

Fractal Fluency

lineD squareD



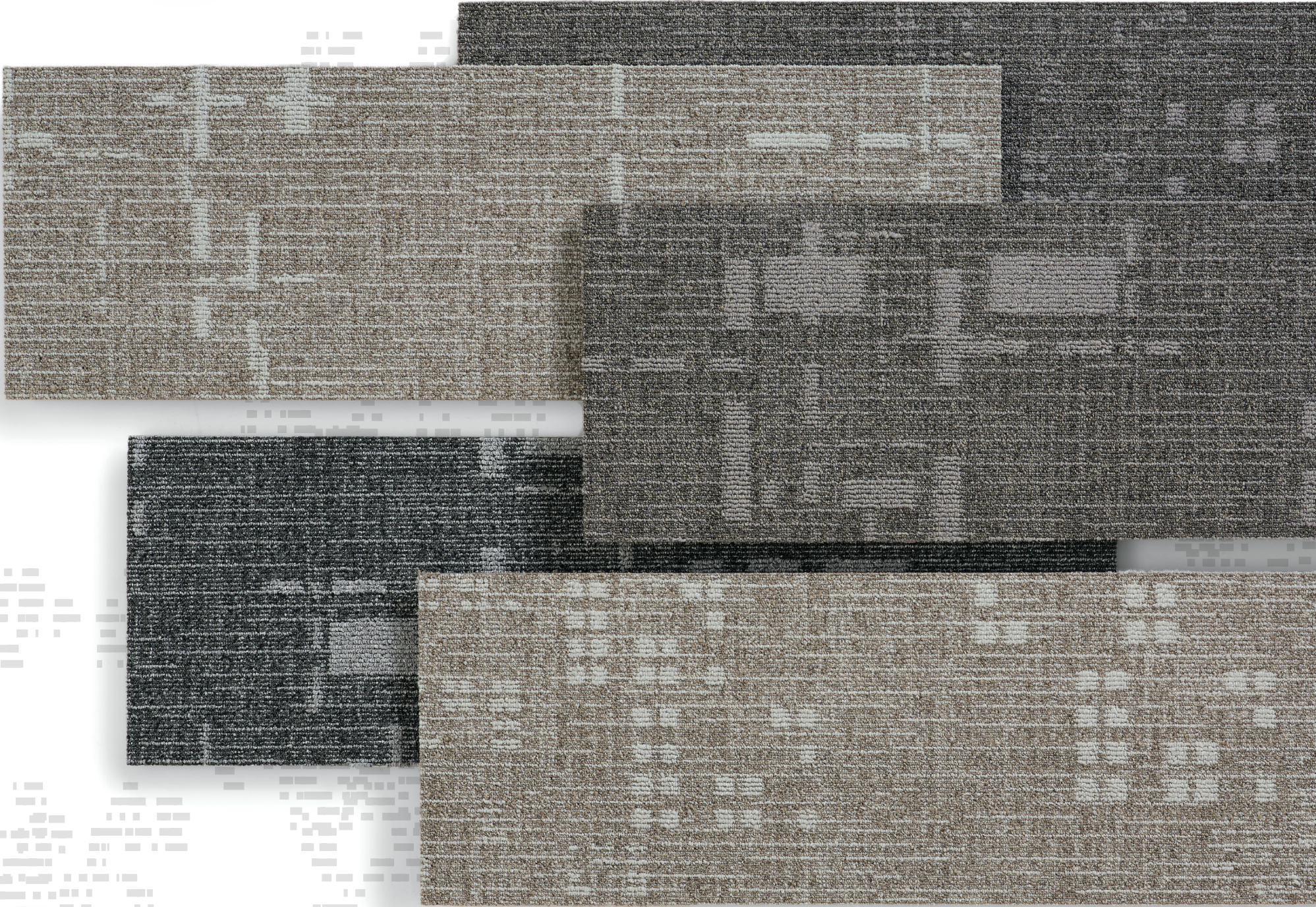
Fractal Fluency

13&9 Design, Mohawk Group, and Dr. Richard Taylor of the University of Oregon and Fractals Research developed the Fractal Fluency Collection, delivering a geometric abstraction of natural fractal environments, such as tree branches and stone landscapes.

