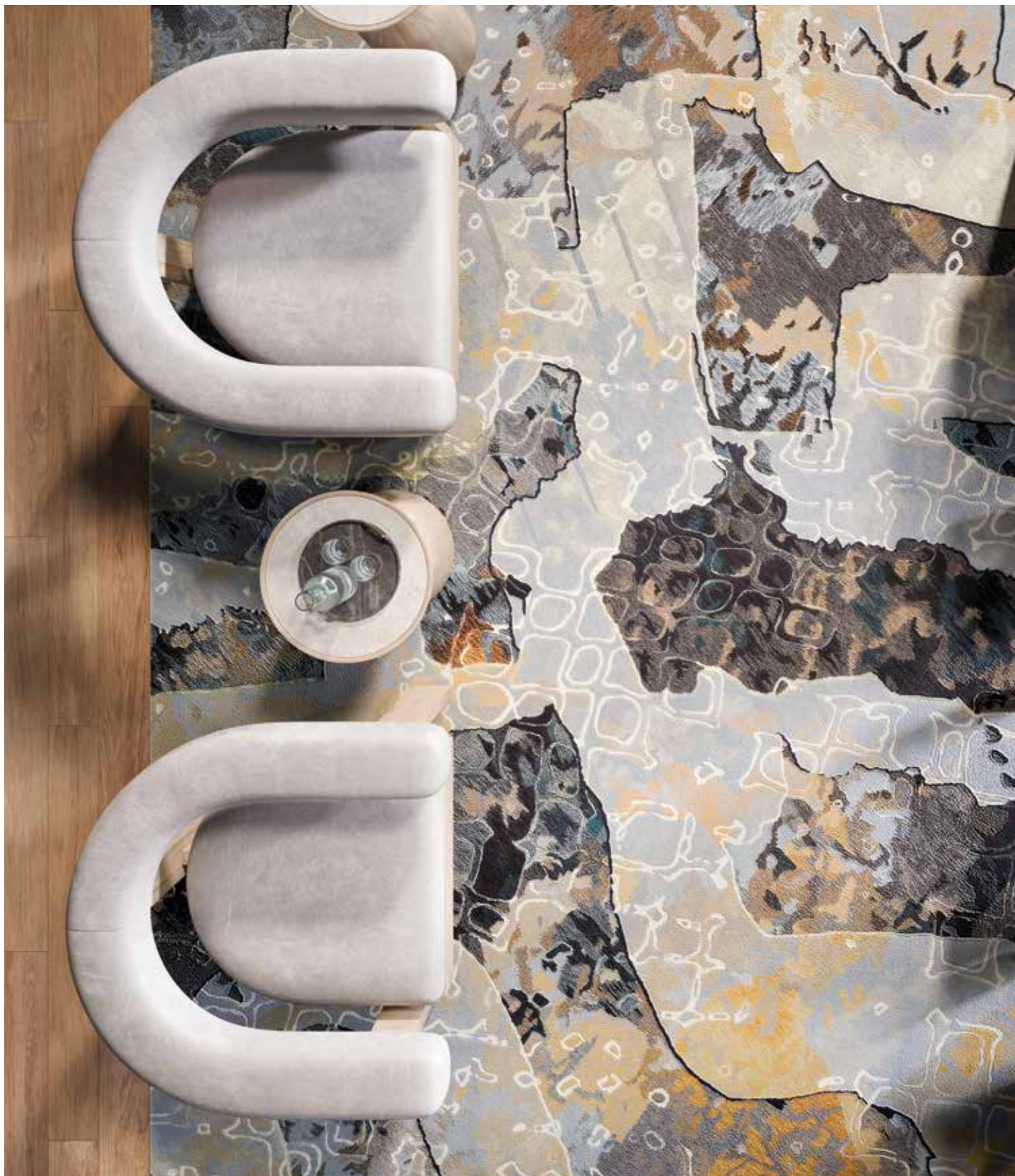
Need just one show-stopping piece? There are no order minimums with our hand-tufted rugs, giving you total freedom to meet the needs of your project.

## Flexible Options

Choose from 100% New Zealand wool, an 80/20 nylon/wool blend, or 100% nylon. All Mohawk Group pom colors (PDI and ColorSpace) are available to compose your palette. Specifiable as a loose-lay or inset installation.

## Machine Tufting Available

For a similar look and feel at a lower cost, we also offer a machine tufted option for your custom-designed area rug. Hand-carving and shearing can still be done after machine tufting, enabling you to achieve a beautifully textured design for the rug, while meeting your budget.



**HTR88753**  
 9' x 12'  
 Hand-Tufted Rug

1	2	3	4	5	6	7
2E1	2E1	3H1	2C3	7P14	7W9	7N17
8	9	10	11	12	13	14
7O18	7T2	3I7	7U14	3K12	7U7	5J11
						7V18

**Beyond  
Carbon  
Neutral**



**2022**

**All products carbon neutral**

PLUS an additional 5% for a net-positive impact on the climate

**2040**

**Net zero carbon emissions**

We've signed The Climate Pledge to be net zero in emissions by 2040 and have already started major changes to reduce our carbon footprint.

