
Digital Essence
Mohawk Group | DURKAN

Digital Essence

Digital Essence explores the intersection of technology, memory, and human emotion. Inspired by the idea that innovation both preserves our collective history and shapes the legacy we leave behind, the collection bridges past and future. Layered traditional textile patterns and fabric-inspired motifs combine with contemporary digital influences, creating designs that feel both familiar and forward-looking. The result is a rich visual dialogue between heritage and innovation, where timeless craftsmanship is reinterpreted through a modern lens.

To further bring the story to life, the color palette merges with these patterns, evoking a sense of calm, comfort, and timelessness. Deep blues and rich brown tones are paired with soft, warm neutrals to reflect the collection's blend of heritage, memory, and contemporary design.

"*Technology and AI are integral to our lives, but human creativity gives them purpose. Digital Essence celebrates innovation as a canvas for artistic expression, where emotion and intuition bring design to life. Breaking beyond routine and logic, it transforms fleeting impressions into intricate carpet patterns*"

Yelena Rodina



Designed by Yelena Rodina

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.

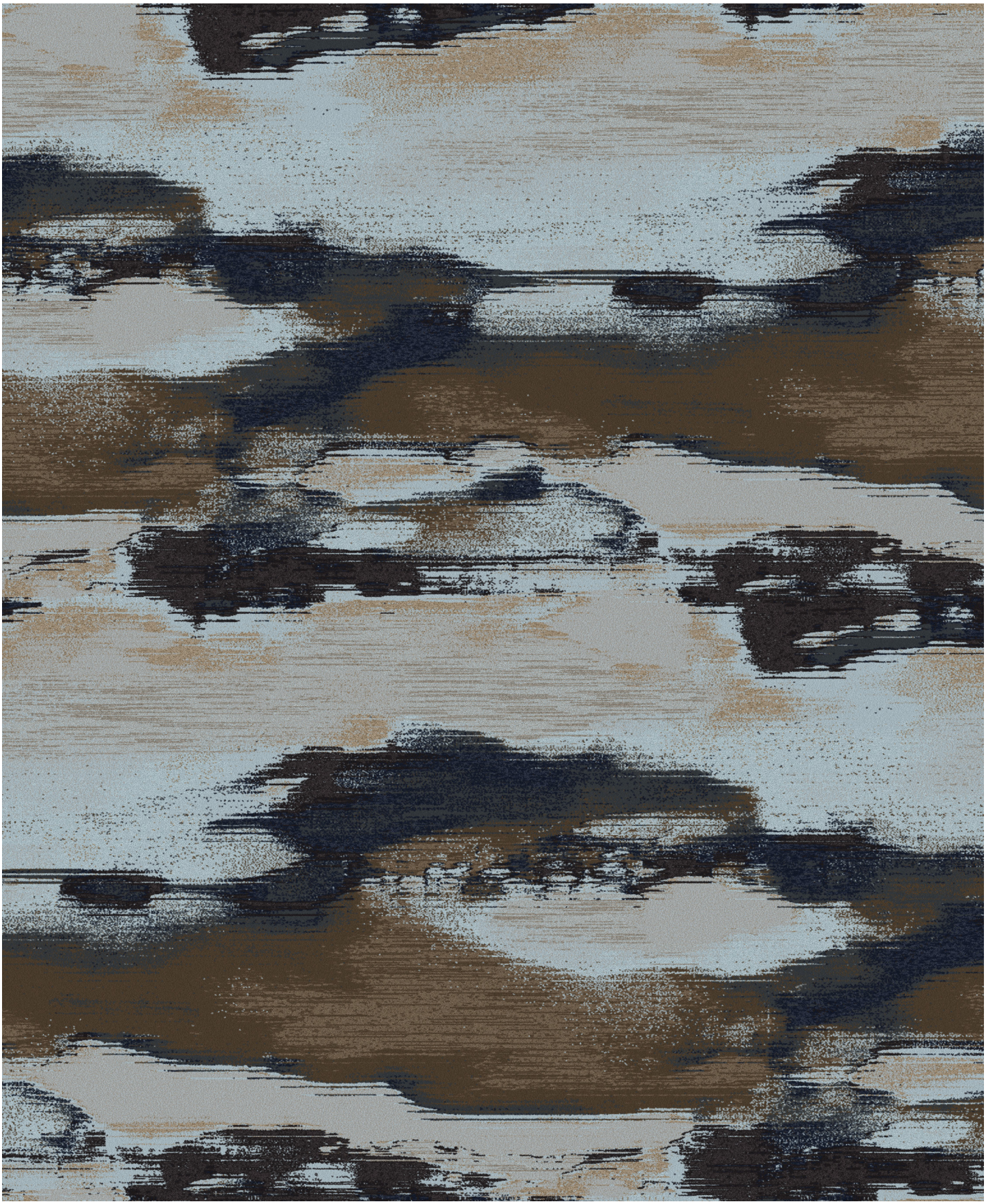
Definity surpasses traditional luxury carpet by offering incredible multilevel textures, more than twice the definition, superior performance, unmatched sustainability, and stunning customization.

