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**DURKAN AND NEWH CONTINUE PARTNERSHIP  
TO D\*SCOVER DYNAMIC HOSPITALITY CARPET DESIGN  
*Organizations Call on Design Students and Professionals  
To Submit Eye-catching and Creative Flooring Concepts***

**MARIETTA, Ga., Dec. 15, 2010** – Do you have an eye for cutting-edge carpet design? [Durkan](#) – the hospitality brand of The Mohawk Group – is calling on design professionals and students to *d\*discover* a new way to express their creativity with its second annual carpet design contest. Supported by NEWH ([The Network of the Hospitality Industry](#)), [D\\*discover](#) aims to exhibit the talent of hospitality designers, while contributing toward the education of future designers. Participants will compete for the opportunity to travel to the HD Expo and Conference (HD Expo), which will be held May 18-20, 2011 in Las Vegas, and showcase their winning carpet designs to an international audience of industry influencers. A student winner will receive a Durkan scholarship from NEWH.

“The positive response to last year’s call for entries is testament to the enthusiasm and passion that exists for fresh, innovative hospitality design,” said Barbara Marcy, Director of Creative Design, Durkan. “Providing a platform for professional and student designers from a variety of industries to explore their design ability aligns so closely with our organization’s mission to foster a new generation of talent in our industry.”

This year the submission period for D\*discover has been extended, providing interested design professionals added time to develop truly captivating and eye-catching designs. Additionally, it provides educators the opportunity to encourage student designer participation by integrating the contest into course syllabuses.

To complete a submission, participants must design four print carpet patterns characteristic of hospitality spaces:

- large corridor;
- large ballroom;
- large or medium pre-function/meeting room carpet;
- and a border, fill or carpet tile (24" x 24") design.

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Entries will be evaluated on concept, presentation and market feasibility by a panel of industry professionals, including NEWH President Helen L. Reed and Durkan's Barbara Marcy, and will award a grand prize to one design professional and one student. Along with being featured in NEWH publications and Durkan's website and product catalogues, these winners will travel to HD Expo in Las Vegas, where their designs will be showcased within Durkan's booth. Cash prizes will be awarded to second and third place professionals. All winners will be officially announced on the first day of HD Expo at a special cocktail event hosted by Durkan.

D\*discover is open to all NEWH members and submissions are due March 4, 2011. Durkan will notify the grand prize professional winner in advance to allow time for sample production of the designs to be displayed at HD Expo. Visit [www.durkan.com/dscover](http://www.durkan.com/dscover) for complete rules and entry forms. Last year's grand prize winners included Karen Bradley, Group One Partners, Inc (Professional Category) and Emily Riebkes, University of Northern Iowa (Student Category).

#### **About Durkan**

*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. Durkan is the hospitality brand of [The Mohawk Group](#), 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).*

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