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DYNAMIC DUOS:

Durkan's Latest Collaborations Drive Design at HD Boutique 2011

MIAMI, September 13, 2011 – From redefining Persian carpets to turning back time, [Durkan](#) – the hospitality brand of [Mohawk](#) – continues to push pattern convention through its cutting-edge collaborations. Partnering with [Oren Sherman](#) and [Astek Wallcovering, Inc.](#), Durkan will unveil its latest inspirational collections at [HD Boutique 2011](#) in Miami, September 13-14 (Booth #E2207).

“Throughout its long history, Durkan has been driving distinctive designs to the next level – propelled in large part by its collaborators’ diversity and newfound perspectives,” said Barbara Marcy, director of creative design for Durkan. “Through our partnerships with forward-thinking design talents, including Oren Sherman and Astek, we are able to offer our end users a new way of experiencing design while ensuring the high-end quality expected from Durkan.”

Originally exposed to the talent of its latest pairings through its [D*SCOVER design competition](#), established in partnership with NEWH to exhibit the talent of designers in the hospitality design field and contribute toward the education of future designers, Durkan saw Sherman and Astek as winning partnerships that could bring forth future-forward design concepts and exceptional talent.

East Meets West

Sherman, an abstract artist and illustrator, believes the beauty of artwork is easily translated to flooring. In his first collaboration with Durkan, Sherman merges Eastern art with Western style. Together, the team developed the Persian-influenced **East Meet West Series**, featuring collections rich with culture and suited for any hospitality setting:

- **Scheherazade:** an Eastern-inspired Collection named after a Persian myth that tells a design story celebrating dusk’s beauty.

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- **Barocco**: drawing influence from the West, the Collection combines dramatic and playful styling into oversized, graphic patterns.

“The series is really defined as Persian influenced, which encompassed an expansive region predating any modern borders, religious or political affiliations,” said Sherman. “That is why I wanted them to be two collections as the influences are very different, Eastern and Western art.”

By combining Sherman's artistic history with Durkan's patterning and color capabilities, the team is able to mimic the intricate details and vibrancy of a mural and transpose these concepts into exceptional hospitality flooring.

A Step Back in Time

While Sherman inspires Durkan to break borders, Durkan and Astek inspire each other to push the realms of creativity. The two like-minded companies are currently trading patterns, while working in tandem to create forward-thinking design for hospitality spaces.

Established in 1980, Astek Wallcovering, Inc. specializes in custom designed wallcovering for both the hospitality and retail industries, with designs reflecting the sophistication and style for which Durkan is also known. The pair's first collaboration is the timeless collection **Epic Vintage!**, inspired by original wallcoverings from Astek's archives. Striking a simple balance of modern and classic design, various patterns in the Collection hearken back to brocade and toile styling with two-tone patterns and delicate details that echo vintage interiors, combined with the Mod Squad look of the '60s and '70s eras.

As the partners continue to swap and share designs, they seek to eventually create patterns that extend from the wall to the floor to create a synched, signature look – adding a whole new element to hospitality design.

The designer collaborator Collections are among several product previews featured at HD Boutique 2011. Show attendees also have the opportunity to meet-and-greet Durkan's newest design partners the first day of the event, September 13th from 10:00-11:00 a.m. ET and 3:00-4:00 p.m. ET in the Durkan booth (#E2207).

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Durkan is the hospitality brand of Mohawk, a leading commercial carpet manufacturer and a pioneer in the design of sustainable carpeting. From the hotel lobby and corridors to guest rooms and ballrooms, casinos, and areas of assisted living facilities, Durkan is world-renowned as an industry leader in innovative design solutions and high-style, high-performance hospitality carpeting. With state-of-the-art spectronic printing, Computer Yarn Placement (CYP) tufting technology and forward-thinking pattern and texture technologies, Durkan's comprehensive line of patterned and custom carpet products provide the inspired design, advanced engineering and expressive style needed to set the right tone for every installation. For additional information, look for Durkan at www.durkan.com or www.themohawkgroup.com or call 800-241-4580. Connect with The Mohawk Group on [Facebook](#) and [Twitter](#).

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