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



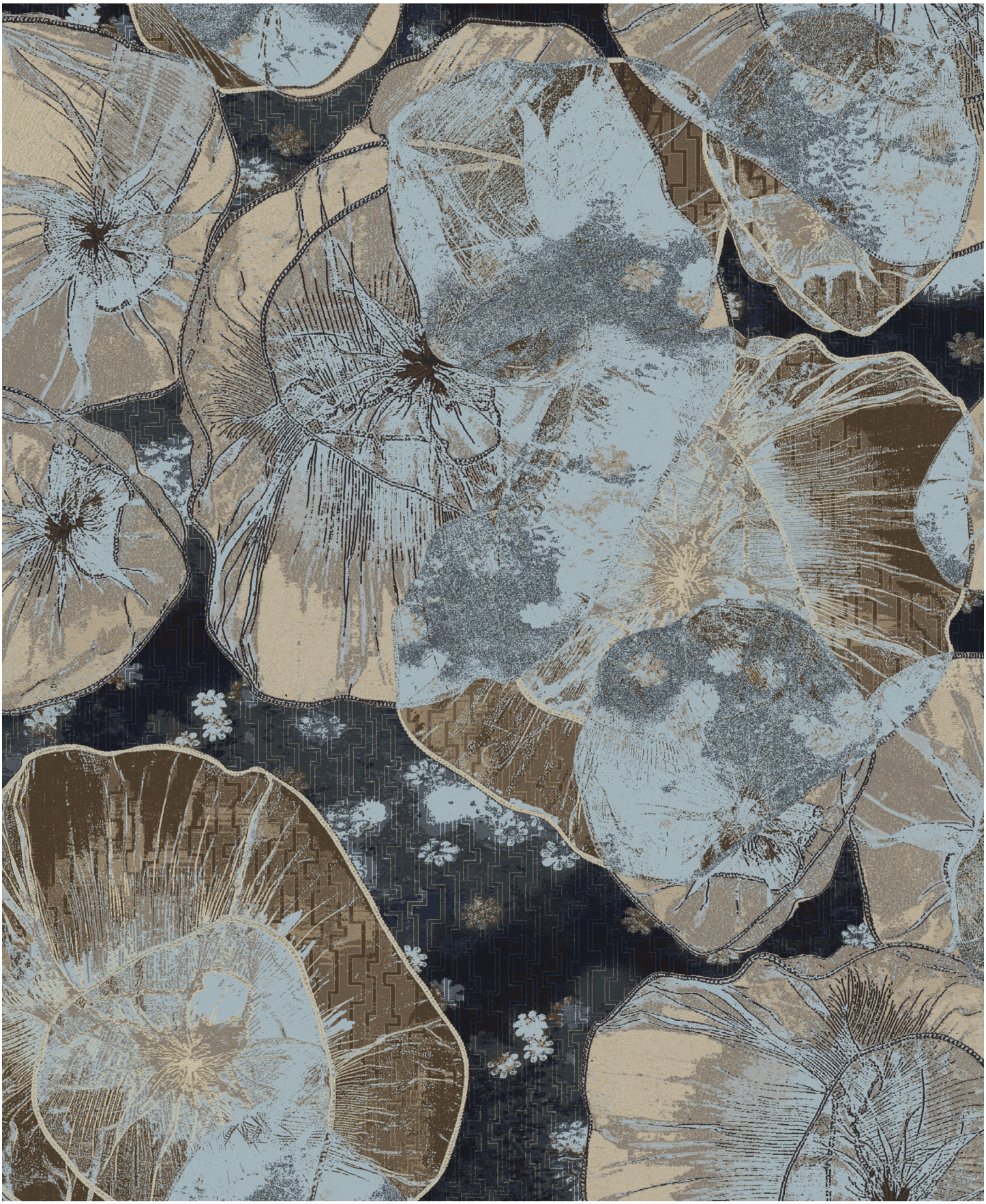


QTW110643
12' x 13', Definity, Broadloom



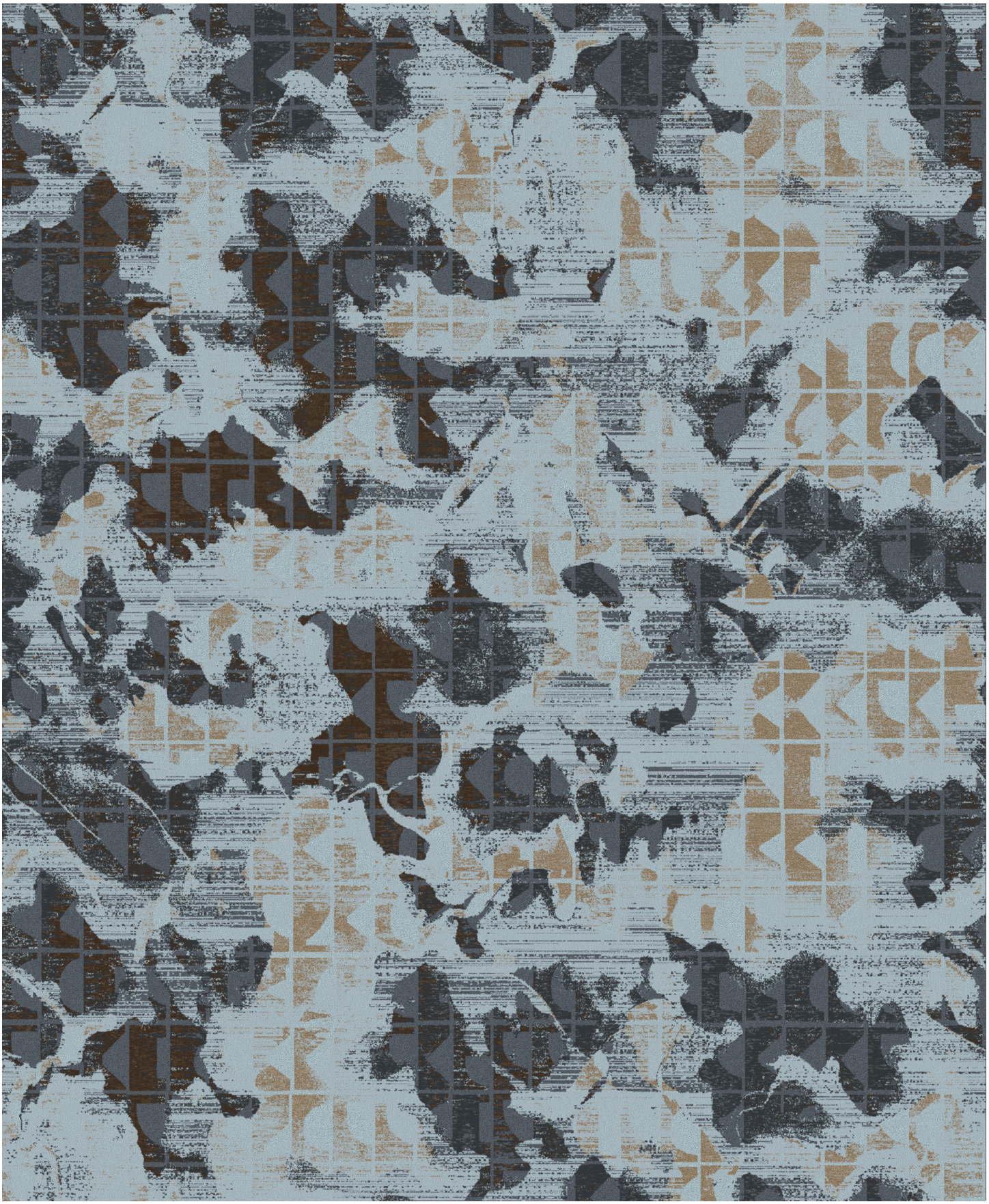
QTW110643
12' x 13'
Definity, Broadloom

1	2	3	4	5	6	7	8
080122 C, L	090093 C, L	855015 C, L	6014 C, L, LL	6036 C	580005 C, L	480003 C, LL	72M003 L



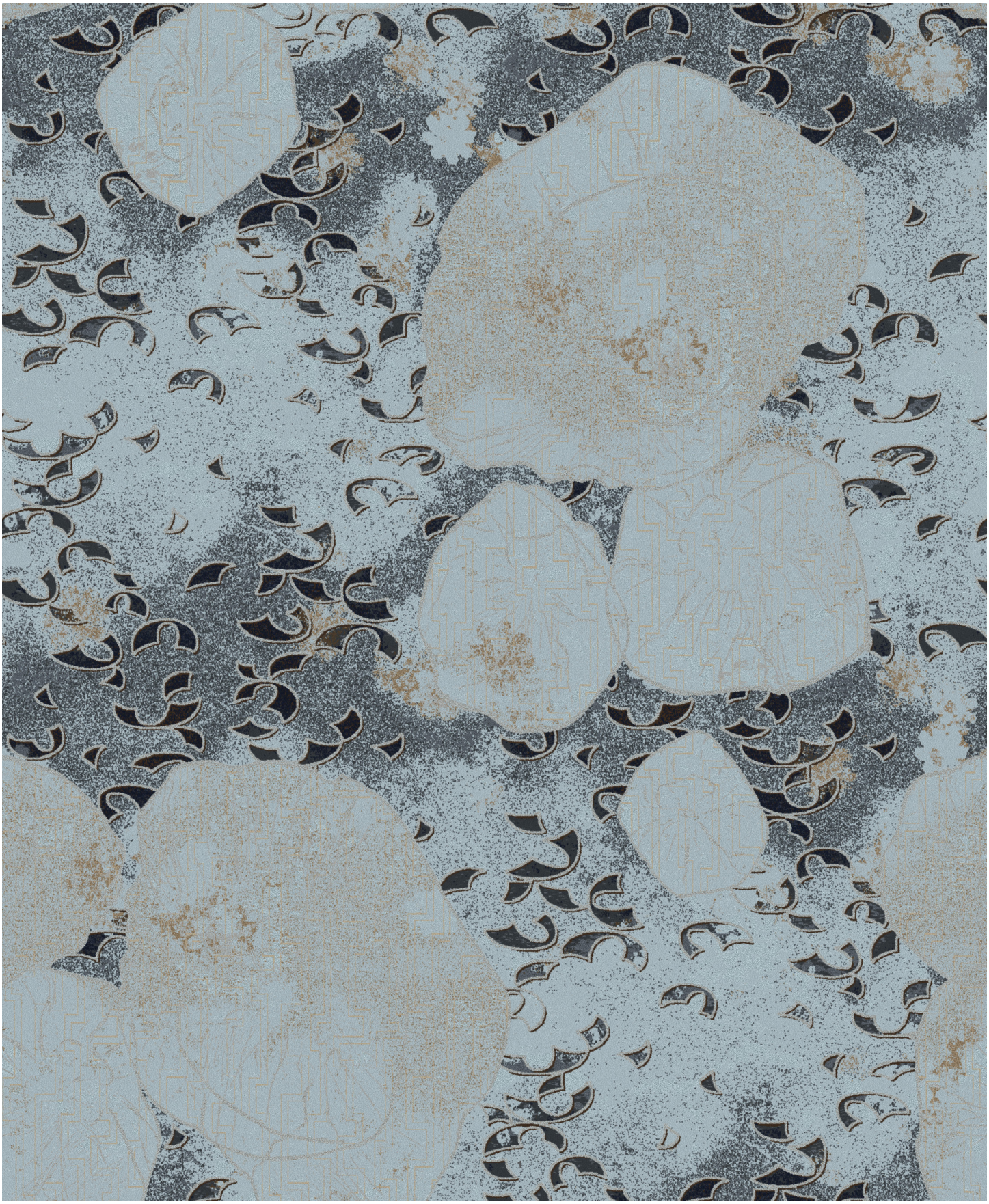
QTW111660
24' x 24'
Definity, Broadloom

1	2	3	4	5	6	7	8	9	10
080193 C, L, LL	080190 C, L	080122 C, L	090093 C	855015 C, L, LL	6014 C, L, LL	6036 C, L, LL	580005 C, L	480003 C, LL	72M003 L



QTW112054
12' x 24'
Definity, Broadloom

1	2	3	4	5	6
080122 C, L	090093 C	855015 C	080189 C, L	6014 C, L, LL	6036 C, L, LL



QTW112055
12' x 15'
Definity, Broadloom

1	2	3	4	5	6	7	8
080190 C	080122 C	855015 C	080189 C	090093 C, LL	6014 C, L, LL	6036 C, L, LL	580005 C, L



QTW110640
12' x 16'
Definity, Broadloom

1	2	3	4	5	6	7	8	9	10	11	12
080193 C, LL	080190 C, L	080122 C, L, LL	850031 C, L	090093 C	855015 C, L	080189 C, LL	6014 C, L, LL	6036 C, LL	580005 C, LL	480003 C, LL	72M003 L



QTW110640
12'x16'
Definity, Broadloom
Assembled Travertine
Angular Layer 949 Ridge



QTW110638
6' x 18'
Definity, Corridor

1	2	3	4
080190 C, L, LL	080122 C, L	855015 C, L	080189 C, L, LL

5	6	7	8
6014 C, L, LL	6036 C	580005 C, L, LL	480003 C, L



QTW110638
6' x 18'
Definity, Corridor
Assembled Woods
Planked 843 Safari Oak

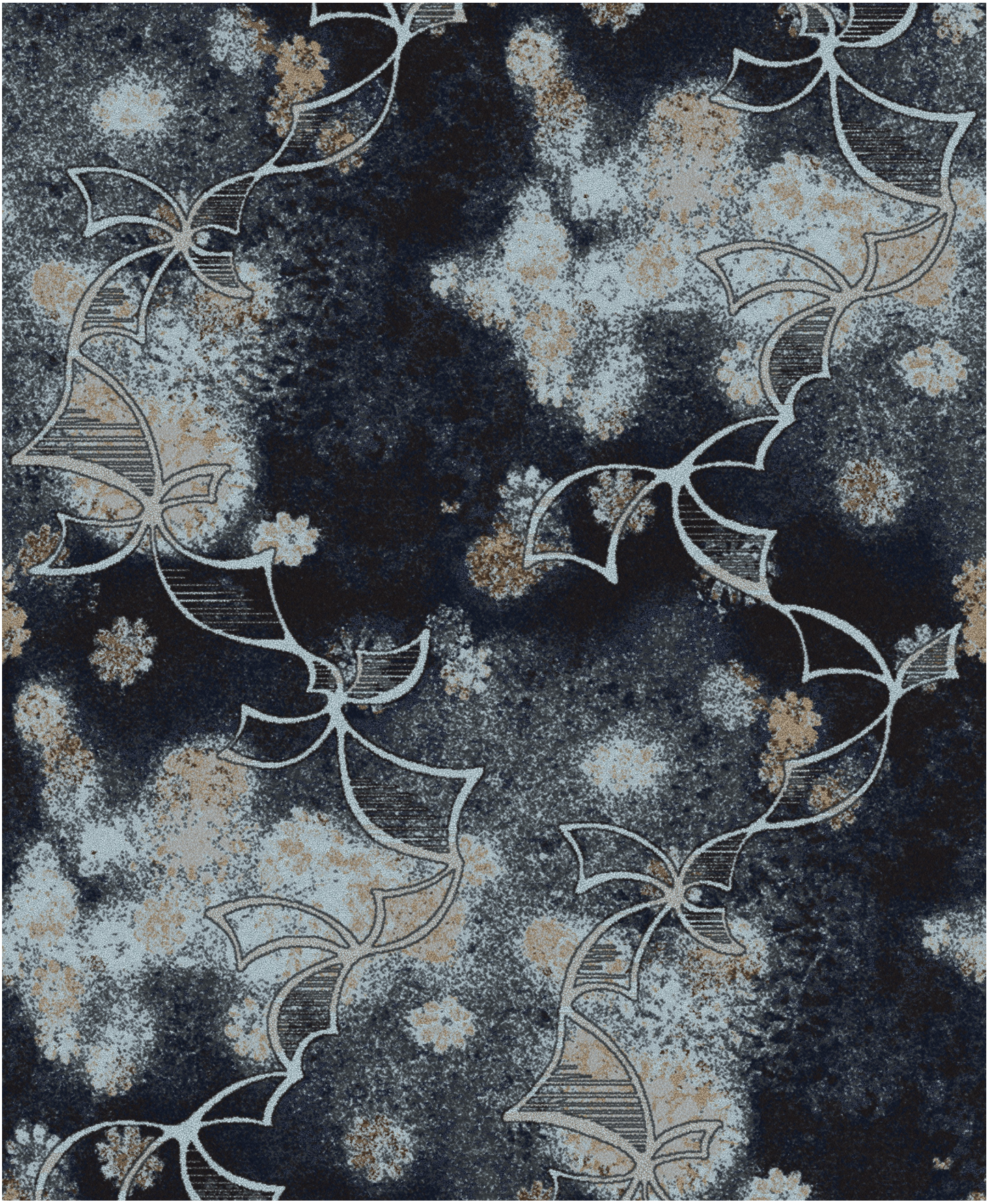


QTW111654
12' x 8'
Definity, Broadloom

1	2	3	4	5	6	7	8	9	10	11
080193 C, L	080190 C, L, LL	080122 C, L, LL	090093 C, L, LL	855015 C, L	080189 C, L	6014 C, L, LL	6036 C, LL	580005 C	480003 C, LL	72M003 L

