



ID

PAINTED PERSPECTIVES





# Better Together™

Blue Landscape Abstraction | Alicia Sterling Beach

At Mohawk Group, we empower you to create spaces that not only support the wellbeing of end-users and our planet, but also help foster stronger communities. And we do it by working together, giving you a broad range of programs for turning your specification into donations that we make on your behalf. We call this the Better Together Initiative, and it's how we help you maximize the good that your work is doing, for the communities within your spaces and beyond.

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This year, we're partnering with ArtLifting as part of our commitment to doing Better Together. ArtLifting champions artists who are impacted by housing insecurity or disabilities, amplifying their artistic voice and giving them a platform to sell their work. We have developed patterns based on the work of six artists and will be debuting these collections throughout the year.

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.





Collection Designed by Jaime Ross and Mary Champaneri





# ALICIA STERLING BEACH

## Meet the Artist

*“As the culture of art is always changing, it keeps me on my toes. As the audience for it changes, I change. Also, the more endowed I am with life-experience, the more I like to challenge myself to selflessly serve the highest good, often through my art.”*

Alicia was born in Caracas, Venezuela and lived between the U.S. and Brazil, where her parents resided. An accident she experienced as a young child left her with movement issues. She has spent most of her adult life coping with chronic pain from degenerative chronic osteoporosis. As a result, she has also experienced housing insecurity.

Even still, Alicia uses art as a way toward enhancing meaning and beauty in her world. She uses materials such as watercolor, colored pencils, and soft pastels which offer a wide-ranging color palette enabling her to bring forth the delicacy of light. With drawing, abstraction and her symmetrical themes, she intends to create harmony and balance. Alicia has earned a BFA from the Rhode Island School of Design and an MFA from the University of California, Irvine.





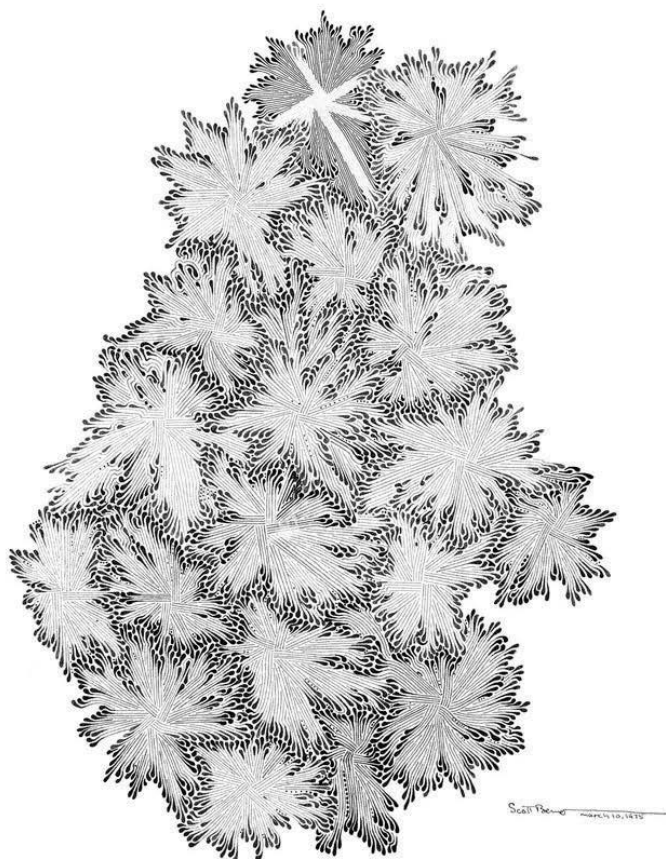
# SCOTT BENNER

## Meet the Artist

*"I shouldn't be doing it to try to sell pictures. I should be doing what inspires me. That's where the real roots are—where the good stuff comes from."*

Scott experiences cluster headaches and bouts of confusion due to Horner's syndrome, which he developed in 2012. After a series of events left him without a home and without a job, Scott found solace in his art and saw that others were also touched by his work. After meeting with Liz Powers in 2014, he began selling his creations via ArtLifting.com and has since found housing.

Scott's portfolio encompasses over 40 years of practice, patience, and perseverance. His preferred mode of creation utilizes fine line pen and ink, a medium he enjoys for "the contrast and the sharp, crisp lines." His body of work is the result of thousands of hours of dedication, with some pieces, such as the grandiose *Before Hand After Hand*, taking upwards of 1,000 hours or more.





# A Higher Definition of Design

Definity lifts luxury design to the level it demands—where every detail of color and texture can be defined to the highest degree. With Definity, designers enjoy supreme creative flexibility across color, pattern and texture.

Definity allows you to fully define and express your vision.

## **Precision Sculpted**

Only Definity technology allows for precise sculpting of the carpet's surface, producing a range of textural formations. The result is carpet with a truly dimensional presence, a fusion of visual effects and tactile reality.

## **Highest Definition**

Achieve the highest definition and most precise patterns with more than twice the tufts per inch versus Axminster products.

## **Fully Customizable**

Create complex designs of any scale, small to extra large, with precision sculpting that brings pattern and texture to life.

## **Richer Palettes**

Incorporate up to 24 color values into every design, for a distinctly rich palette.

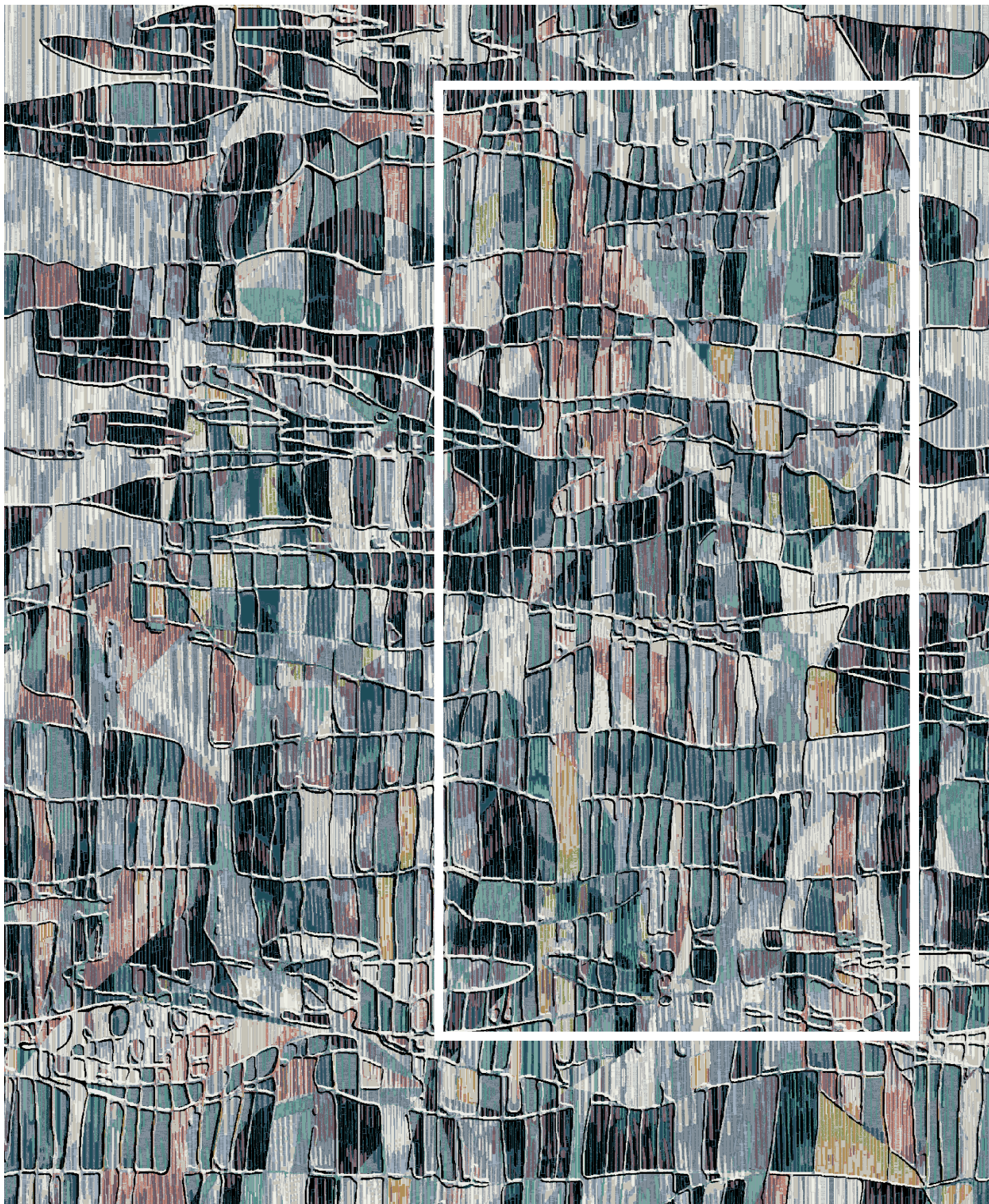






QTF88677  
12' x 24' Corridor, Definity





QTF88681

12' x 24'

