

Mohawk Group's Shape & Flow Collection Demonstrates the Calming, Yet Strong Force of Rivers

Mohawk Group announces the launch of the Shape & Flow collection as part of [The Waterways Project](#), Mohawk Group's commitment to positively impacting local waterways. Shape & Flow tells a beautiful, visual story of water.

"Water is the ultimate chemical solvent and transporter in the functioning of life on earth," said Mark Page, Mohawk Group's senior director of creative design and development. "Raindrops in accumulation are drawn downwards through the pull of gravity and carve high energy fractal shaped rivers that flow to all inanimate forms of nature. Shape & Flow celebrates the many remarkable spaces that are literally, almost poetically shaped by water's power."

The collection combines the repetitive action of the input of data shown in tallies and ticks with the flux and flow of water to create a unique pattern. A selection of eight colorways each represent a distinct story – a story about the impact of water. Both styles, Flux Foundation and Flux Play, demonstrate the calming, yet strong force of rivers.

The collection also features Mohawk Group's latest yarn innovation: Color Pulse™. A new fiber breakthrough, Color Pulse delivers the visual texture and dynamic dimension of a space dyed yarn, with the lower environmental impact and high performance of Mohawk Group's solution dyed nylon.

Additionally, Shape & Flow can be paired seamlessly with Elemental Edges, a complete portfolio of free-to-ship accessories, and hard surface 2.5mm LVT products like Living Local Chromascope. This worry-free solution offers design flexibility and superior performance to create beautiful, productive spaces.

"As a Waterways Project collection, Shape & Flow is designed to help our customers foster a symbiotic relationship with rivers and their work by enabling them to protect water ecosystems," explained Jackie Dettmar, vice president of marketing, design and product development. "Specification of Shape & Flow will support river restoration projects, thanks to our partnerships with Change the Course and Waterkeeper Alliance. These nonprofits are helping communities restore and protect rivers across North America and the world."

For more about the Shape & Flow collection, visit mohawkgroup.com.