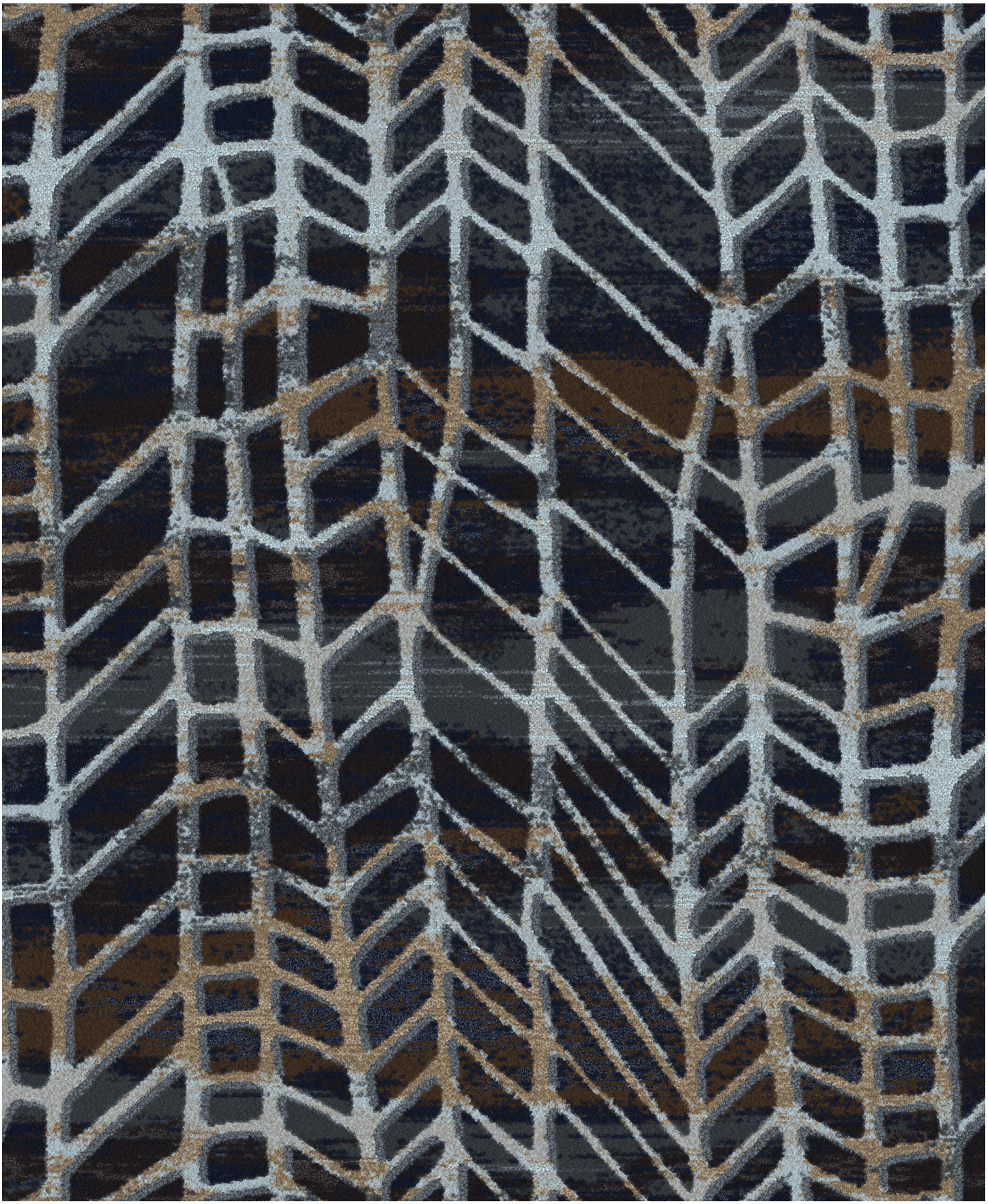


QTW111654
12' x 8'
Definity, Broadloom



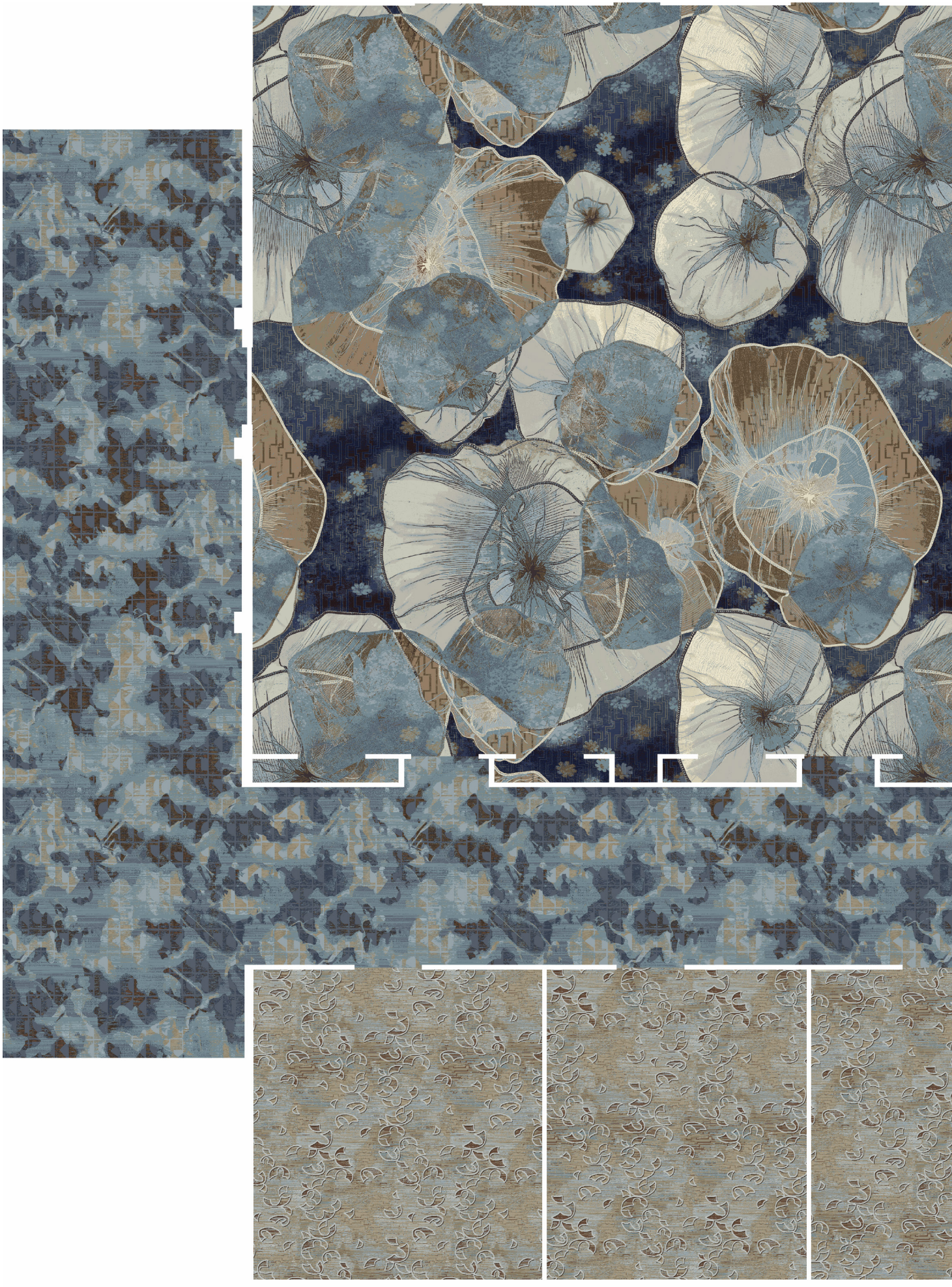
QTW110648
6' x 8'
Definity, Broadloom

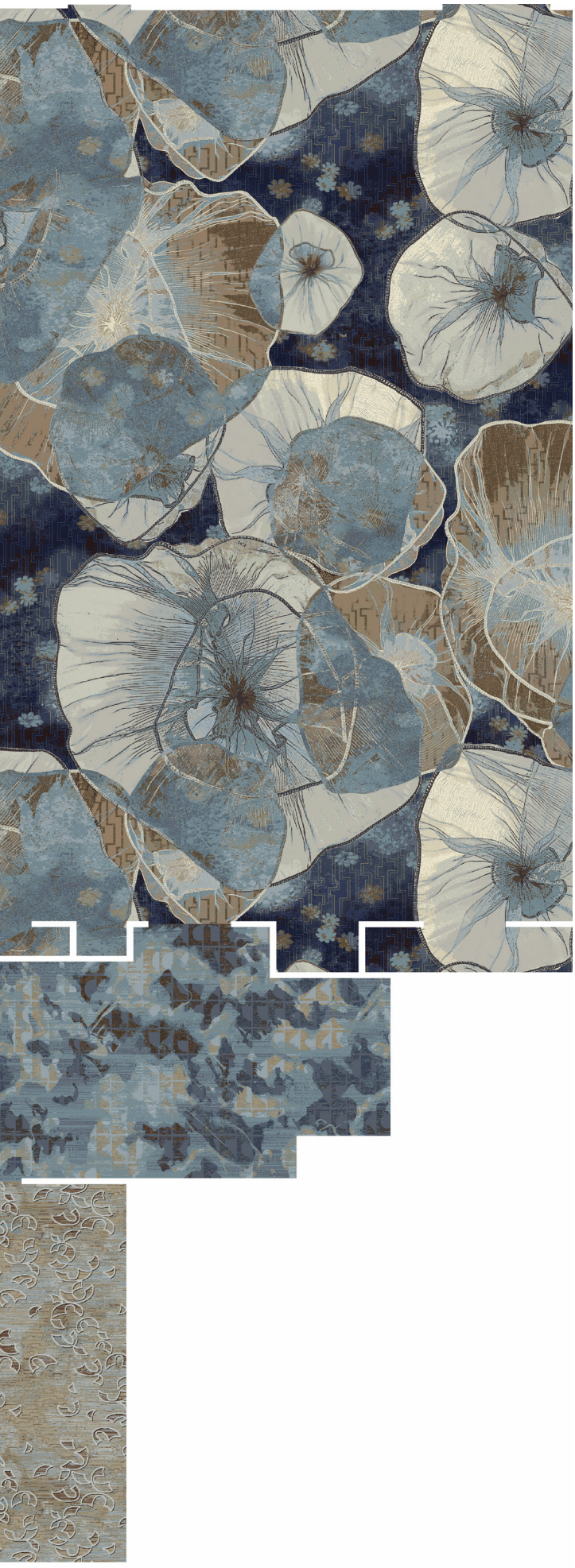
1	2	3	4	5	6	7
080122 C, L	090093 C, LL	080189 C, L	6014 C, L, LL	6036 C	580005 C, L	480003 C



QTW111655
6' x 4'
Definity, Broadloom

1	2	3	4	5	6	7
080122 C, L	090093 C, L	080189 C	6014 C, L	6036 C, L, LL	580005 C, L	480003 C, L





QTW111660
24' x 24'
Spectrafit, Definity

QTW112054
12' x 24'
Definity, Broadloom

12CBEK17
6' x 8'
Pattern Perfect Broadloom

Spectrafit

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 capabiltiies.