Corridor, Definity

Available in 60oz - QTF88677

1

070036  
C, L, LL

2

090056  
C, LL

3

6014  
C, LL

4

050079  
C, LL

5

5002  
C, L, LL

6

6021  
C, LL

7

350011  
C, LL

8

060094  
C

9

010030  
C

10

M20059  
C

11

6104  
C, LL

12

72M003  
L





QTW88680

12' x 24'

Broadloom, Definity

Available in 60oz - QTF88676

1	2	3	4	5	6	7	8	9	10	11	12
070036 C.L.L	090056 C.L.L	6014 C.L	050079 C	5002 C.L.L	6021 C.L.L	350011 C.L	060094 C.L	010030 C.L	M20059 C.L	6104 C.L	72M003 L



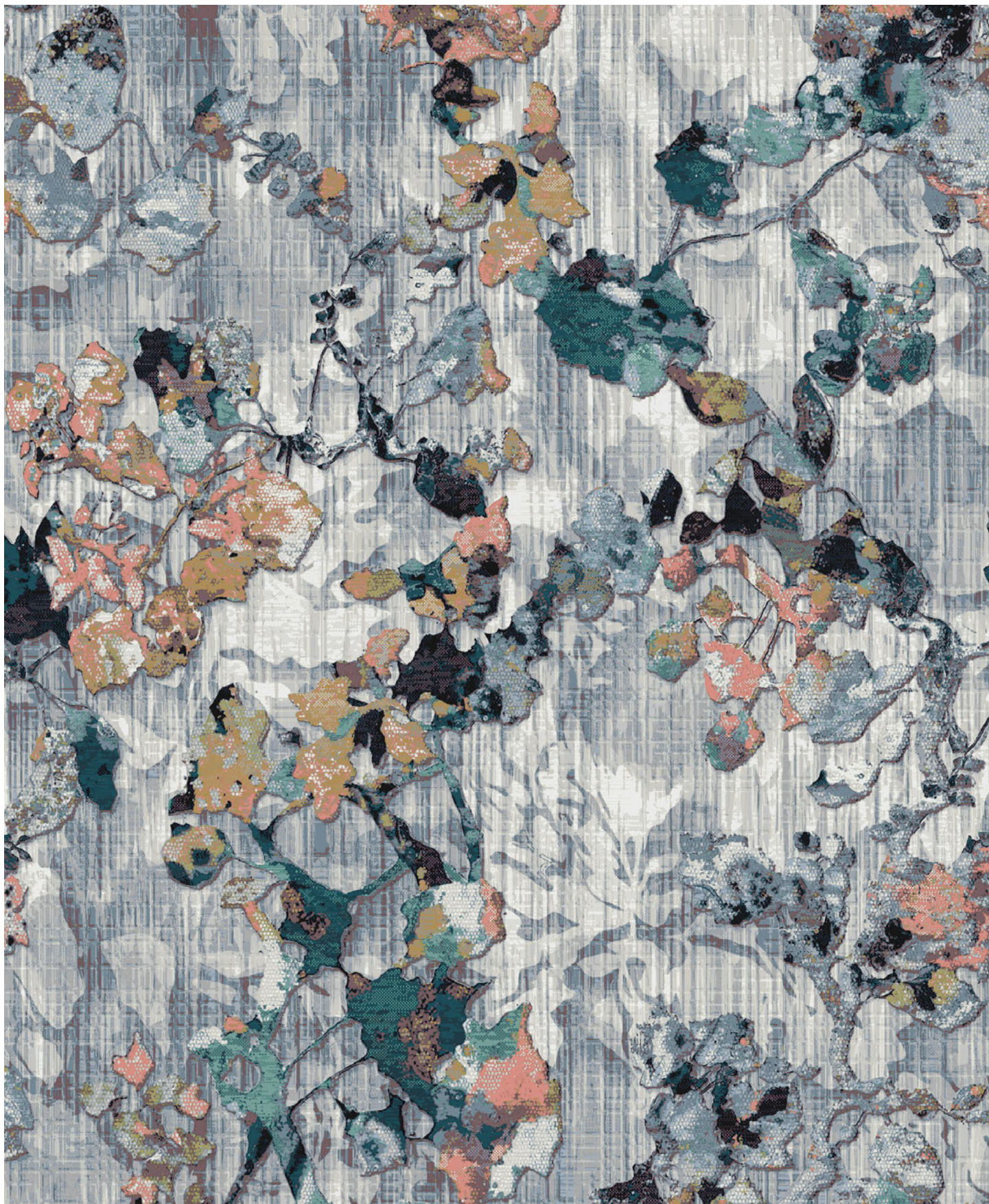






QTF88648  
12' x 20' Broadloom, Definity





QTF88679

12' x 20'

Broadloom, Definity

Available in 60oz - QTF88648

1

070036  
C.L.

2

090056  
C.L.L.

3

6014  
C.L.

4

050079  
C.L.

5

5002  
C.L.

6

6021  
C.L.

7

350011  
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C.L.L.

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010030  
C.L.

10

M20059  
C.L.L.