The design concept is based on the “fractal fluency” model, which declares that human vision has become fluent in the visual language of nature’s fractals and can process their features efficiently, creating an aesthetic experience accompanied by a decrease in the observer’s physiological stress-levels.

The two styles selected from the recently established Fractal Library resemble natural scenes that display fractal composites, consisting of individual geometric arrangements that visually merge to form the overall fractal pattern. The aim is to tap into our innate affinity for natural patterns, helping to create more relaxing surroundings.

Learn more at mohawkgroup.com





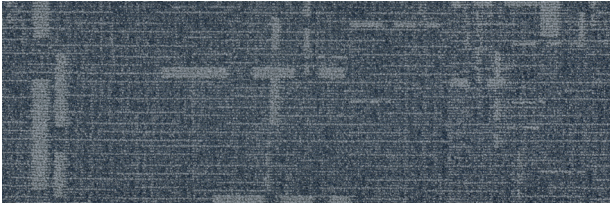
The vision of the Fractal Fluency Collection is to generate science-based patterns for diverse environments, encouraging well-being and improving performance by restoring concentration.

lineD, 949 Mineral
Brick Ashlar

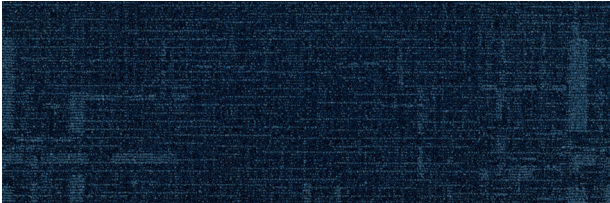


lineD

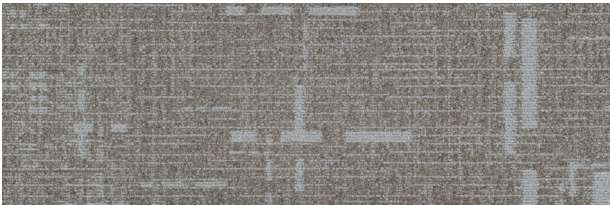
With layers consisting of a three-part line repeated at multiple scales, lineD creates subtle intersections across the floor, like twigs on the ground as you walk through a forest. Based on Dr. Richard Taylor’s research, the fractals provide a dynamic that the human eye picks up fluently, leading to relaxation effects.