Pattern Perfect

Up the texture with 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.





12CBEL00
12' x 12'
Pattern Perfect Broadloom



12CBEL00
12' x 12'
Pattern Perfect Broadloom

A	B	C	D
1689	090093	080122	080189



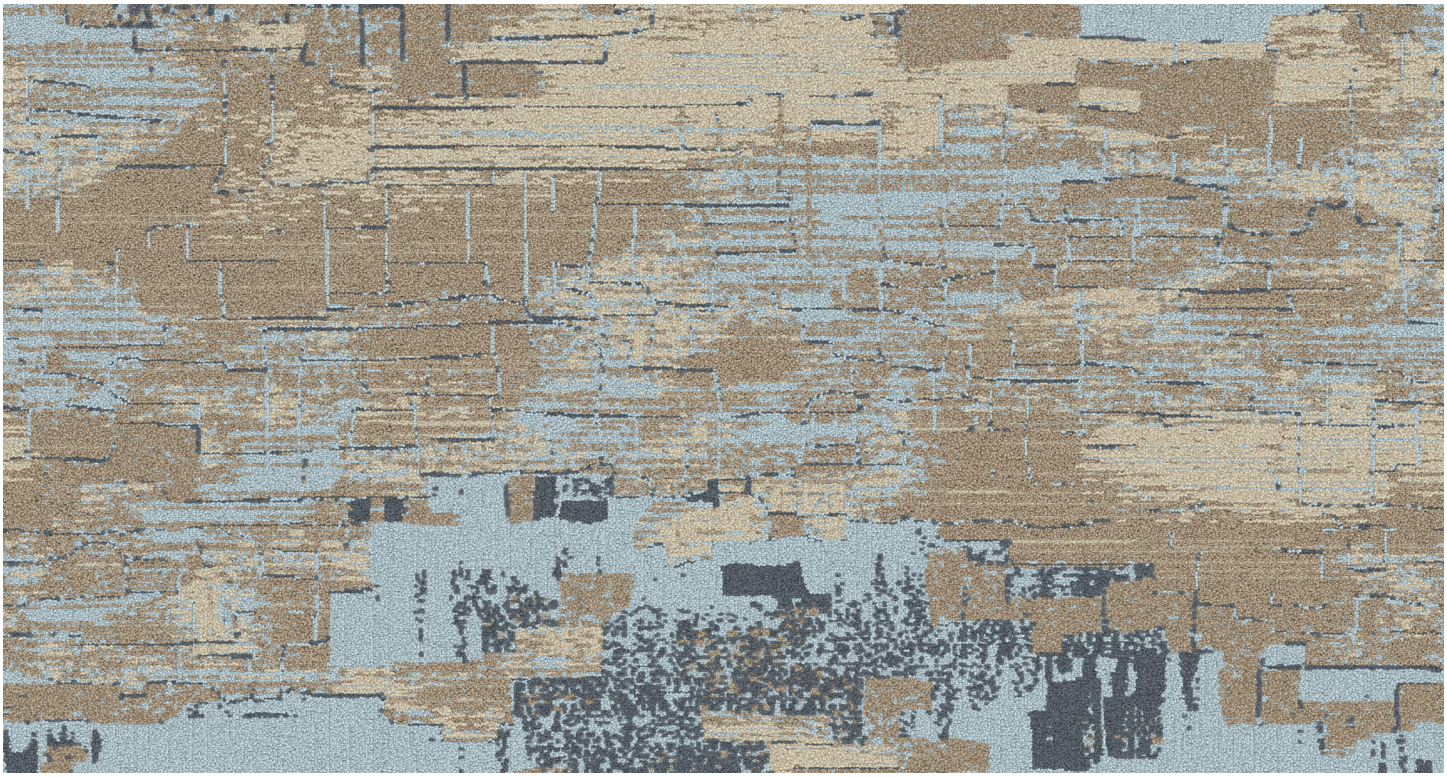
12CBEK17
6' x 8'
Pattern Perfect Broadloom

A	B	C	D
090093	6014	080122	080189



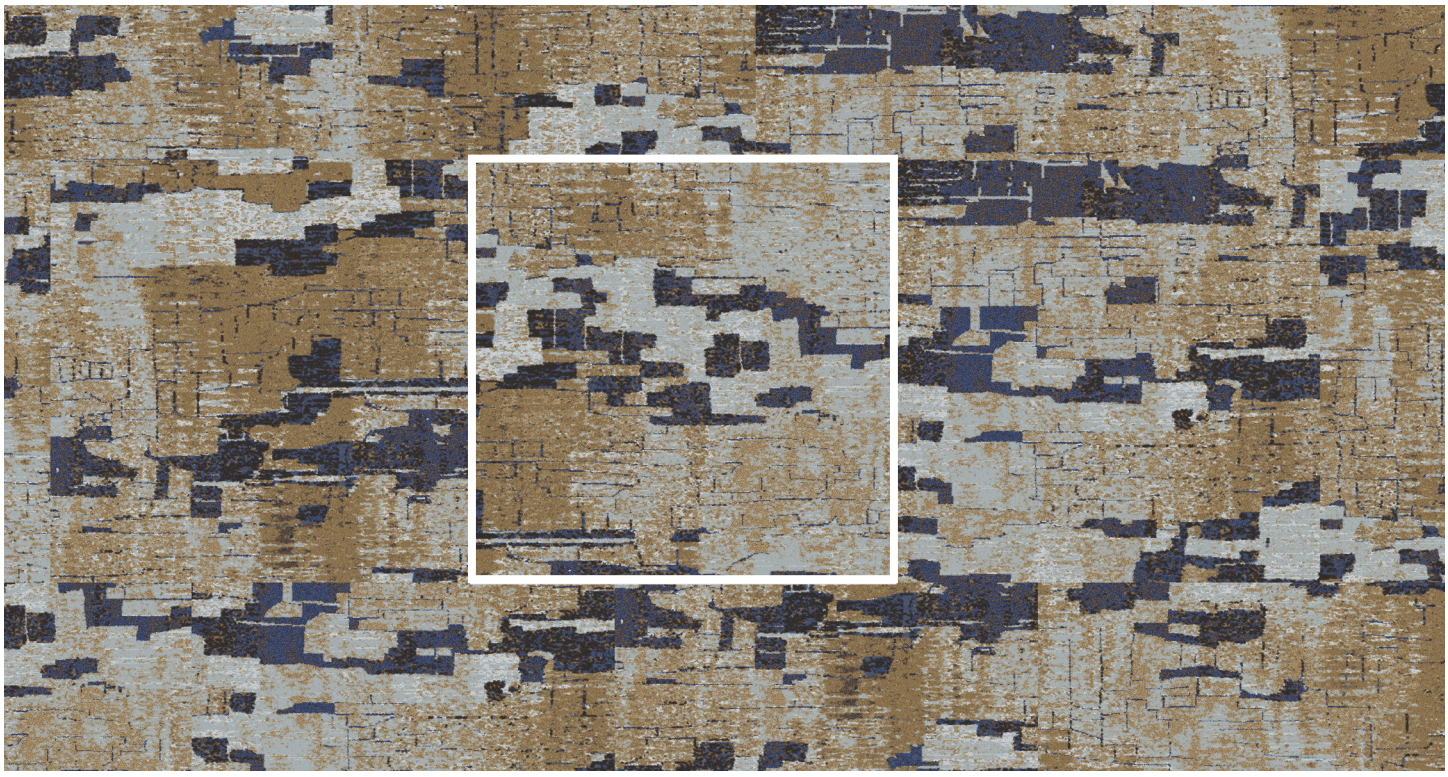
12CBEM89
6' x 17'
Pattern Perfect Corridor