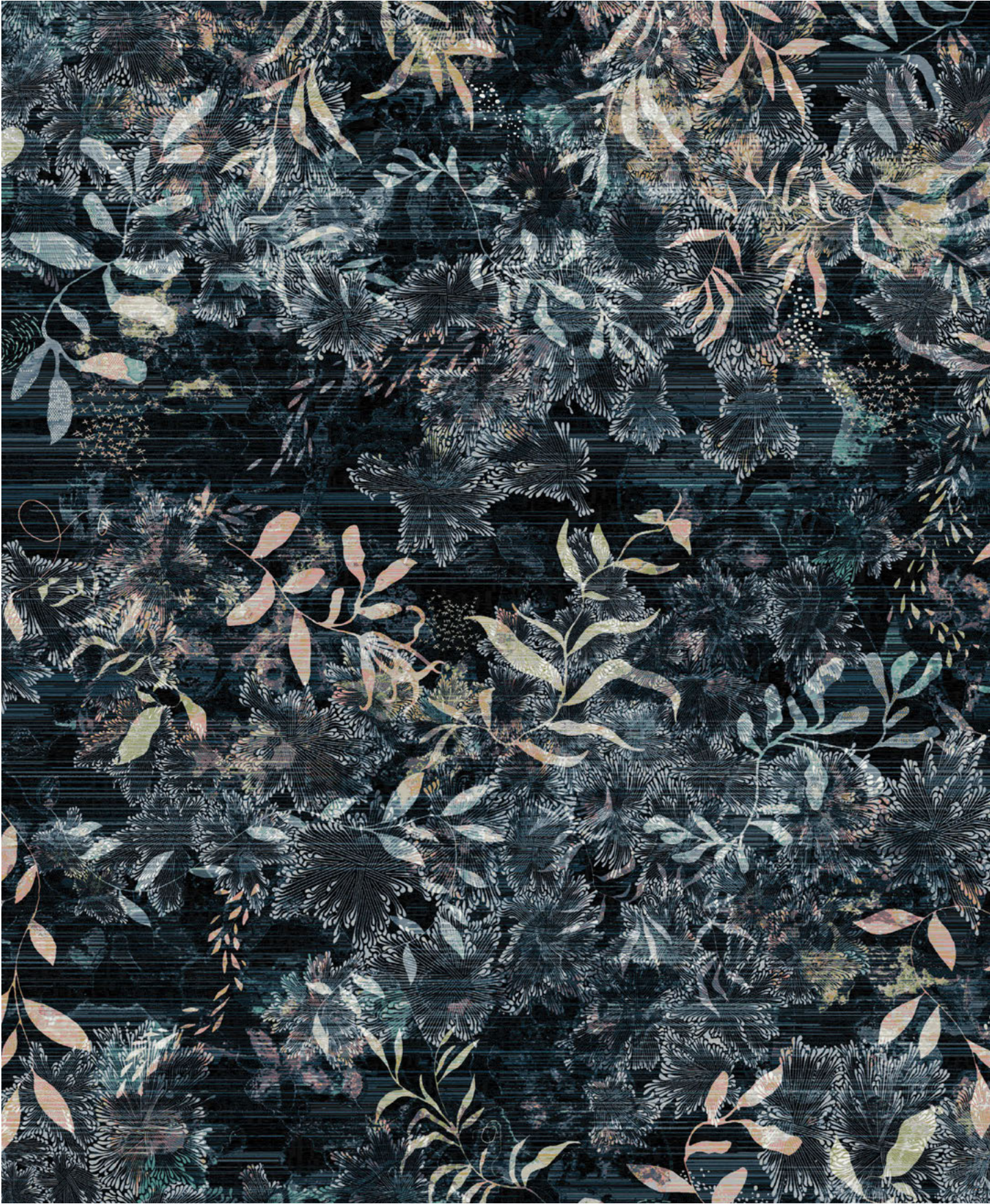
11

6104  
C.L.

12

72M003  
L

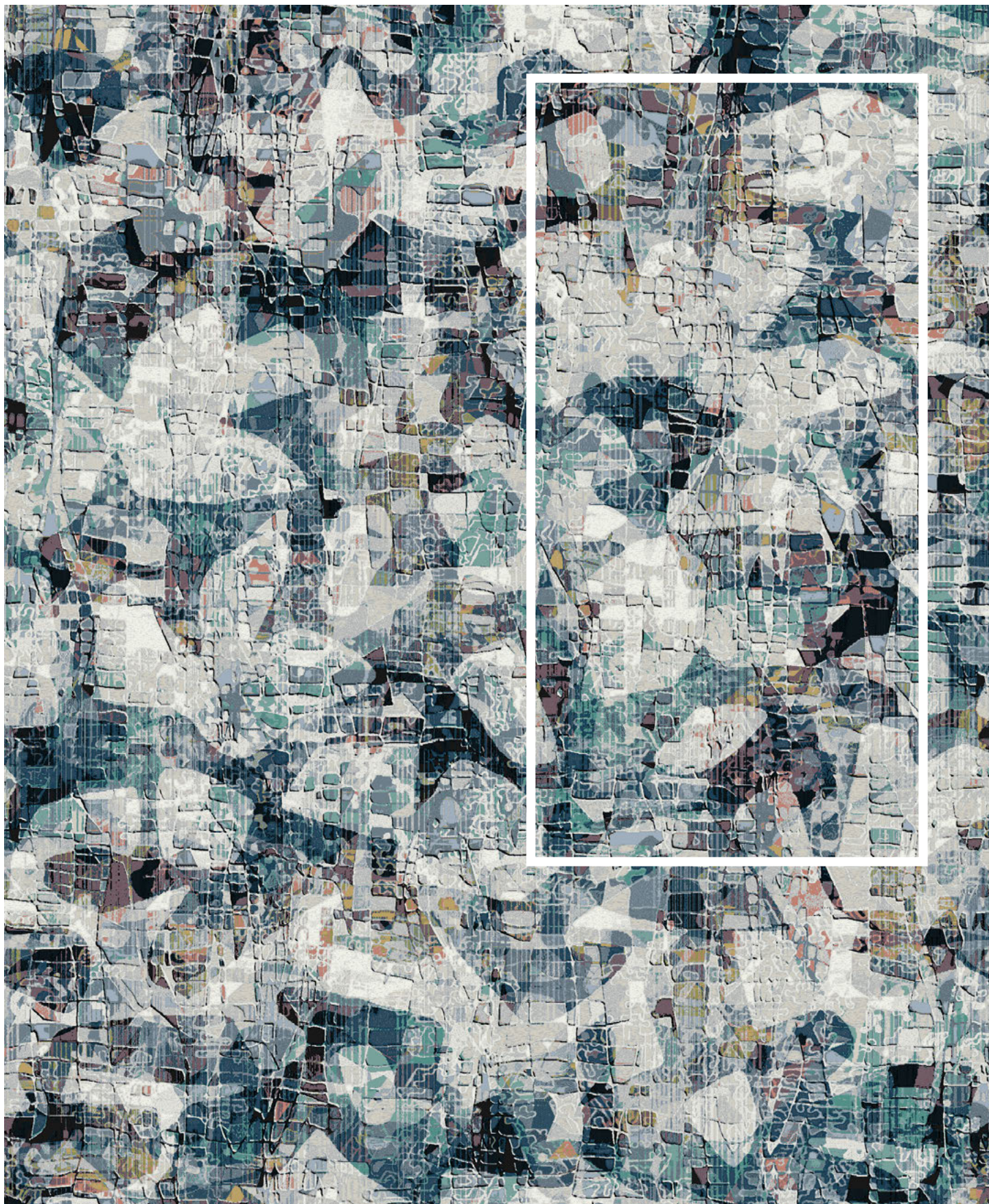




QTW88678  
36' x 48'  
Spectrafit Broadloom, Definity

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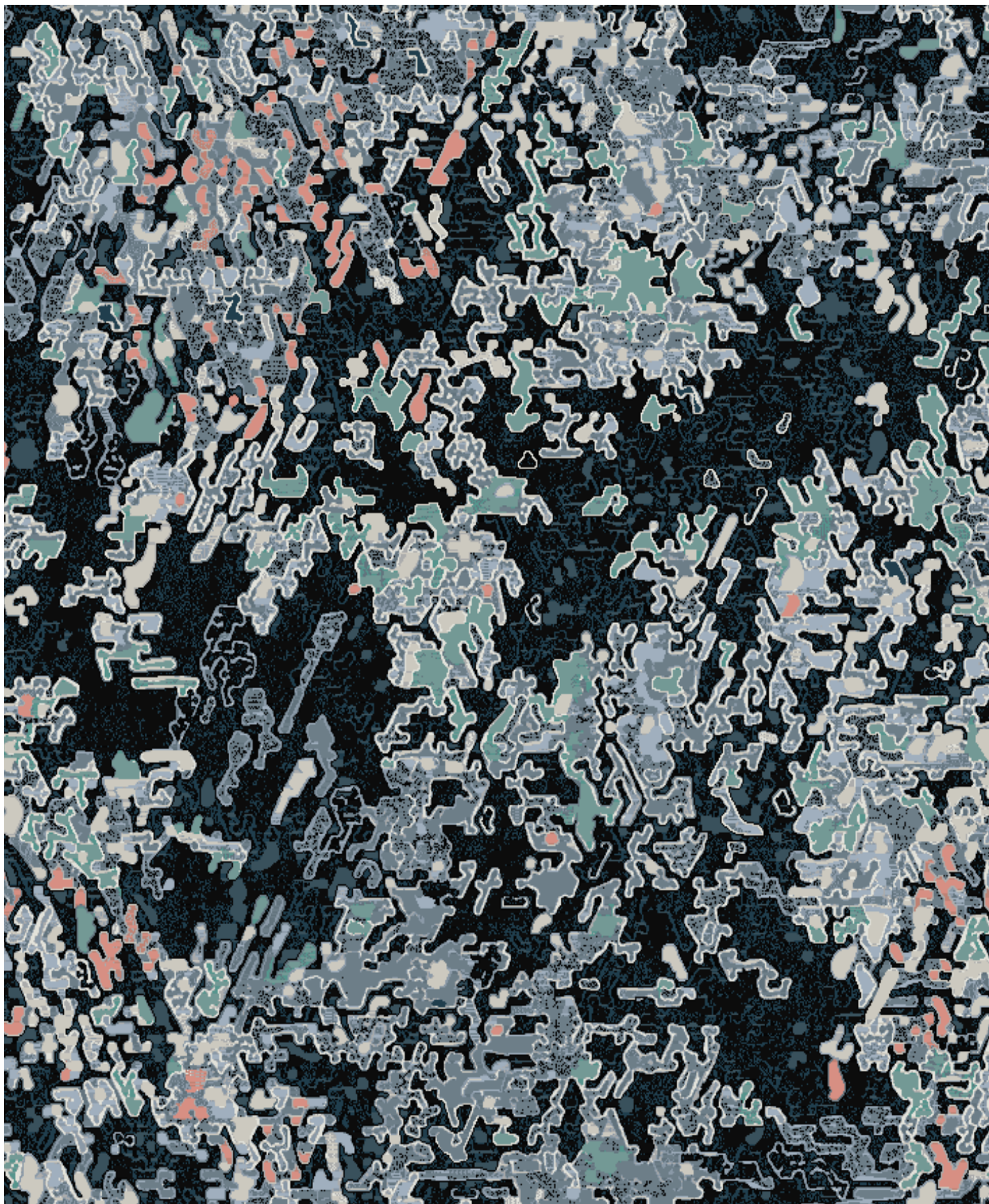




QTW88682  
15' x 24'  
Corridor, Definity

1	2	3	4	5	6	7	8	9	10	11	12
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QW88661  
6' x 6'  
Broadloom, Definity