lineD | 535 Cornflower



lineD | 545 Royal



lineD | 839 Flax



lineD | 859 Taupe



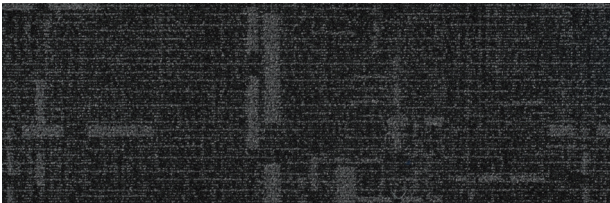
lineD | 929 Silver



lineD | 949 Mineral



lineD | 969 Iron



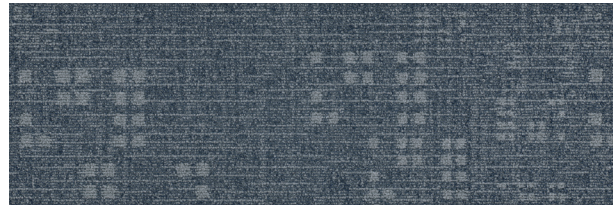
lineD | 989 Charcoal

lineD, 949 Mineral
Brick Ashlar

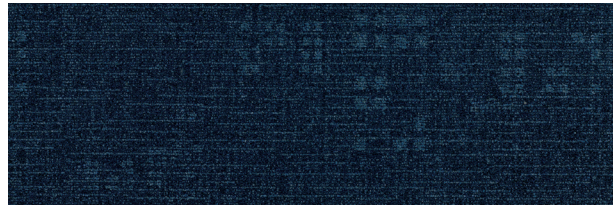


squareD

Built up from small squares, squareD is a geometric interpretation of stone formations on the ground, with their subtle punctuations and soft gridding. The resulting fractal pattern decreases stress levels by prompting the same eye movements that occur when we observe nature.



squareD | 535 Cornflower



squareD | 545 Royal



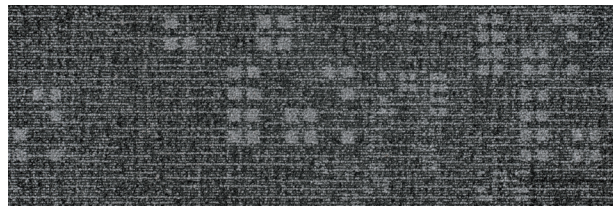
squareD | 839 Flax



squareD | 859 Taupe



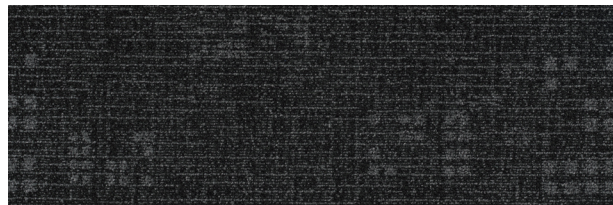
squareD | 929 Silver



squareD | 949 Mineral



squareD | 969 Iron



squareD | 989 Charcoal



squareD, 839 Flax
Brick Ashlar



With Mohawk Group's new EcoFlex® ONE backing, Fractal Fluency's modular 12" x 36" carpet planks are Living Product Challenge Petal Certified, for a net-positive impact in both carbon and water. Fractal Fluency combines our state-of-the-art new backing system EcoFlex® ONE with the advanced engineering of Duracolor® Tricolor fiber to deliver modular carpet that leads the industry in durability, cleanability, performance, and sustainability. This collection supports Mohawk's sustainability efforts and commitment to Net Zero carbon emissions by 2040, sustaining a better ecological community.



**NEXT GENERATION
CARPET FIBER**

Duracolor Tricolor's new innovative modified-delta shape and optical core optimize color clarity, strength, stain resistance, and soil hiding and removal. As a result, Duracolor Tricolor delivers the ultimate synthesis of brilliant color and unsurpassed performance.



**LIVING PRODUCT
CERTIFICATION**

Produced at our Living Site, Fractal Fluency is Net Positive for both carbon and water and achieves Petal Certification from the International Living Future Institute by complying with multiple imperatives of all seven petals.

EcoFlex® ONE

CARPET TILE BACKING

Harnessing proven technology and advanced materials, EcoFlex® ONE delivers an all-in-one solution for optimal flooring performance and reduced costs, while supporting greater wellness for people and planet.



**SEAMLESS
TRANSITIONS**

Fractal Fluency does not require transition strips when used with any of our 4.5/5mm LVT products, reducing installation time and costs.