A	B	C	D
090093	6014	080122	6036



12CBEM95
6' x 8'
Pattern Perfect Broadloom

A	B	C	D
080190	6014	080122	6036



12CMEK05
24" x 24"
Pattern Perfect Tile

A	B	C	D
53C004	86C020	58C005	6149C

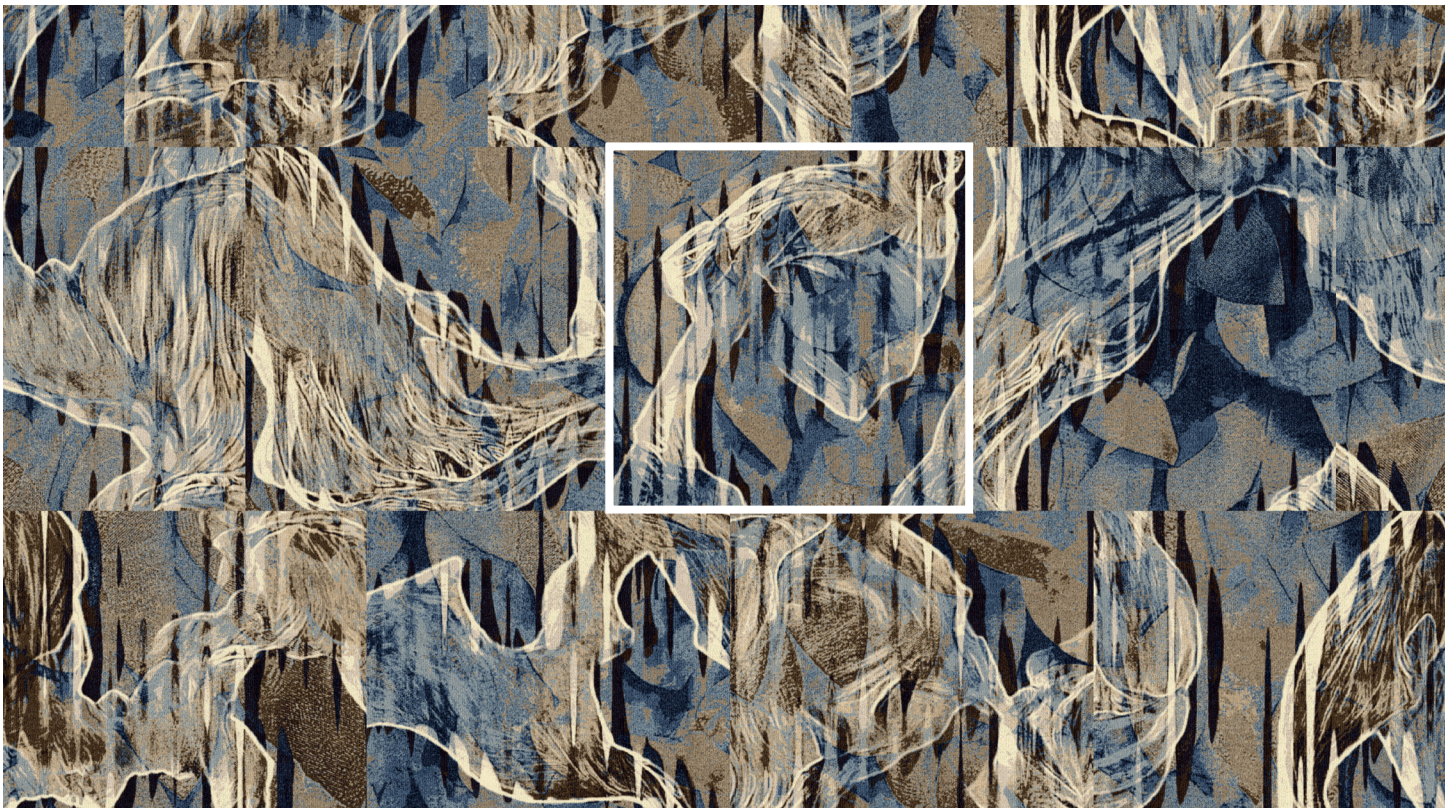
PDI | Synthesis

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



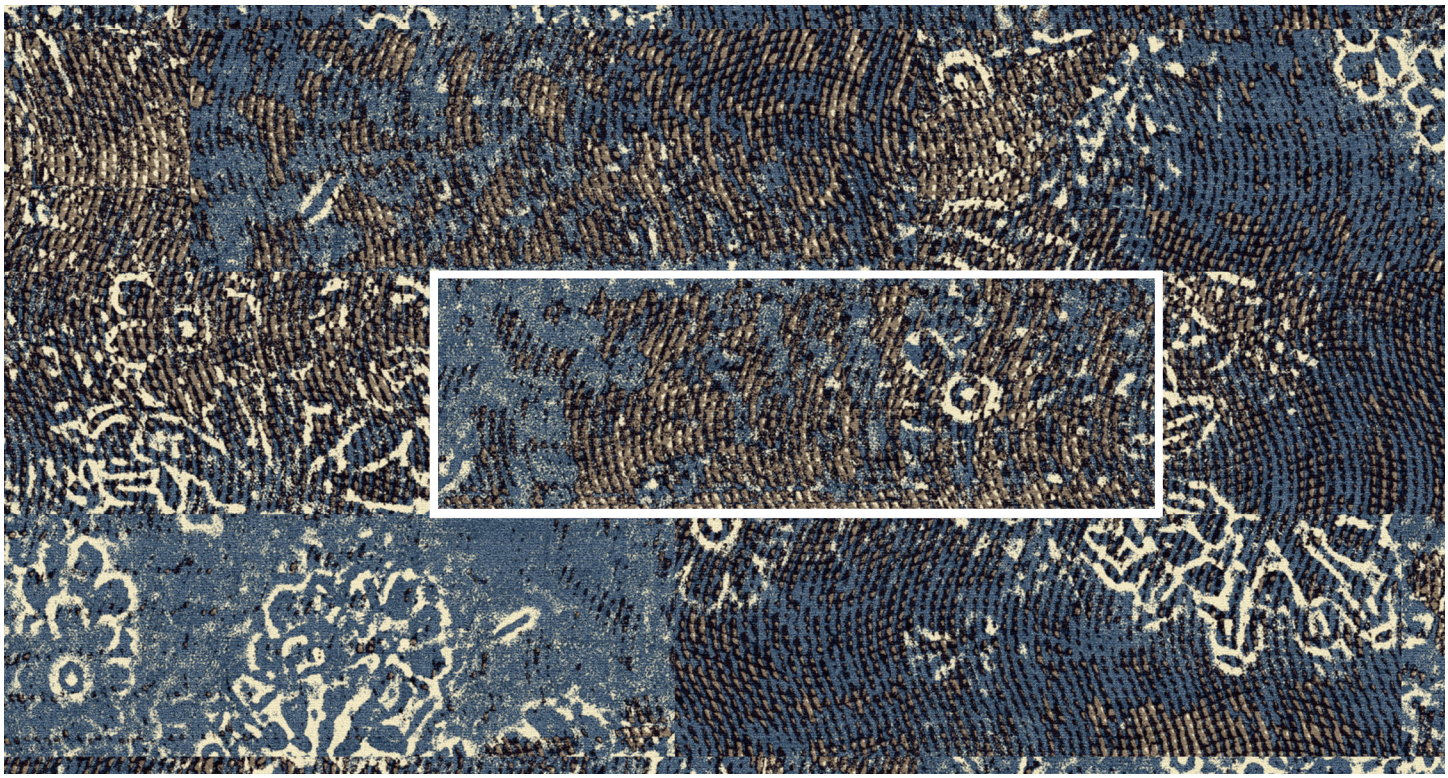


CT110650
24' x 24'
PDI Tile



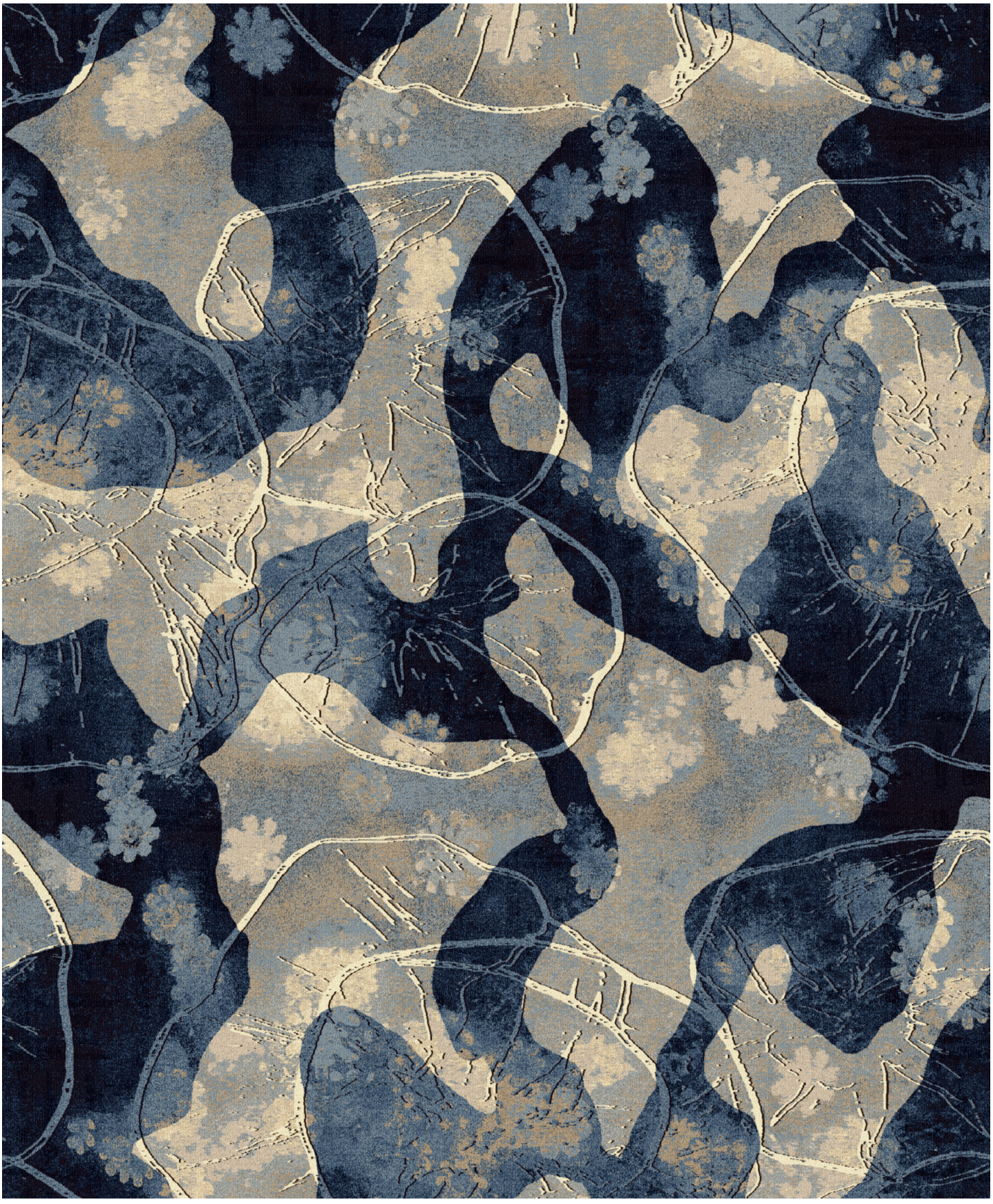
CT110650
24" x 24"