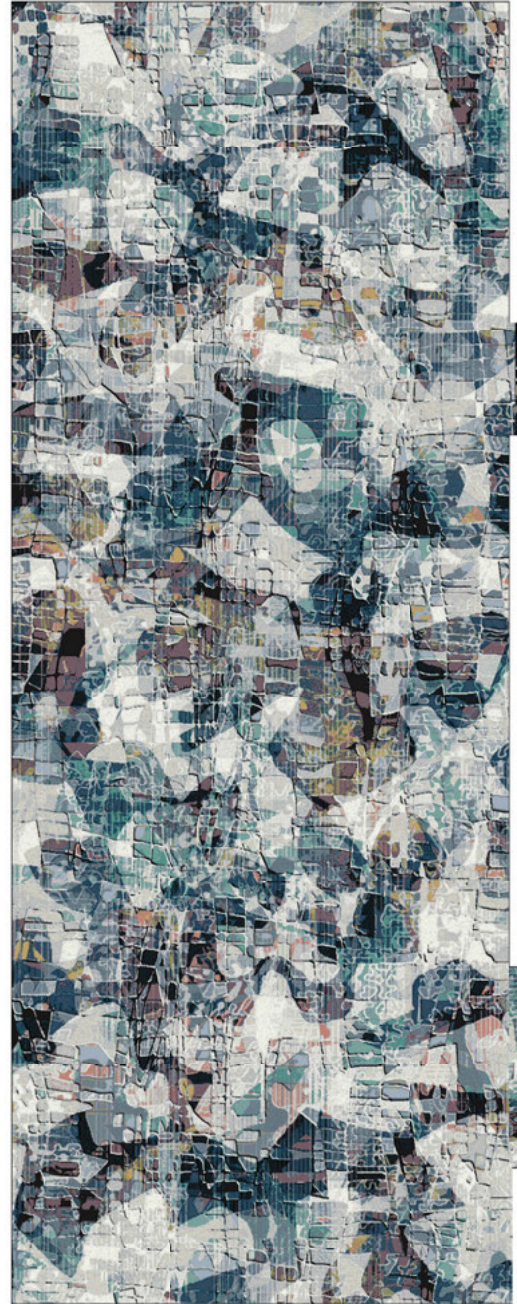
1	2	3	4	5	6	7	8	9
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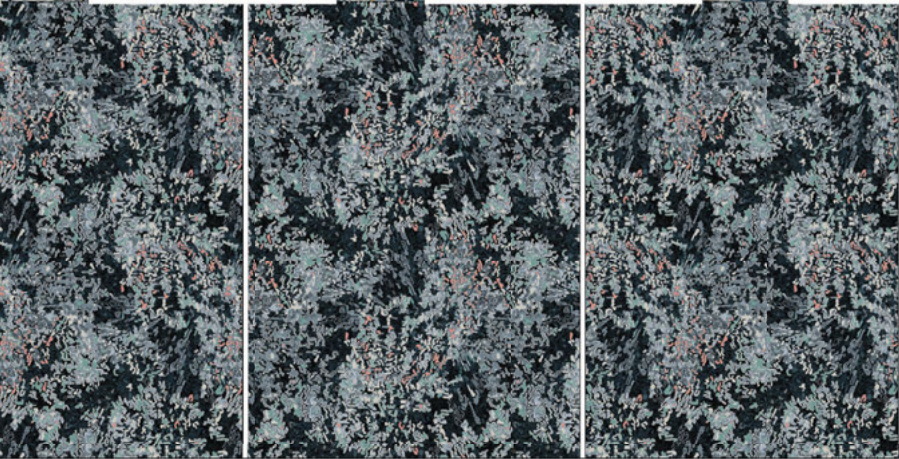
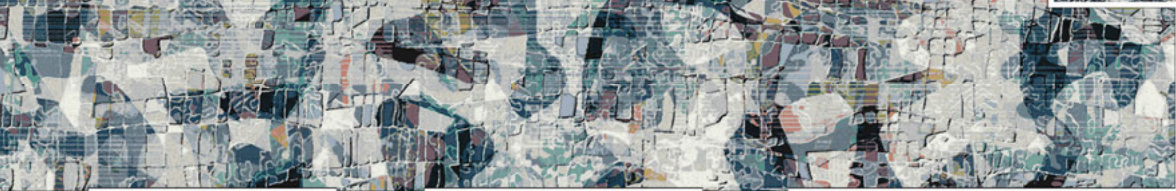
# SPECTRAFIT

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







**QW88678**  
36' x 48'  
Spectrafit Broadloom, 48oz Definity

**QW88682**  
15' x 24'  
Corridor, 48oz Definity

**QW88661**  
6' x 6'  
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.





DURKAN



12CB981L  
12' x 12' Pattern Perfect Broadloom





12CB981L  
12' x 12'  
Pattern Perfect Broadloom

A	B	C	D
070036 C	72M003 L	5002 L LL	6021 LL





12CBAC10  
12' x 12'  
Pattern Perfect Broadloom

A	B	C	D
070036 C, LL	050079 L	5002 C	72M003 L



12CBAC11  
12' x 12'  
Pattern Perfect Broadloom

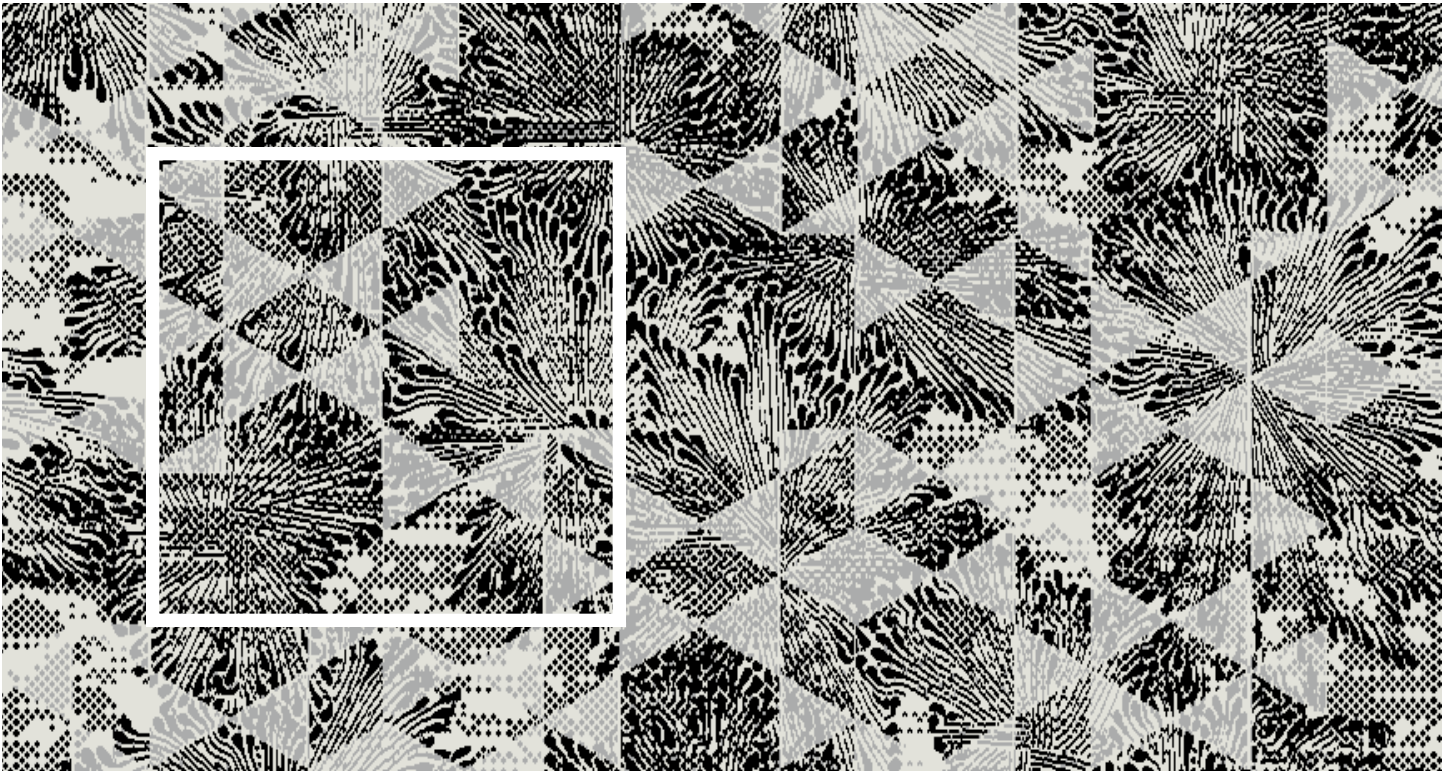
A	B	C	D
070036 C, LL	6014 C	5002 L	6021 LL