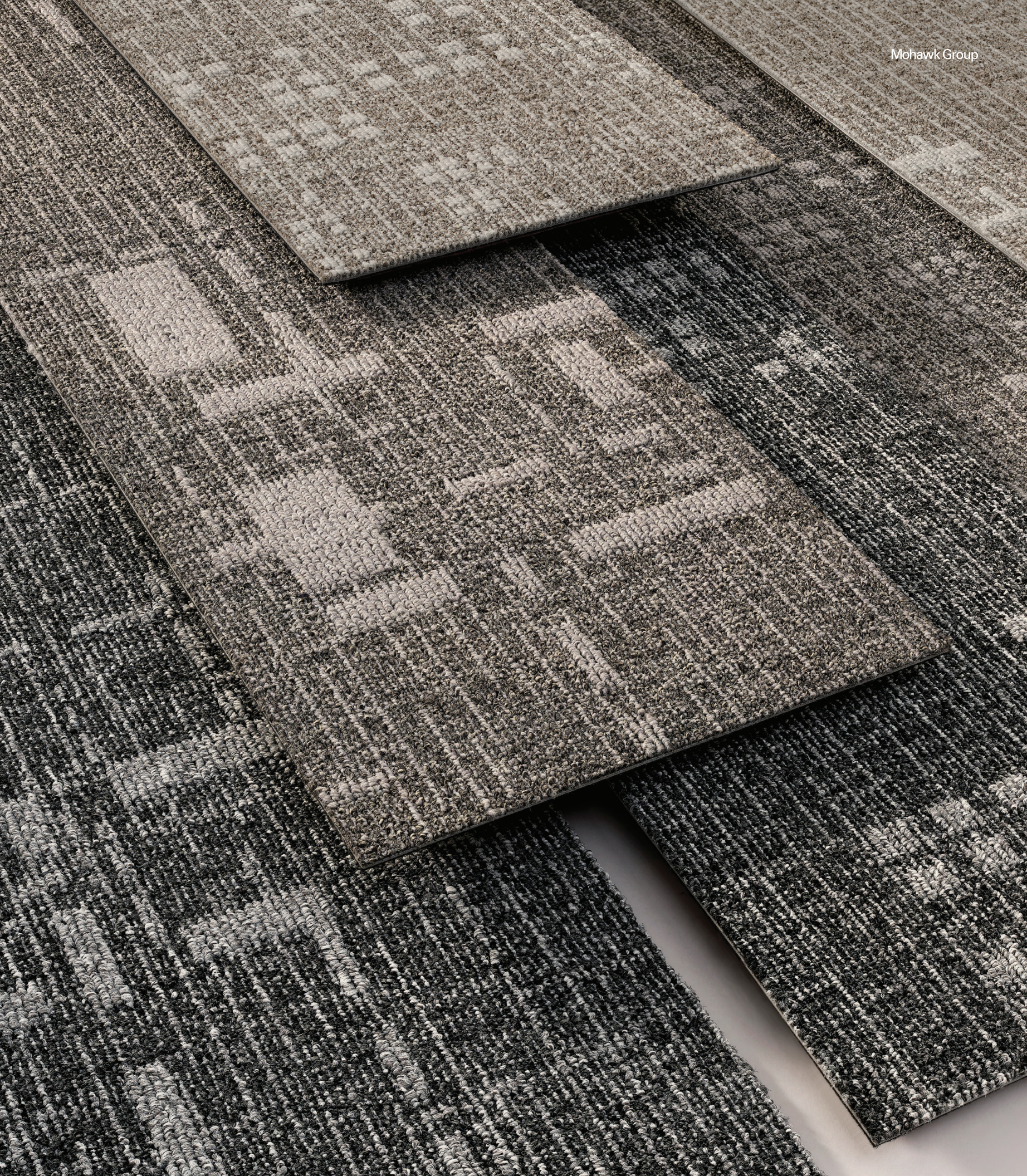
FLEXLOK+

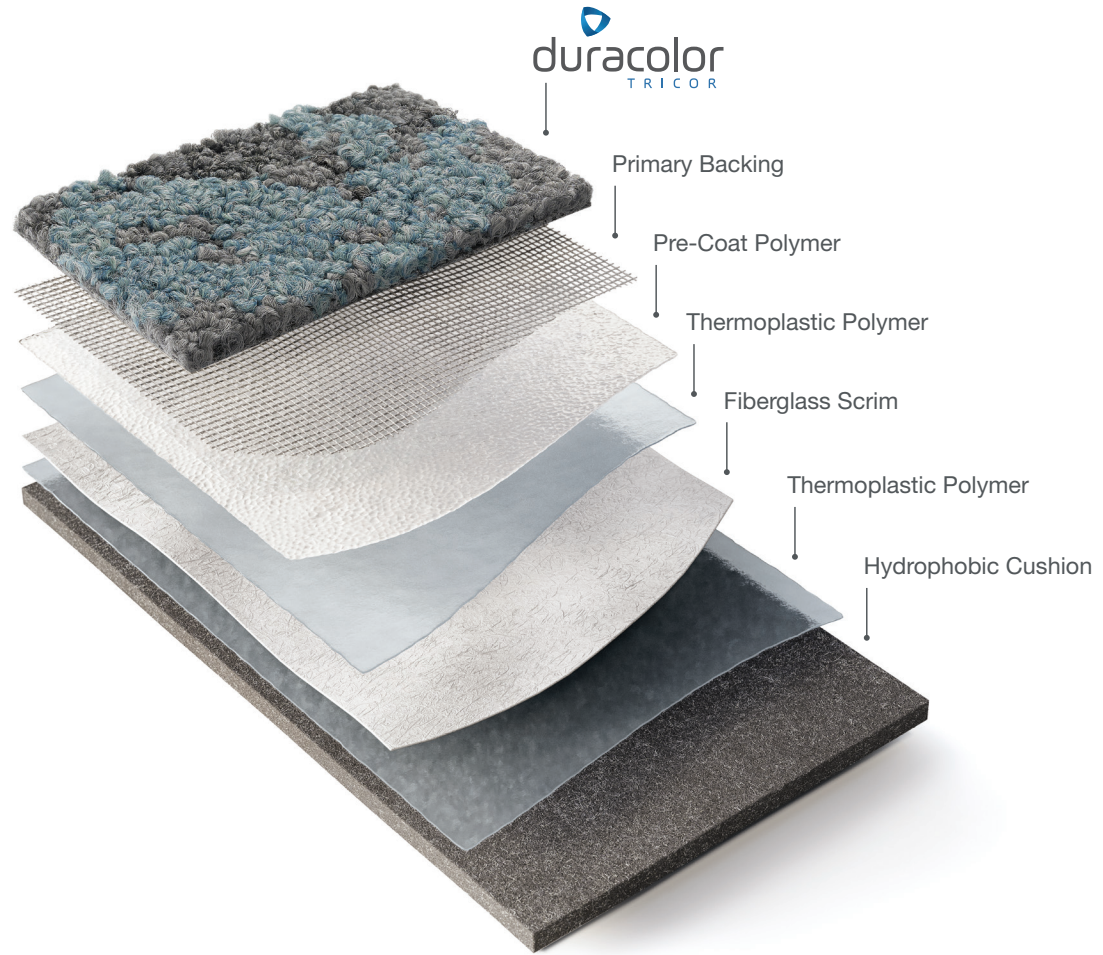
FLEXLOK+ ADHESIVE TAB

FlexLok is a worry-free, fume-free, fast and flexible adhesive tab for installing modular carpet on any substrate, including wood, VCT and concrete. The environmentally-friendly FlexLok system is CRI Green Label Certified, Declare Red List Free, and virtually eliminates VOCs.