PDI Tile

1	2	3	4	5	6	7	8	9	10	11	12
2E1	5L6	2L9	7P14	2E4	7O18	2L8	7S17	7S12	7T12	7A12	7W17



CT112089
12' x 36'
PDI Plank

1	2	3	4	5	6
2E1	2L8	7O18	7S17	7W17	7A12

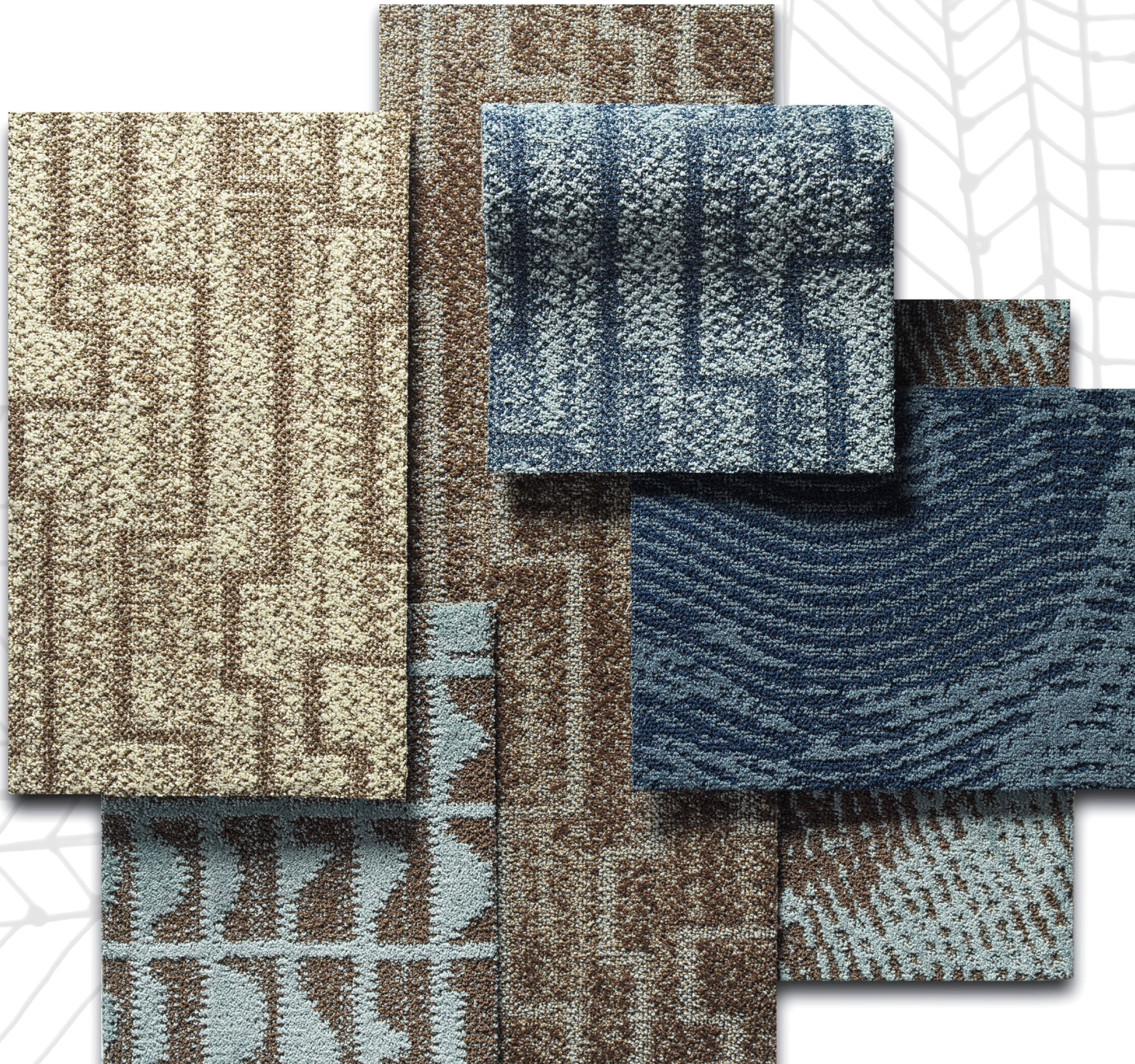


D111651
6' x 8'
PDI Broadloom

1	2	3	4	5	6	7	8	9	10	11
2E1	5L6	2L9	7P14	2E4	7O18	2L8	7S17	7T12	7W17	7A12

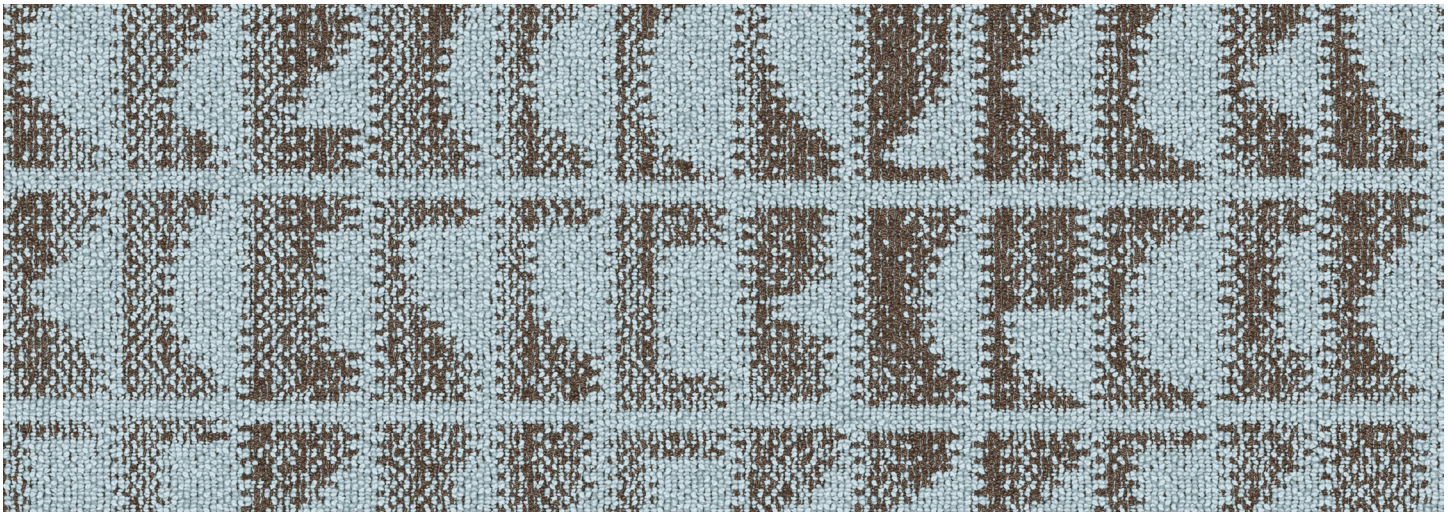
Tufted Broadloom

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.