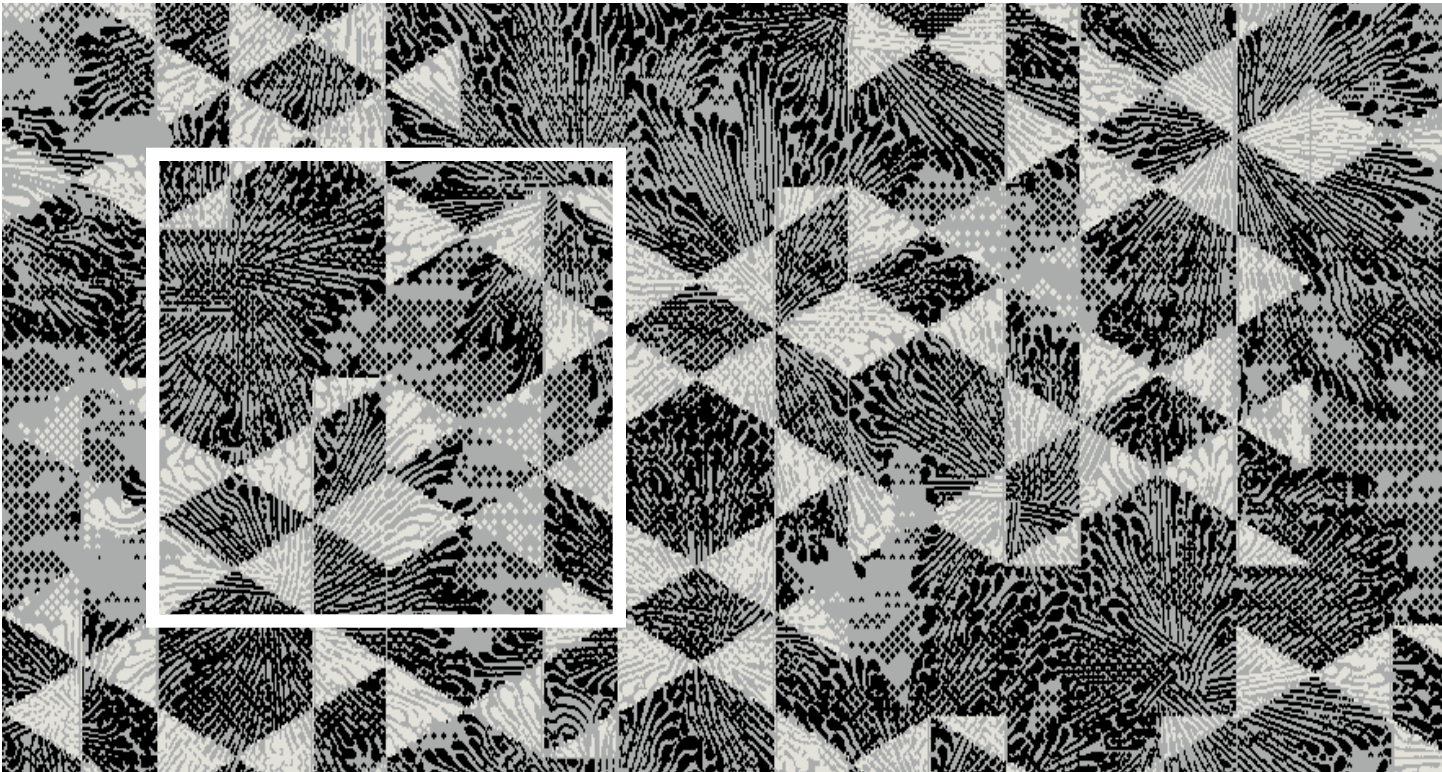


12CM983U, 12CM983V  
24" x 24" Pattern Perfect Tile





12CM983U  
24" x 24"  
Pattern Perfect Tile



12CM983V  
24" x 24"  
Pattern Perfect Tile



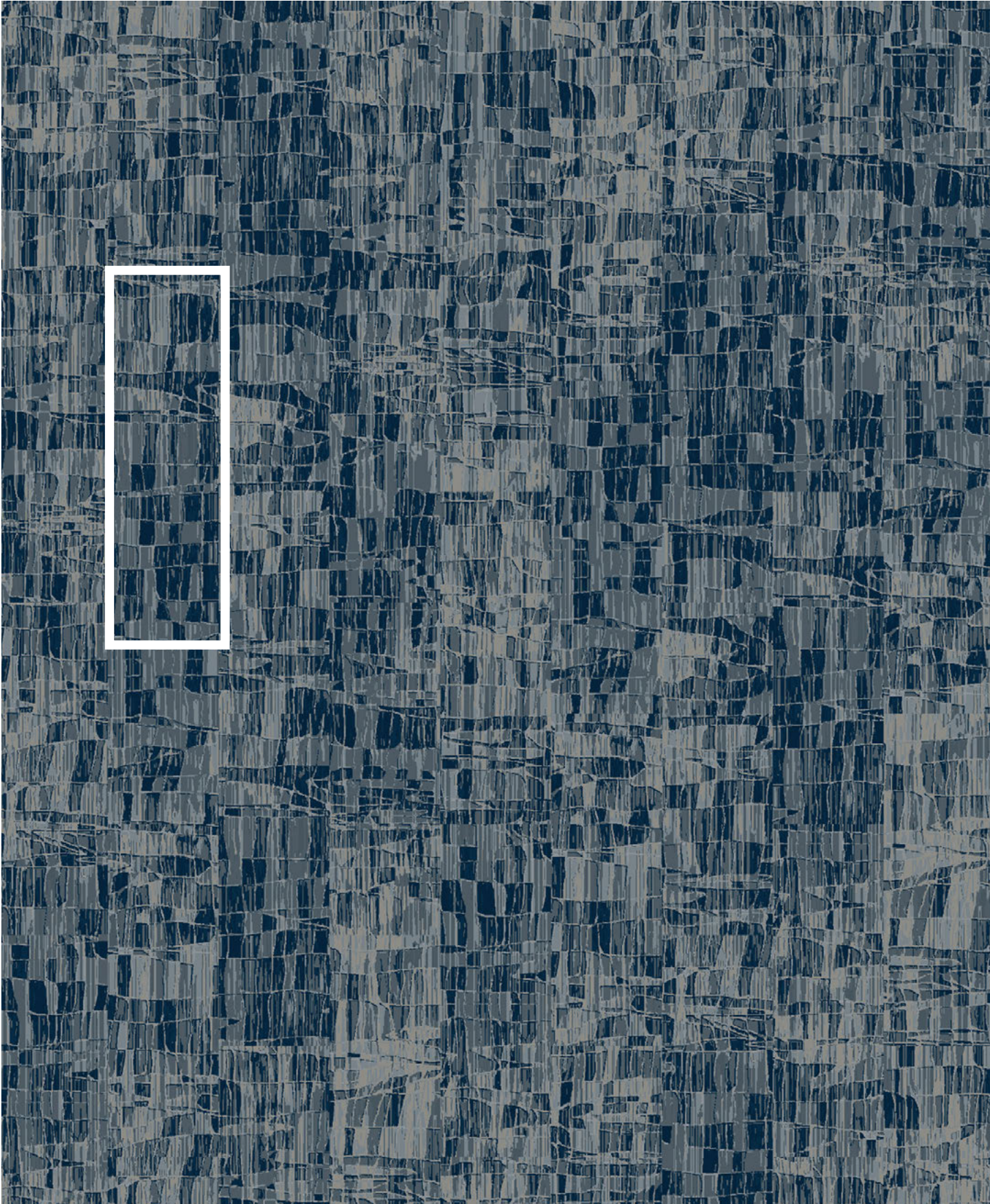




12CM990Y  
12" x 36"  
Pattern Perfect Tile

A	B	C	D
6156 L	560012 L.LL	580002 C.L.LL	6021 C.L.LL





