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**FOR IMMEDIATE RELEASE**

**DURKAN AND NEWH SAY CREATIVITY AND INNOVATION ARE KEY COMPONENTS OF THIRD ANNUAL D\*SCOVER COMPETITION**

**MARIETTA, Ga., Dec. 1, 2011**— One of the most exciting carpet design competitions is back for its third consecutive year. Durkan, the hospitality brand of The Mohawk Group, and NEWH (The Network of the Hospitality Industry) are now accepting entries for D\*scover, an annual contest that recognizes the talent of professional and student designers on the rise. Participants will compete for an opportunity to have their innovative hospitality carpet designs on display May 15-17, 2012, at the HD Expo and Conference in Las Vegas.

“Revealing the D\*scover contest winning designs has quickly become one of the most anticipated events to take place at the HD Expo,” said Barbara Marcy, director of creative design at Durkan. “Industry influencers from all over the world look forward to meeting these up-and-coming artists and seeing their creativity firsthand. Each year, we are delighted to cultivate a new generation of design talent and showcase their abilities.”

Durkan will award two grand prize winners, one design professional and one student. Both winners will have their designs promoted and added to the Durkan product catalog, as well as receive a trip to the 2012 HD Expo, where they will be honored at a special reception hosted by Durkan. In addition, the student winner will receive a \$2,000 Durkan funded scholarship to NEWH, and the professional winner will be awarded a \$2,000 cash prize.

To participate in the 2012 D\*scover competition, each contestant must design and submit four print carpet patterns characteristic of hospitality spaces:

- Large corridor
- Large ballroom
- Large or medium pre-function/Meeting room carpet
- Border, fill or carpet tile (24" x 24") design

Entries will be evaluated by a prestigious panel of industry professionals, which includes:

- Helen Reed: current NEWH president and owner of H.L. Reed Design, Inc.
- Julia Davis-Marks: incoming NEWH president, president of DesignOverStock and creative director of Fiori Artes.
- Trisha Poole: NEWH vice president of marketing and president of Design Poole, Inc.
- Barbara Marcy, director of creative design at Durkan.

The panel will collectively consider the concept, presentation and market feasibility of each D\*scover submission. The D\*scover contest is open to all NEWH members. There is no fee for student membership.

“The name of the competition says it all,” added Marcy. “This is an incredible opportunity for new designers to be discovered and make their mark on the hospitality design industry.”

Visit [www.durkan.com/dscover](http://www.durkan.com/dscover) for complete D\*scover rules and entry forms. The deadline to submit entries is Feb. 17, 2012.

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#### **About Durkan**

From the hotel lobby and corridors to guest rooms and ballrooms, casinos, and areas of assisted living facilities, [Durkan](http://www.durkan.com) 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. Durkan is the hospitality brand of [The Mohawk Group](http://www.themohawkgroup.com), a leading commercial carpet manufacturer and a pioneer in the design of sustainable carpeting. For additional information, visit [www.durkan.com](http://www.durkan.com) or [www.themohawkgroup.com](http://www.themohawkgroup.com) or call 800-241-4580. Connect with Durkan on [Facebook](#) and [Twitter](#).

#### **About NEWH**

NEWH, The Network of the Hospitality Industry, is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. Founded in 1984, NEWH is an international non-profit organization, with 18 chapters and many regional areas. NEWH brings together professionals from all facets of the hospitality industry providing opportunities for education, professional development and networking. The organization offers unique opportunities including an international membership directory, Career Network, magazine and sponsorship of leading industry expositions and conferences. To date, NEWH has given in excess of \$2,050,000.00 USD in scholarships to young people wishing to pursue careers in the hospitality industry. For additional information, email [info@newh.org](mailto:info@newh.org).