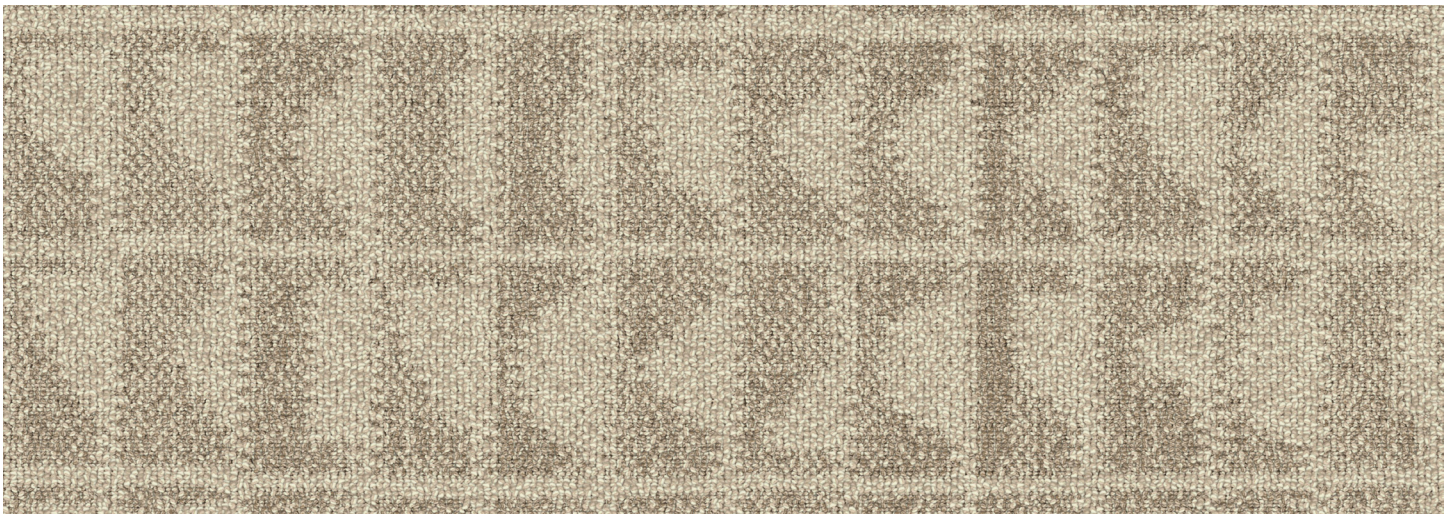


12PMEK47
3' x 6'
Tufted Broadloom



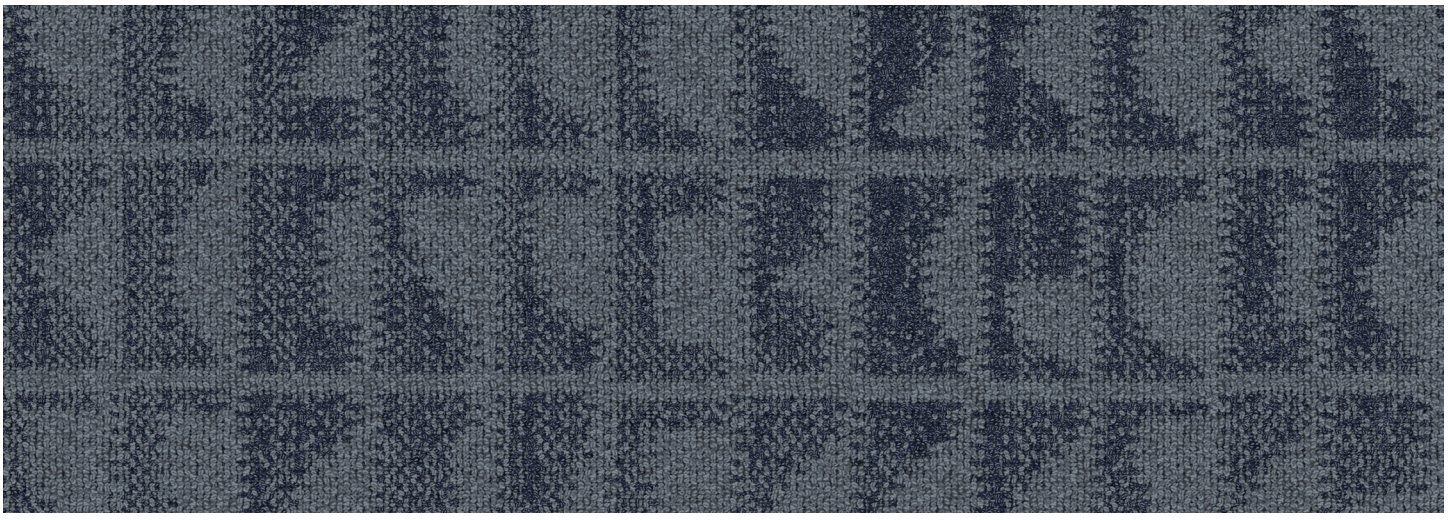
12PMEK47
3' x 6'
Tufted Broadloom

A 080189
B 6014



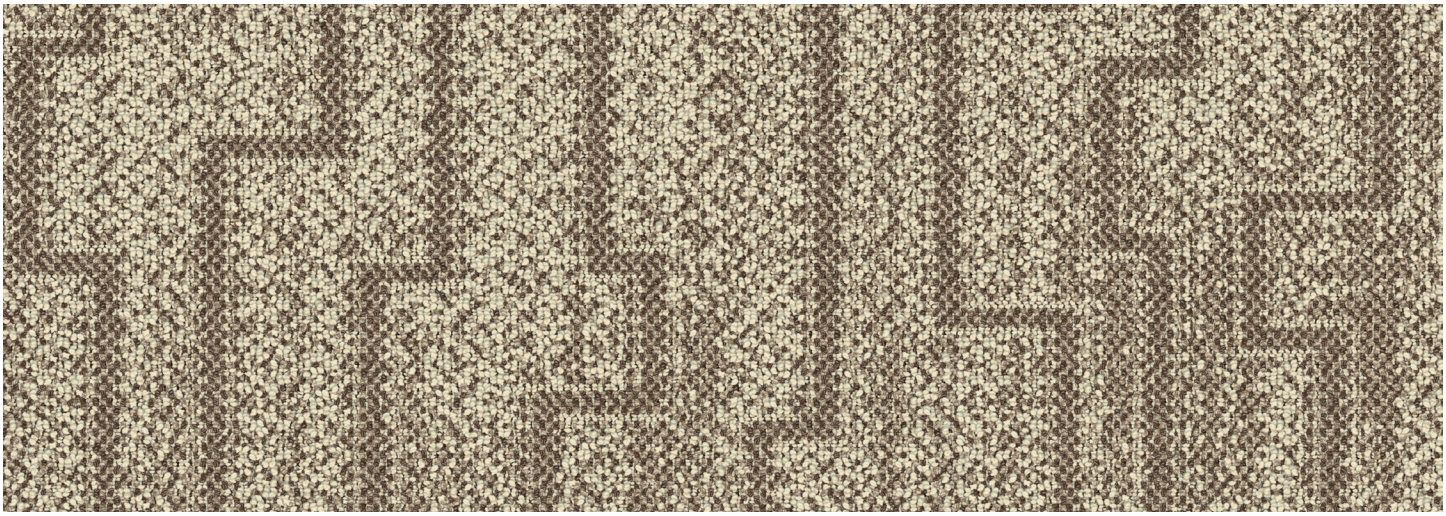
12PMEK47
3' x 6'
Tufted Broadloom

A 080122
B 080190



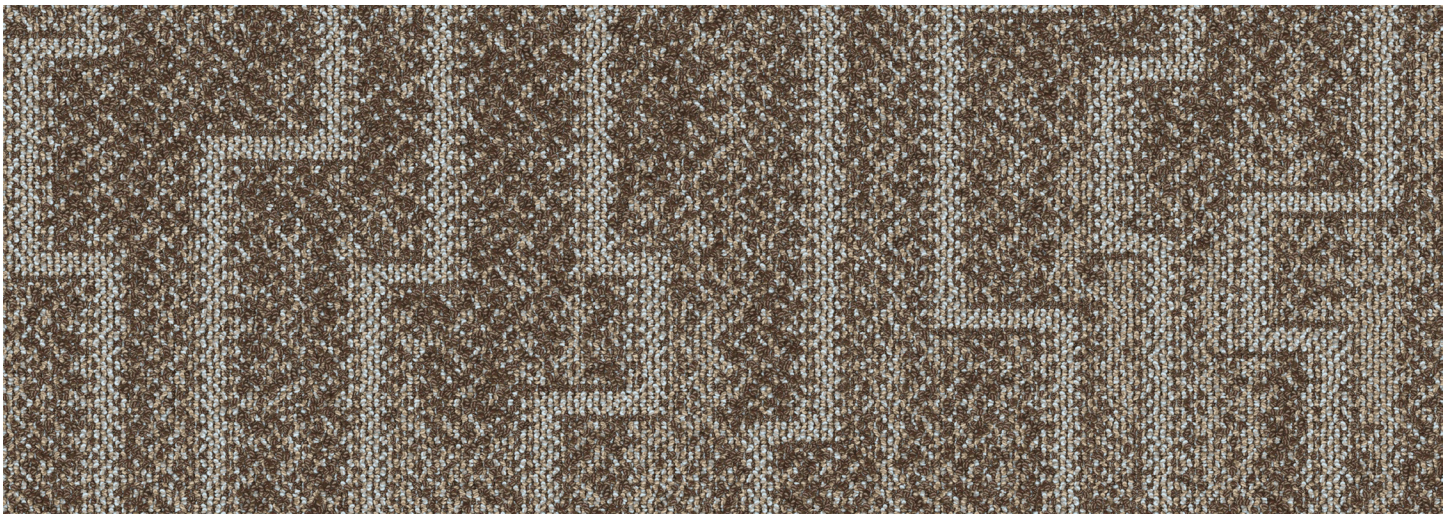
12PMEK47
3' x 6'
Tufted Broadloom

A 580005
B 6036



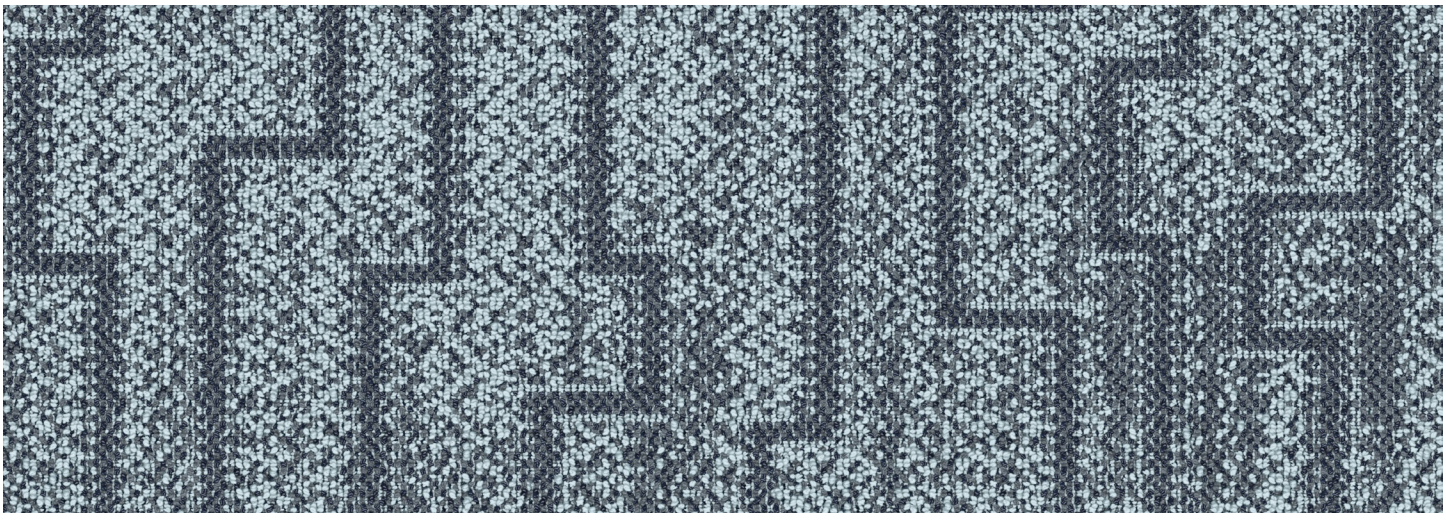
12PMEK45
3' x 3'
Tufted Broadloom

A	B	C
080189	080193	080122



12PMEK45
3' x 3'
Tufted Broadloom

A	B	C
090093	080189	080122

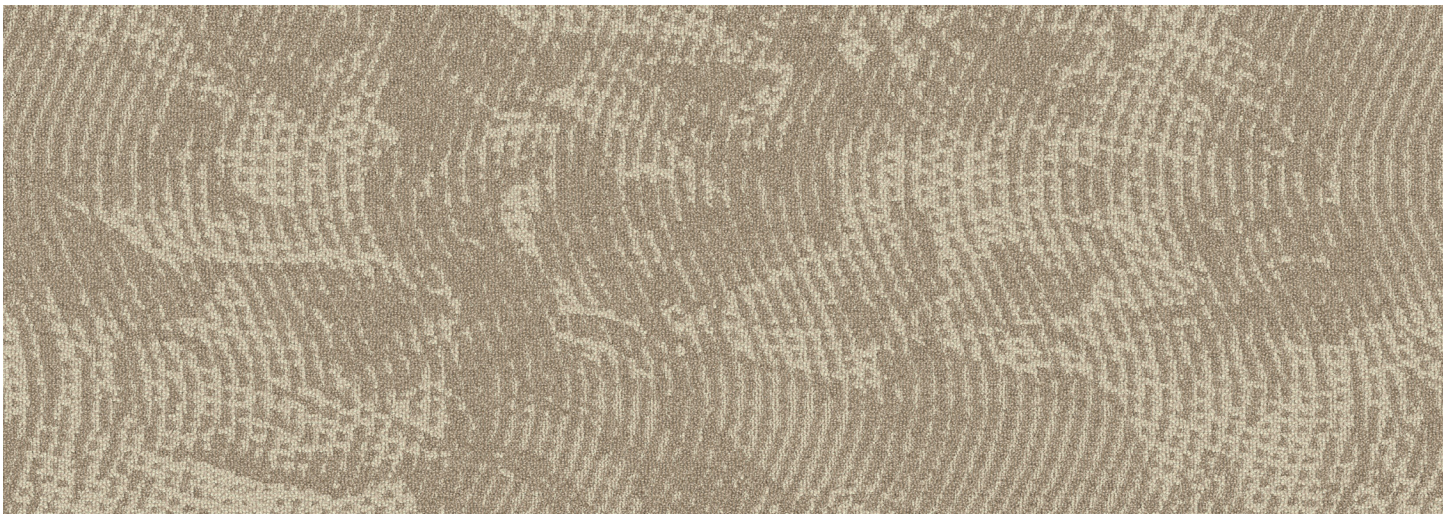


12PMEK45
3' x 6'
Tufted Broadloom

A	B	C
580005	6014	6036

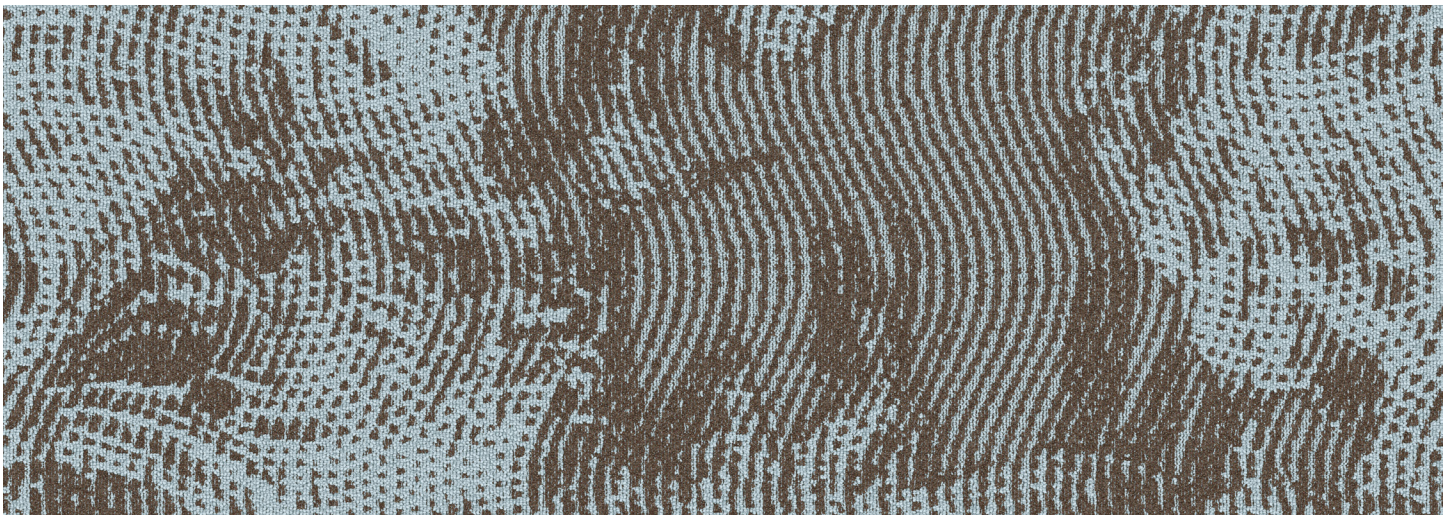


12PMEL22
6' x 6.5'
Tufted Broadloom



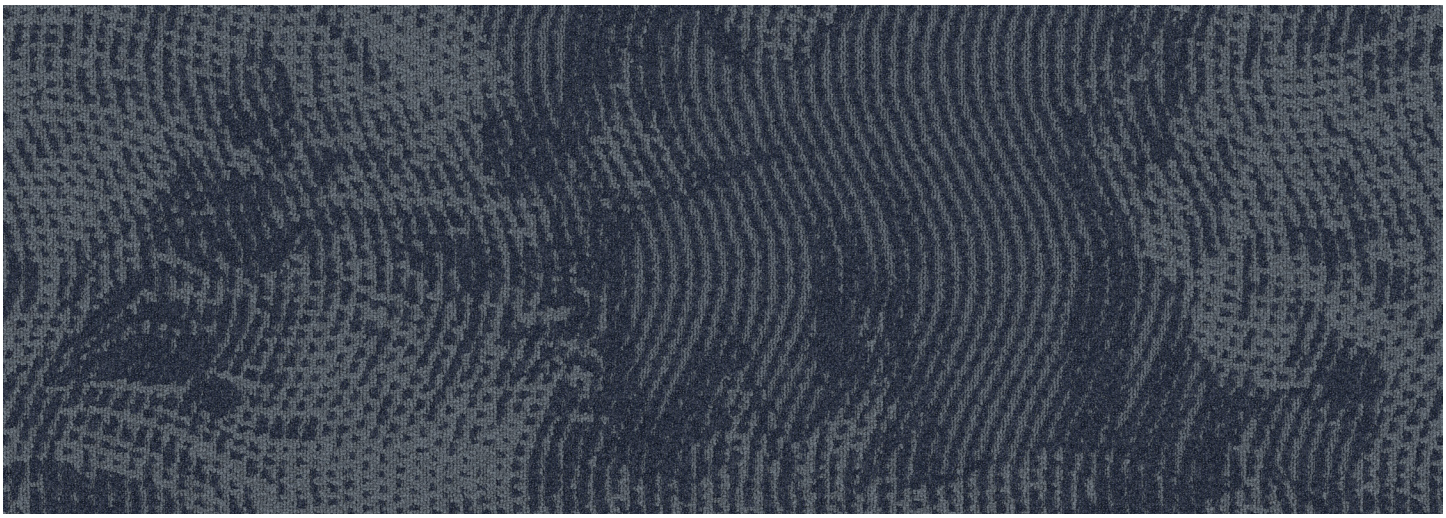
12PMEL22
6' x 6.5'
Tufted Broadloom

A 080122
B 080190



12PMEL22
6' x 6.5'
Tufted Broadloom

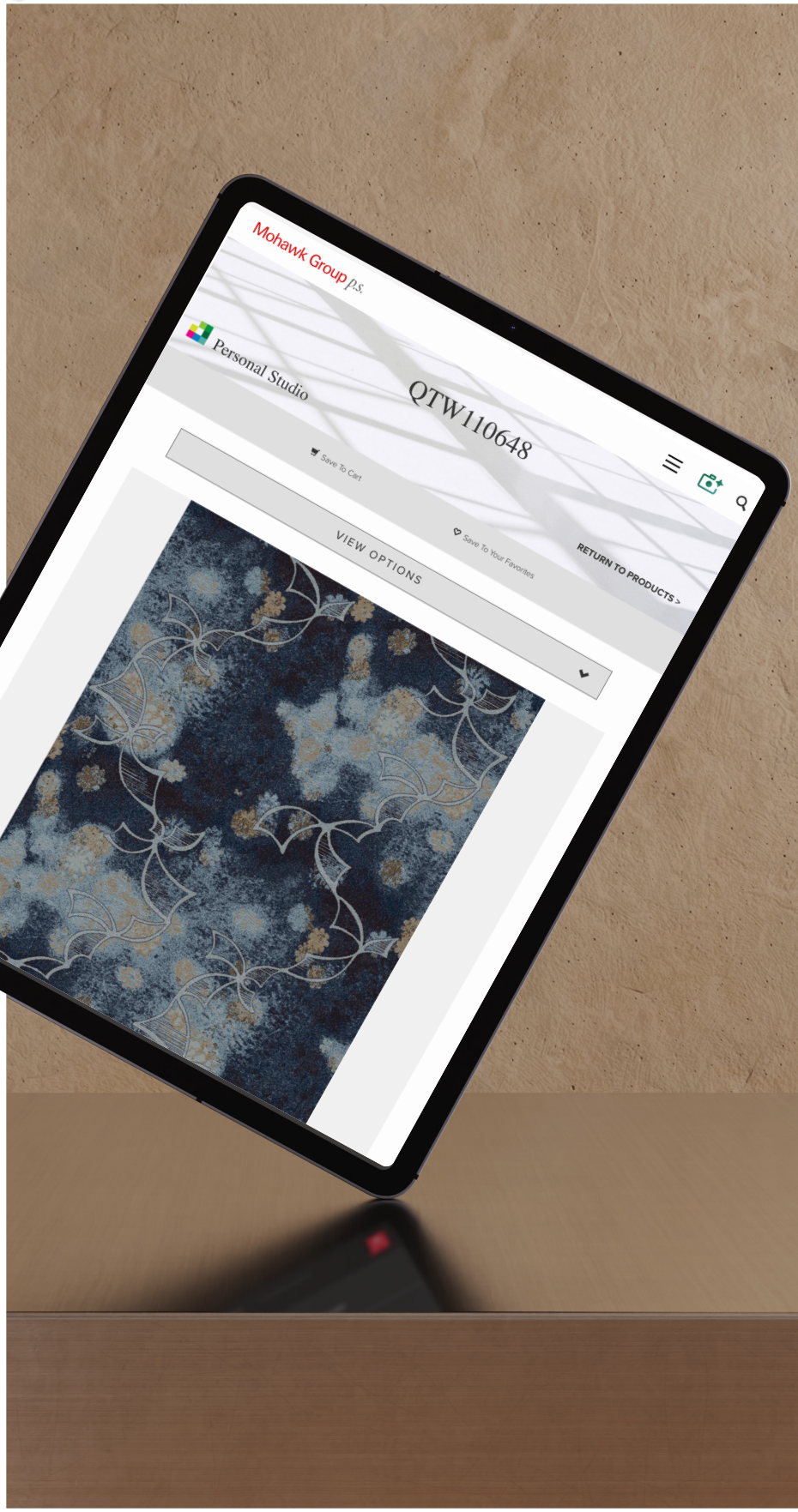
A 080189
B 6014



12PMEL22
6' x 6.5'
Tufted Broadloom

A 580005
B 6036

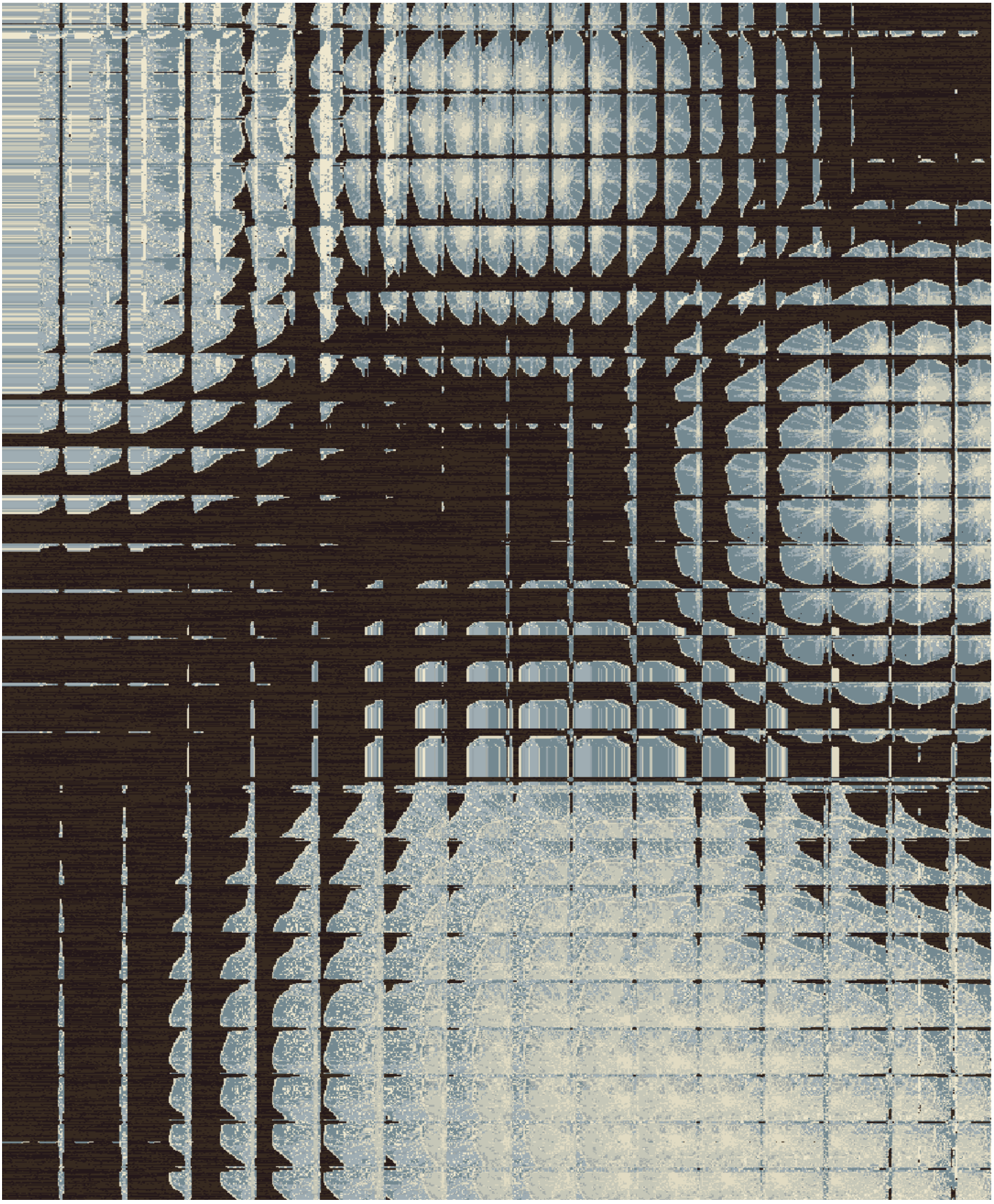




Personal Studio™

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.



Hand-Tufted Rugs

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.

HTR111668
9' x 12'
Hand-Tufted Rug

1	2	3	4	5
080193 L	080193 HC	080190 HC	6014 HC	090093 HC

6	7	8	9
6014 L	6014 HC	080189 LC	480003 LC



HTR111668
9' x 12' Hand-Tufted Rug

With Digital Essence, the enduring power of craft and the quiet intelligence of technology come together through memory, emotion, and design to create spaces that feel both grounded and contemporary. This carpet collection brings together richly layered patterns in a variety of construction types to suit different spaces, including Definity, Pattern Perfect broadloom and tile, PDI broadloom and tile, tufted broadloom for guest rooms, and luxurious hand-tufted rugs.

With designs that honor textile heritage while embracing the depth and precision of modern digital processes, Digital Essence helps you create immersive, emotionally resonant environments where the past and future feel seamlessly connected.

Please contact your rep or visit www.mohawkgroup.com/hospitality for more information.

Mohawk Group Hospitality

508 East Morris Street, Dalton, GA 30721
(800) 241-4580

DEFINITY | SYNTHESIS | PDI | CYP | TUFTED
CARPET TILE | LVT | SHEET | REVWOOD | RUGS | RUBBER