12CM985M  
12" x 36"  
Pattern Perfect Tile

A	B	C	D
6156 C.LL	6012 L.LL	560012 C.LL	580002 L.LL



## 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" and 24"x24" tiles.

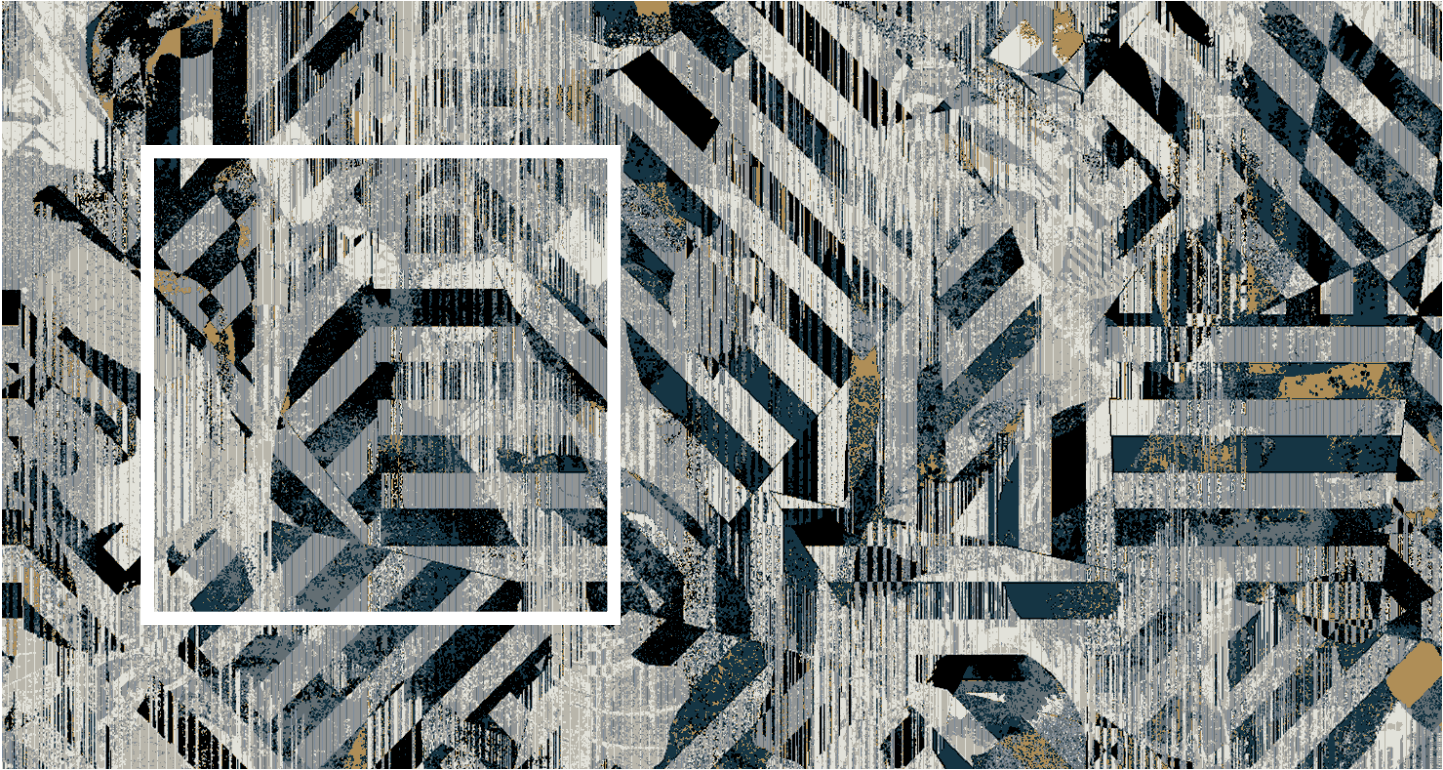




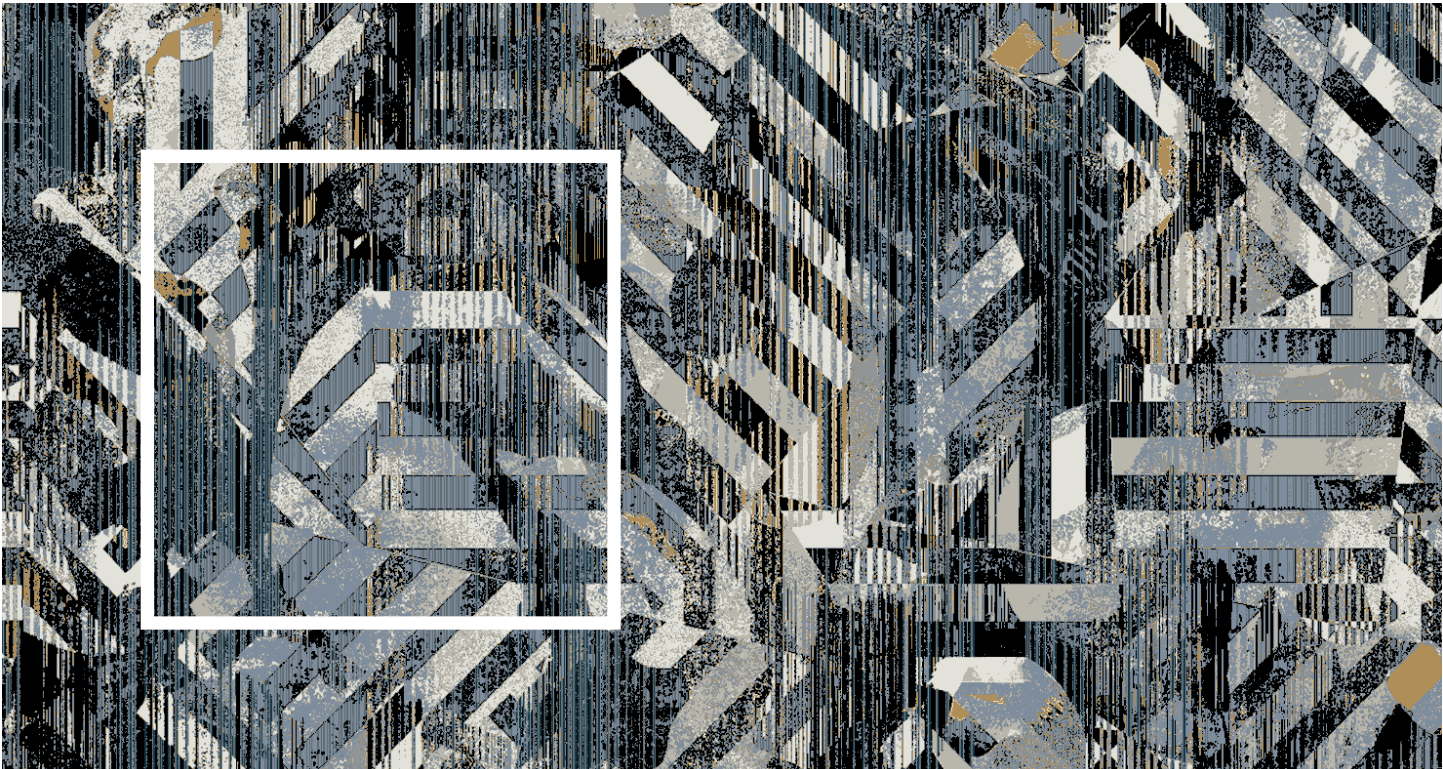
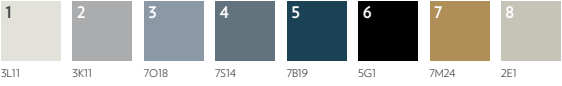


