

## **Durkan Introduces Data Tide: Innovative Carpet Collection Supports Nature with Data**

Durkan announces the launch of Data Tide, an innovative collection of modular carpet planks that seeks to explore the symbiotic relationship between nature and data through the visualization of water.

Data Tide celebrates the unique ecosystem of estuaries where freshwater and saltwater converge to sequester Blue Carbon and support biodiversity. Durkan's design team used data sets from environmental studies of greenhouse gases to create biophilic patterns through a custom-built data visualization tool. With this graphic interpretation of the data, the collection celebrates the positive ecological influence of Blue Carbon capture.

"At Durkan, we are committed to preserving our water ecosystems," said Jackie Dettmar, vice president of marketing, design and product development. "We strive to help customers create spaces that are environmentally responsible, and we're expanding these efforts to encourage respect for rivers, waterways and the diversity of life they make possible."

Available in eight colorways, Data Tide's 12"x36" modular carpet planks feature gradations that flow from light to dark in order to mimic transitioning waters. The collection's color tones also reference back to estuaries, helping to infuse nature's beauty throughout any space.

"Data Tide's three coordinating patterns – Aqua Rhythm, Biome and River Code - feature a combination of solid, heathered and twisted yarns for a dimensional texture that reflects water's movement," explained Royce Epstein, Mohawk Group's A&D design director. "The patterns are designed to work together and independently in a product suite, maximizing creative vision and inspiring a relationship with nature."

Data Tide is one part of Durkan's larger sustainability effort, [The Waterways Project](#). This project highlights new products, technologies and initiatives to give back to and restore the living rivers that sustain life. The Waterways Project features collections designed to foster a symbiotic relationship with rivers and workspaces, encouraging respect for and protection of water ecosystems. The project's designers and engineers seek to develop products that are healthy and free of toxins, socially responsible and respectful of worker's rights, and positively impact the environment.

To learn more about Data Tide, visit [mohawkgroup.com/durkan/hdexpo](https://mohawkgroup.com/durkan/hdexpo).