ADDITIONAL FEATURES

- Lifetime Duracolor Stain Warranty
- LEED, WELL & LBC Eligible
- Declare Red List Free
- CRI Green Label Plus
- NSF 140 Platinum





EcoFlex® ONE

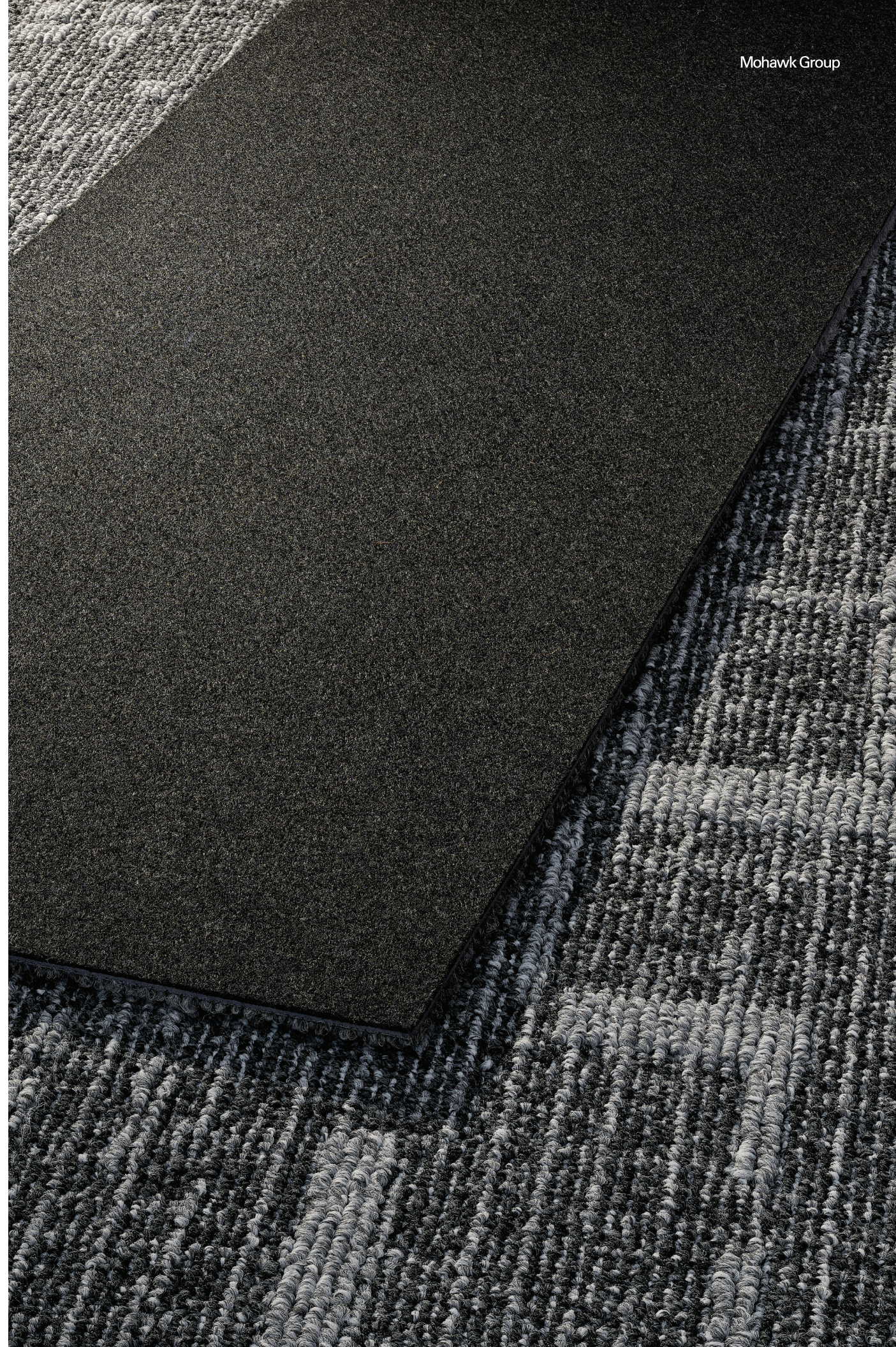
ALL-IN-ONE FLOORING SOLUTION

Every element in the EcoFlex® ONE construction has purpose, and combined they form the industry's leading modular carpet solution. The hydrophobic PET cushion, backing layers, and Duracolor Tricolor fiber are engineered with your end-goals in mind: to optimize your investment, be sustainably made, and provide a better occupant experience.