CT88656, CT88657  
24" x 24" PDI Tile

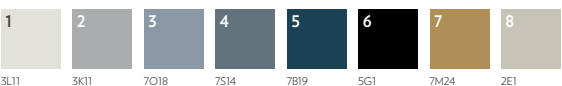




**CT88656**  
24" x 24"  
PDI Tile



**CT88657**  
24" x 24"  
PDI Tile

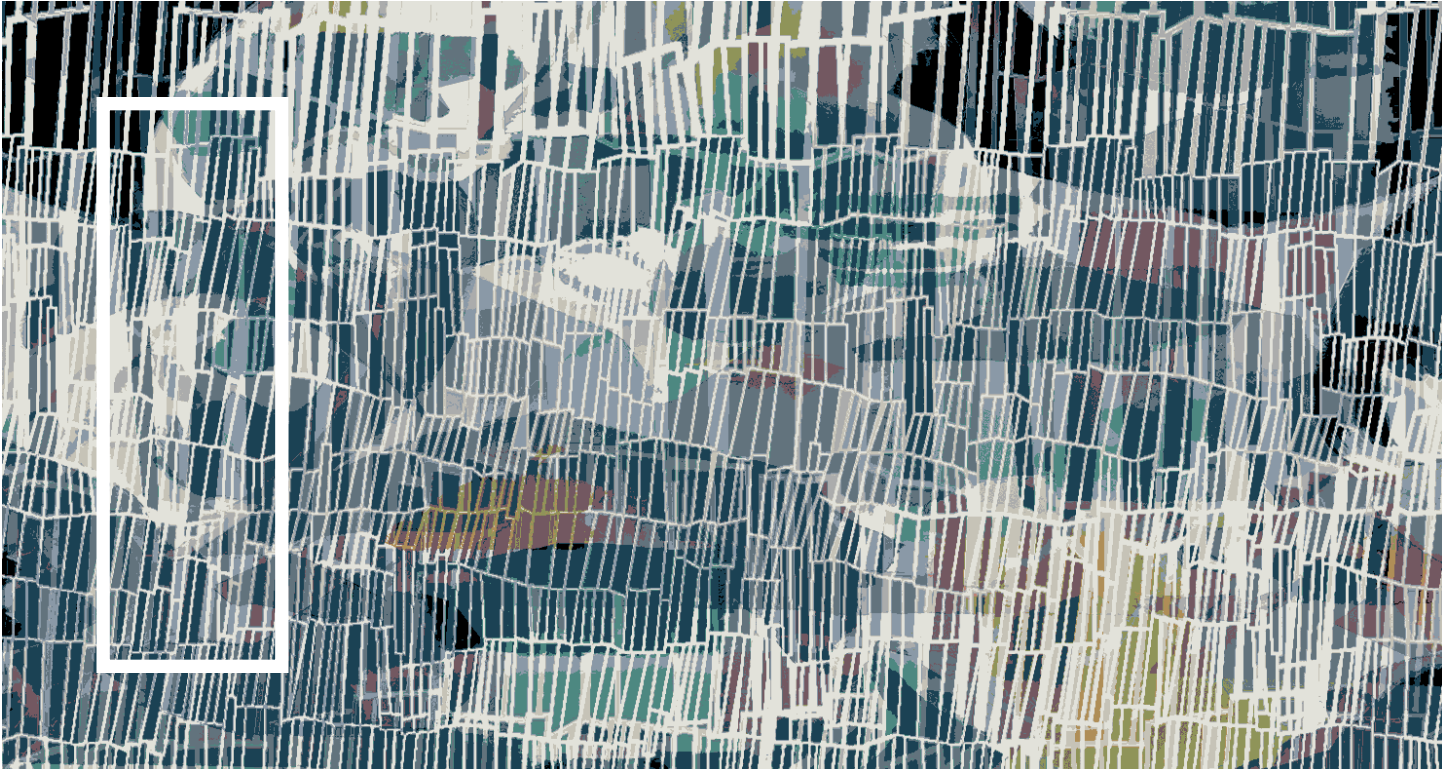




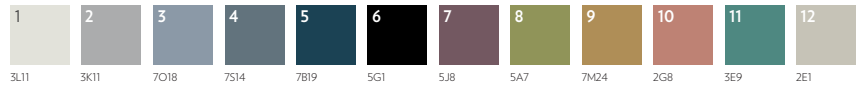


CT88656, CT88657  
24" x 24"  
PDI Tile

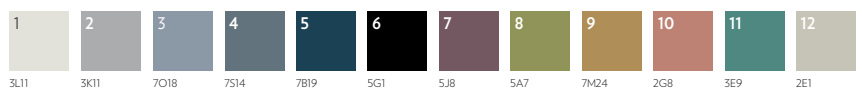




**CT88658**  
12" x 36"  
PDI Tile



**CT88659**  
12" x 36"  
PDI Tile







CT88658, CT88659  
12" x 36"  
PDI Tile



# 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.





DURKAN



12PM971D  
6' x 6' Tufted Broadloom





12PM971D  
6' x 6'  
Tufted Broadloom







12PM971D  
6' x 6'  
Tufted Broadloom



12PM971D  
6' x 6'  
Tufted Broadloom



12PM971D  
6' x 6'  
Tufted Broadloom



12PM971D  
6' x 6'  
Tufted Broadloom



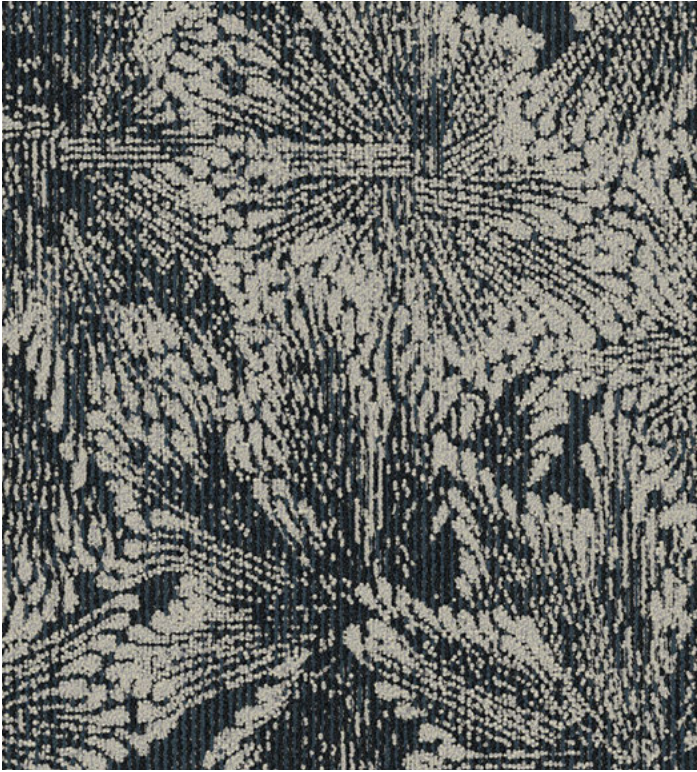




12PM976R  
6' x 6'  
Tufted Broadloom



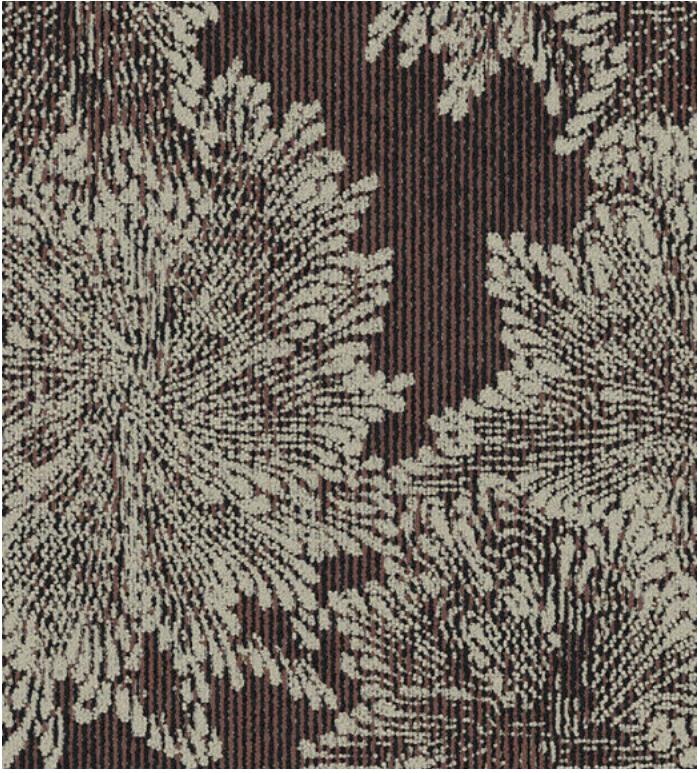




12PM976R  
6' x 6'  
Tufted Broadloom



12PM976R  
6' x 6'  
Tufted Broadloom



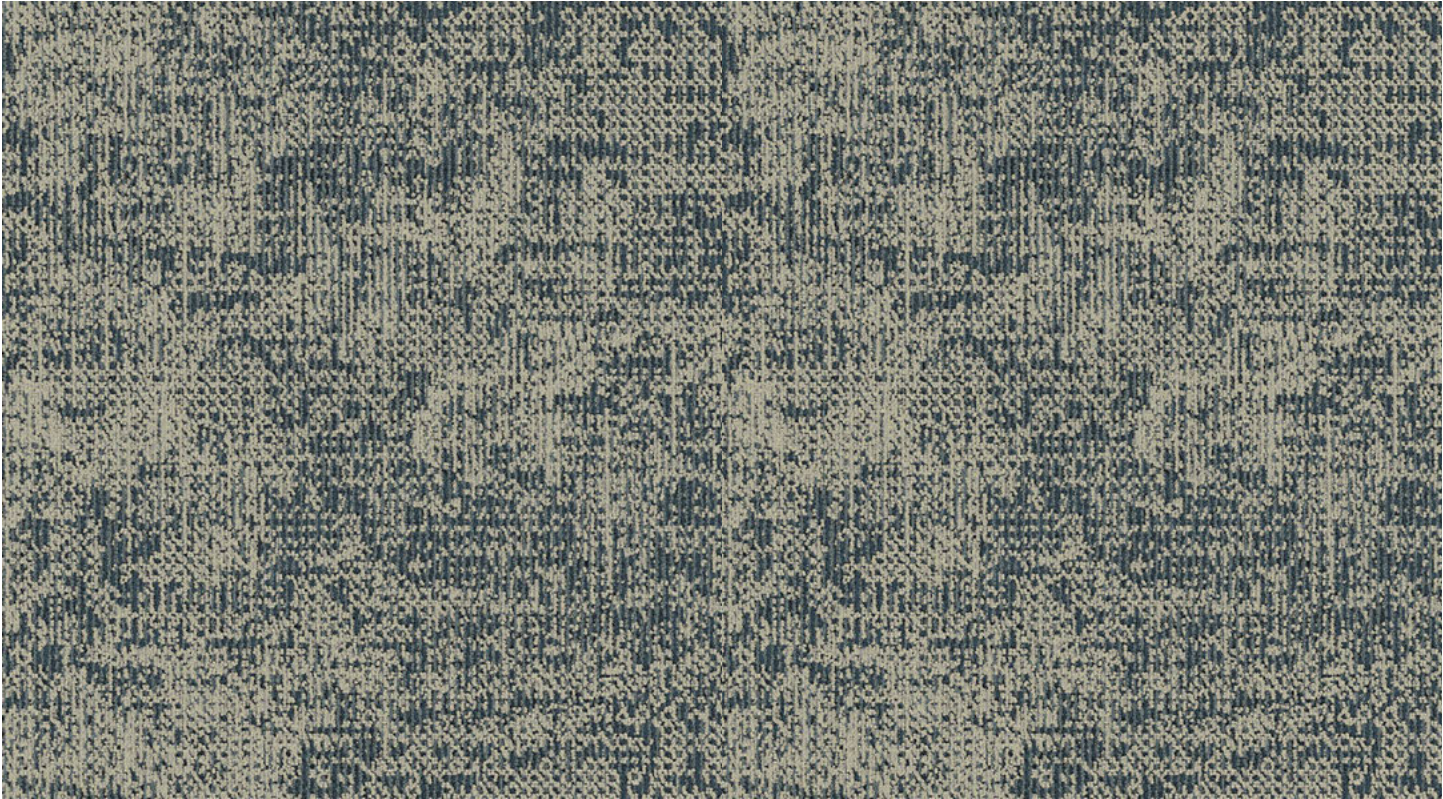
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Tufted Broadloom