**Neutral is not enough.**

With our holistic improvement of the life cycle of our flooring products— from full product transparency, to reduced water usage in manufacturing, to carbon neutrality and beyond— better is just the beginning.

**THE  
CLIMATE  
PLEDGE**



Better for our world means doing more to stop and reverse climate change.

# Personal Studio™

Flooring Personalized by You

Personal Studio™ (p.s.), our innovative design personalization tool that allows you to put your own flair to our running line products, so you can make designs as unique as your project.

p.s. was developed to provide you with a tool that will allow you to streamline your efforts and respond quickly.



## Visualize In A Room

You can personalize the color in any design from our selection of soft surface products, visualize it in a room scene, and order digital, print or physical samples easily.

## Photorealistic Simulations

Personal Studio uses photorealistic simulations of the cut and loop textures of our PDI Synthesis bases and our CYP, Definity and tufted constructions so your designs are very close to the final product.

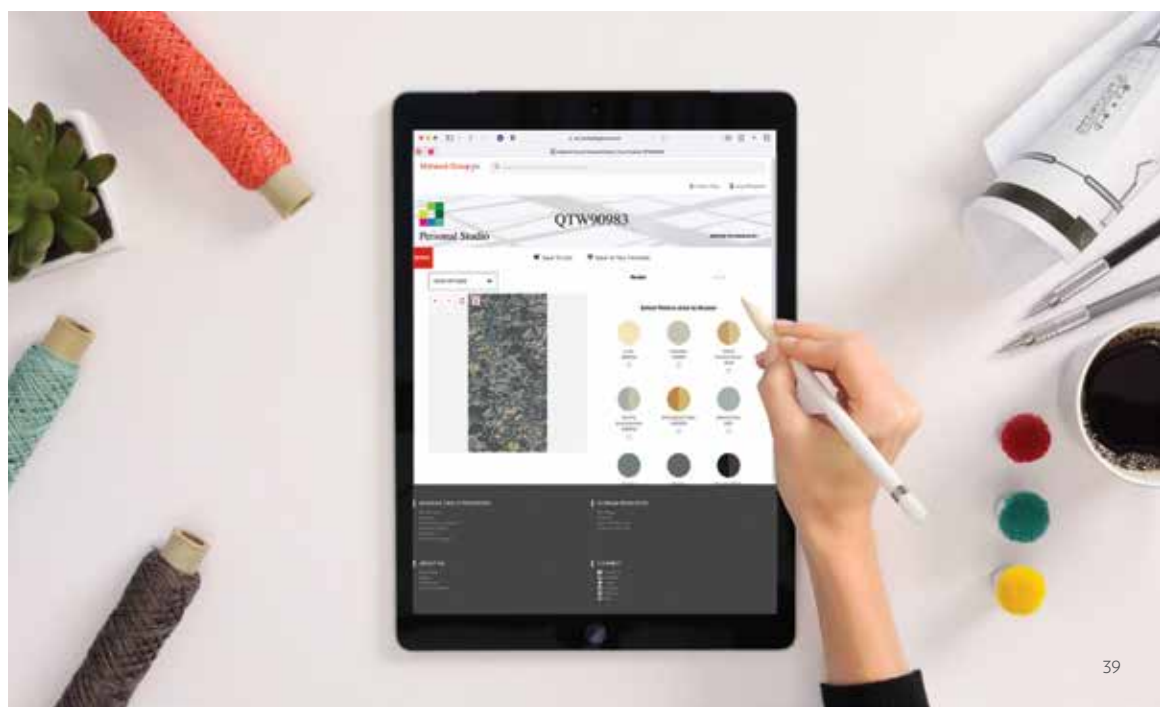
## Find The Perfect Color

You can quickly iterate through multiple colorways and patterns to find the perfect fit for your project.

## Multiple Projects

Save your favorite personalized products per project, and easily switch between them in an easy interface.

Explore: <https://ps.mohawkgroup.com/>





The Abstract Artistry Collection elevates hospitality flooring design to new heights with Definity public space and corridor options, Pattern Perfect broadloom and tile, PDI tile products and coordinating tufted broadloom patterns for guest rooms.

From stunning public spaces to fluid corridors and tranquil private rooms, Abstract Artistry's design applications are only limited by your imagination.

Please contact your rep or visit [www.durkan.com](http://www.durkan.com) for more information.

ABSTR\_40PG\_BROCHR\_LT\_SLT0004116



**DURKAN. IMAGINE THAT.**  
508 East Morris Street, Dalton, GA 30721  
(800) 241-4580 | [Durkan.com](http://Durkan.com)

DEFINITY | SYNTHESIS | PDI | CVP | TUFTED | CARPET TILE  
LVT | RUBBER | SHEET | LAMINATE | RUGS