KEY FEATURES

- Better Acoustics
- Enhanced Comfort & Safety
- Worry-Free Installation
- Simplified Maintenance
- NSF 140 Platinum
- Carbon Neutral +5%
- Limited Lifetime Warranty

EcoFlex® ONE is a unified solution to the wide range of needs in your spaces. This advanced backing system improves every aspect of comfort and acoustics while eliminating moisture testing—all with a lighter environmental footprint that is carbon neutral plus an additional 5% offset. Tested and proven, EcoFlex® ONE is the holistic solution for human-centric environments.





Left to right: Richard Taylor, PhD, Founder of Fractals Research; Jackie Dettmar, VP of Design, Product Development and Marketing, Mohawk Group; Anastasija and Martin Lesjak, CEOs, 13&9 Design.

Collaborators

DESIGNERS, THINKERS, MAKERS

Fractals are the building blocks of many of nature’s patterns and have been scientifically proven to reduce stress and so provide benefits to physical and mental health. This visual language provides the basis for Fractal Fluency, a modular flooring system designed by 13&9 Design in collaboration with Fractals Research and Mohawk Group.

One of 13&9’s main areas of focus concerns research into perception and the effects of specific patterns that occur in nature. From this pursuit came their partnership with Dr. Richard Taylor, one of the leading scientists in this field. This partnership, known as ScienceDesignLab, has led to the generation of a Fractal Library, a wealth of natural fractal patterns that can be embedded in interiors to nurture stress reduction. Mohawk Group worked with this team to translate the patterns into modular carpet solutions for contract spaces.

A continuation of the work that began with the Relaxing Floors Collection, Fractal Fluency gives our eyes a break from the digital world and delivers the essence of nature to the contract built environment.



Specifications

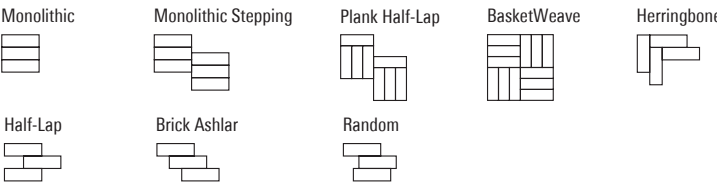
lineD (GT477)
squareD (GT478)

DESIGN	
Size	12" x 36" (.3048 m x .9144 m)
Surface Appearance	Level Patterned Loop
Fiber Type	Duracolor® Tricor Premium Nylon
Dye Method	Solution Dyed
Installation Methods	Monolithic / Half-Lap / Brick Ashlar / Basket Weave / Plank Half-Lap / Monolithic Stepping / Random / Herringbone
Colors Available	
lineD	8
squareD	8

PERFORMANCE	
Construction	Tufted
Gauge	1/12" (47.00 rows per 10cm)
Stain Release Technology	Permanent, Built into the Fiber
Soil Release Technology	EcoSentry Soil Protection
Backing Material	EcoFlex® ONE
Flammability	ASTM E 648 - Class 1 (Glue Down)
Smoke Density	ASTM E 662 - Less than 450
Static Propensity	AATCC - 134 Under 3.5 KV
Fractal D Value (squareD)	1.44
Fractal D Value (lineD)	1.35

SUSTAINABILITY	
Certification	Living Product Challenge Petal Certified; Declare Red List Free
Indoor Air Quality	Green Label Plus Certified #1171
NSF 140	Platinum
Carbon	Net Positive Carbon (Neutral +5%)
Water	Net Positive Water (Neutral +5%)

SERVICE	
Warranties	Lifetime Limited Carpet Tile Warranty, Lifetime Limited Duracolor® Stain Warranty, Lifetime Static





Mohawk Group

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