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Shaw Hospitality Group Debuts REMix for Public Space, Guestrooms

9/23/2008

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DALTON, GA.—Shaw Hospitality Group's new REMix Collection by Kate Korten comes to life with animated patterns and linear motifs found in advertising and art designs of the 1950s and 1960s. REMix offers coordinated guestrooms and public space carpet in both print and tufted patterns.

Korten, whose father was a groundbreaking New York art director in the 1960s, grew up on shape, color and form, which are all reflected in REMix. This background influenced her career and continues to provide inspiration in hospitality flooring designs.

"The style of illustrations from that era still strikes a chord in me," Korten said. "I've kept my father's Advertising Quarterlies from the 1950s and 1960s, and I refer to them all the time. I love witty, lyrical line drawings superimposed on simple basic graphics. In REMix, I've tapped into that formula from a more contemporary perspective."

"At Shaw Hospitality Group, we continually seek carpet patterns that define the language of design, and REMix is a great example of a collection that draws inspiration from advertising and design from the mid-century era," said Desiree Worsley, Shaw Hospitality Group vice president of marketing. "REMix not only has coordinated patterns with striking visual appeal, but it offers a sustainable, environmental choice in hospitality carpet."

The REMix guestroom carpet is manufactured with Shaw Industries' Eco Solution Q nylon, which contains a minimum of 25 percent recycled content and is Cradle to Cradle certified by MBDC. Utilizing a nationwide reclamation network, this carpet never has to enter a landfill and can be made into carpet fiber again and again. REMix for guestrooms is tufted at a facility powered by yellow grease biodiesel, a recycled restaurant by-product.



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