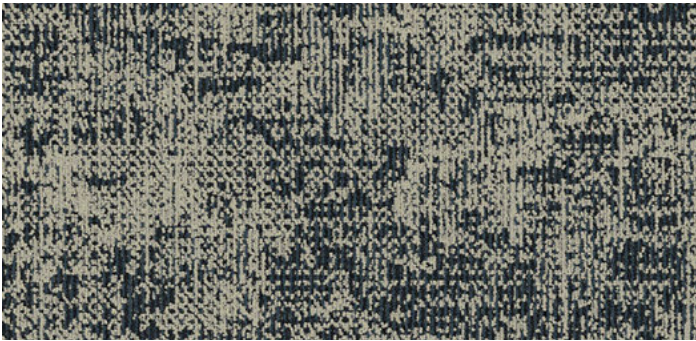
12PM976R  
6' x 6'  
Tufted Broadloom



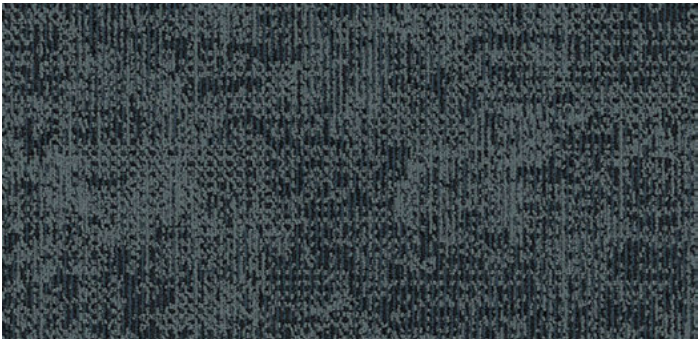




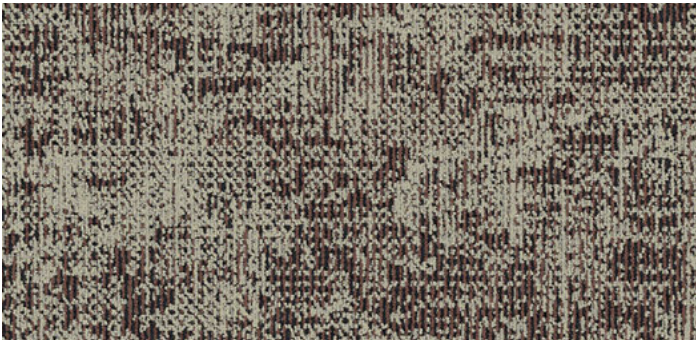
12PM972P  
3' x 3'  
Tufted Broadloom



12PM972P  
3' x 3'  
Tufted Broadloom



12PM972P  
3' x 3'  
Tufted Broadloom



12PM972P  
3' x 3'  
Tufted Broadloom



12PM972P  
3' x 3'  
Tufted Broadloom







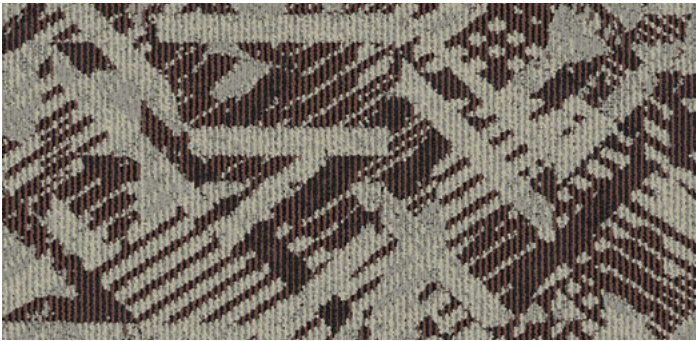
12PM971F  
6' x 6'  
Tufted Broadloom



12PM971F  
6' x 6'  
Tufted Broadloom



12PM971F  
6' x 6'  
Tufted Broadloom



12PM971F  
6' x 6'  
Tufted Broadloom



12PM971F  
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.



DURKAN



HTR88683  
9' x 12'  
Hand-Tufted Rug







# 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.

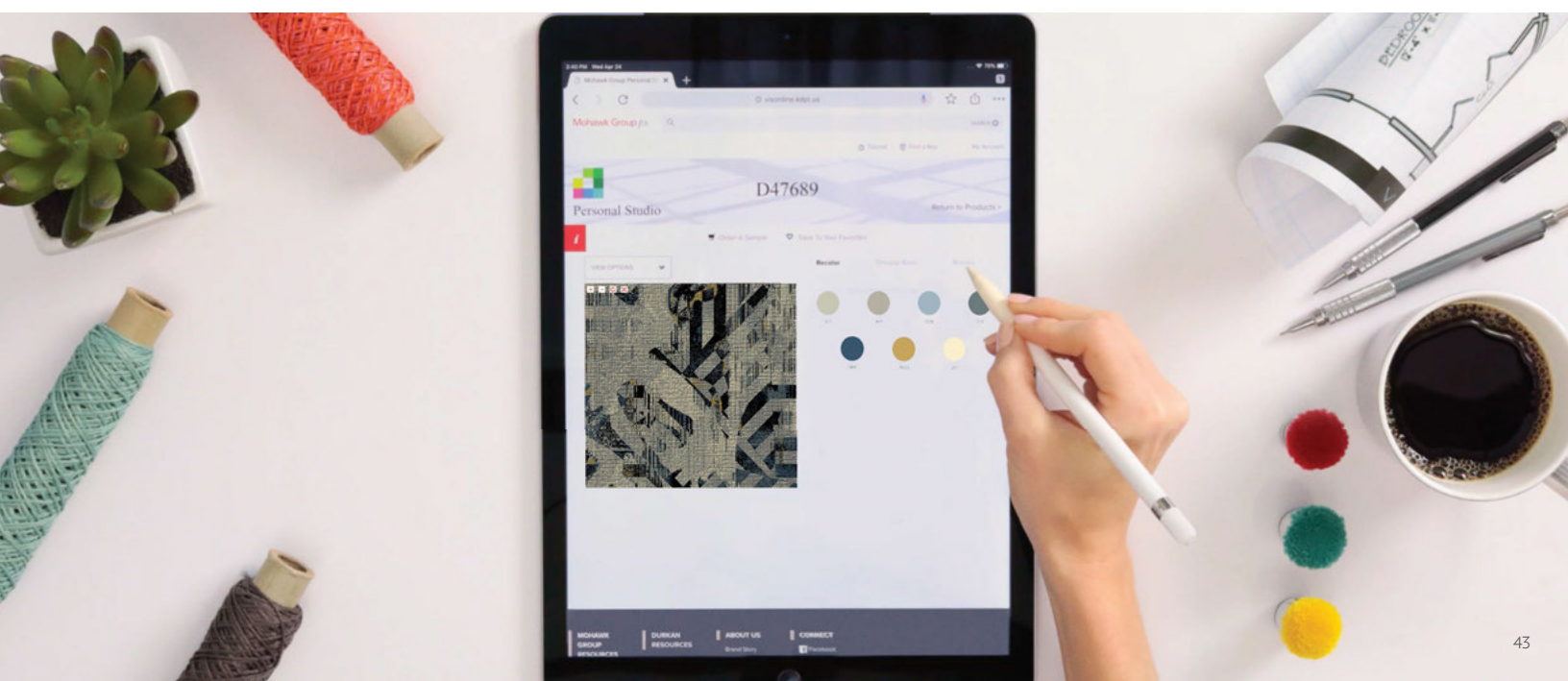
## Find The Perfect Color

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 Painted Perspectives 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, Painted Perspectives' design applications are only limited by your imagination.

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

PPERS 44PG BROCHR LT - SLT0004096



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

A division of Mohawk Group

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

