

community



The power of Community

Where there is life, there is bound to be community. It is both a human desire and an instinct of nature. We all have a need to belong. And we all benefit from coming together. Differences become strengths. New ideas emerge. A shared history forms. We learn from those around us and move forward enriched by the experience.

Design has the power to build community by creating hospitality environments that draw people together in communal spaces. As the needs of hospitality change, and the importance of hospitality grows within communities, these spaces are becoming more flexible, layered and diverse.



YR56815

Interdeco



Following the thread

To gain a deeper understanding, we followed the thread of community back to its purest inceptions. Our design team traveled to the Atlas Mountains in Morocco, where artisan communities have practiced their crafts for millennia.

An exchange of ideas

In Berber villages, where the looms have souls, weaving is both a celebration and a vital economic practice. Working side by side with women in the local cooperatives, we gained an appreciation for the strength of tradition, the trust of process. With no language in common, we all benefited from an exchange of ideas. The spirit of community was in full effect.





A new perspective

Coming away from the immersion, we found beauty in spontaneous design and experimented with new ways to contrast pattern and texture. We brought together advanced techniques with freehand drawing. The result is Community, a collective of products with colors and patterns that honor the heritage of community and awaken our sense of kinship.



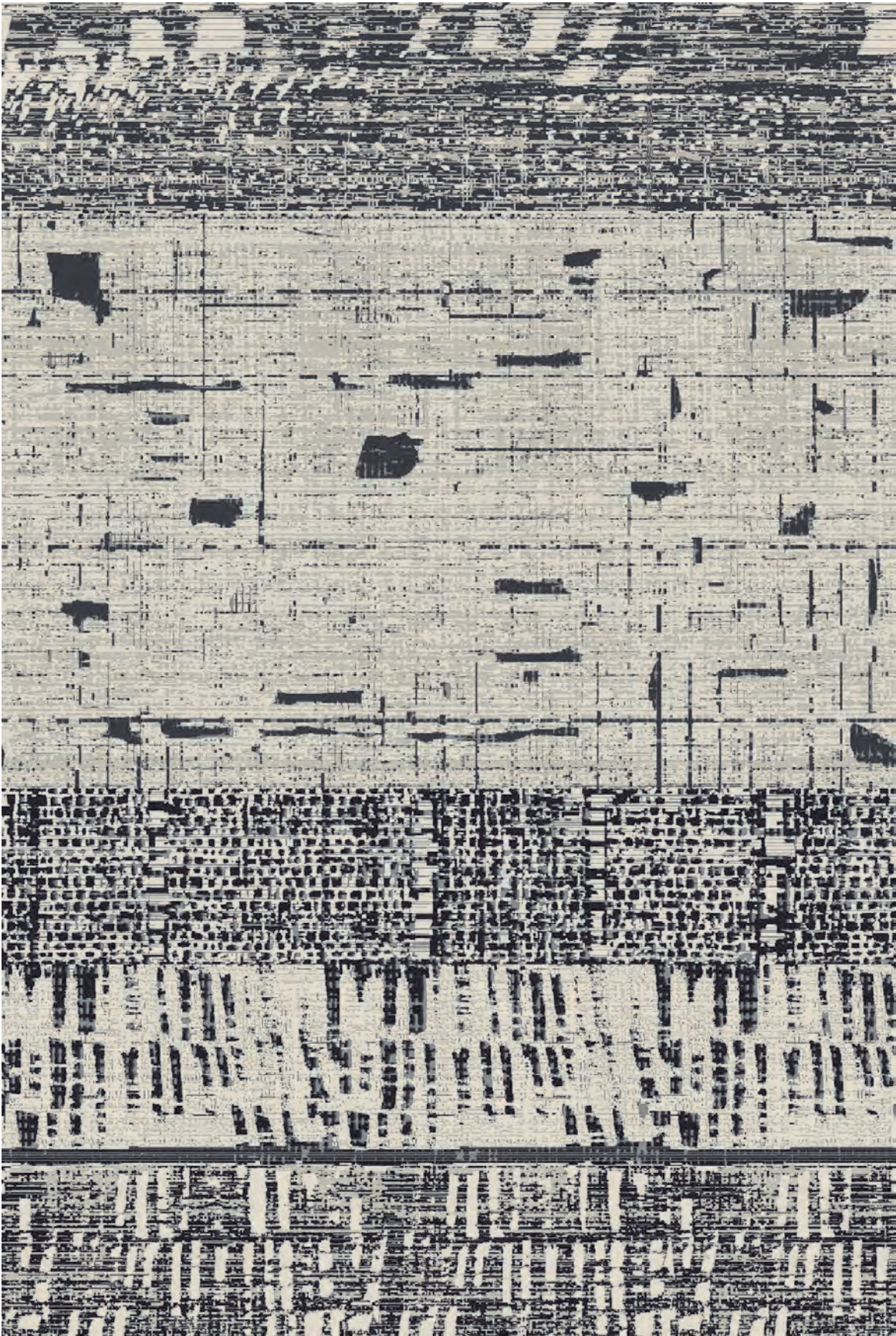


A luxurious twist of technology

Community brings together exclusive Tailor Tuft technology with traditional cut-and-loop broadloom to offer new customization options. Tailor Tuft creates luxurious pile-height distinction and rich, precise detail, giving you unprecedented control in customizing patterns. Our travels to Morocco gave us a new perspective on how to utilize this technology to bring depth and detail to hospitality spaces.

HR57088

HR57088
12ft × 16ft 2.9in | 3.66m × 4.95m



CL842



6208



5970D



5656D



CL842



6208



5970D

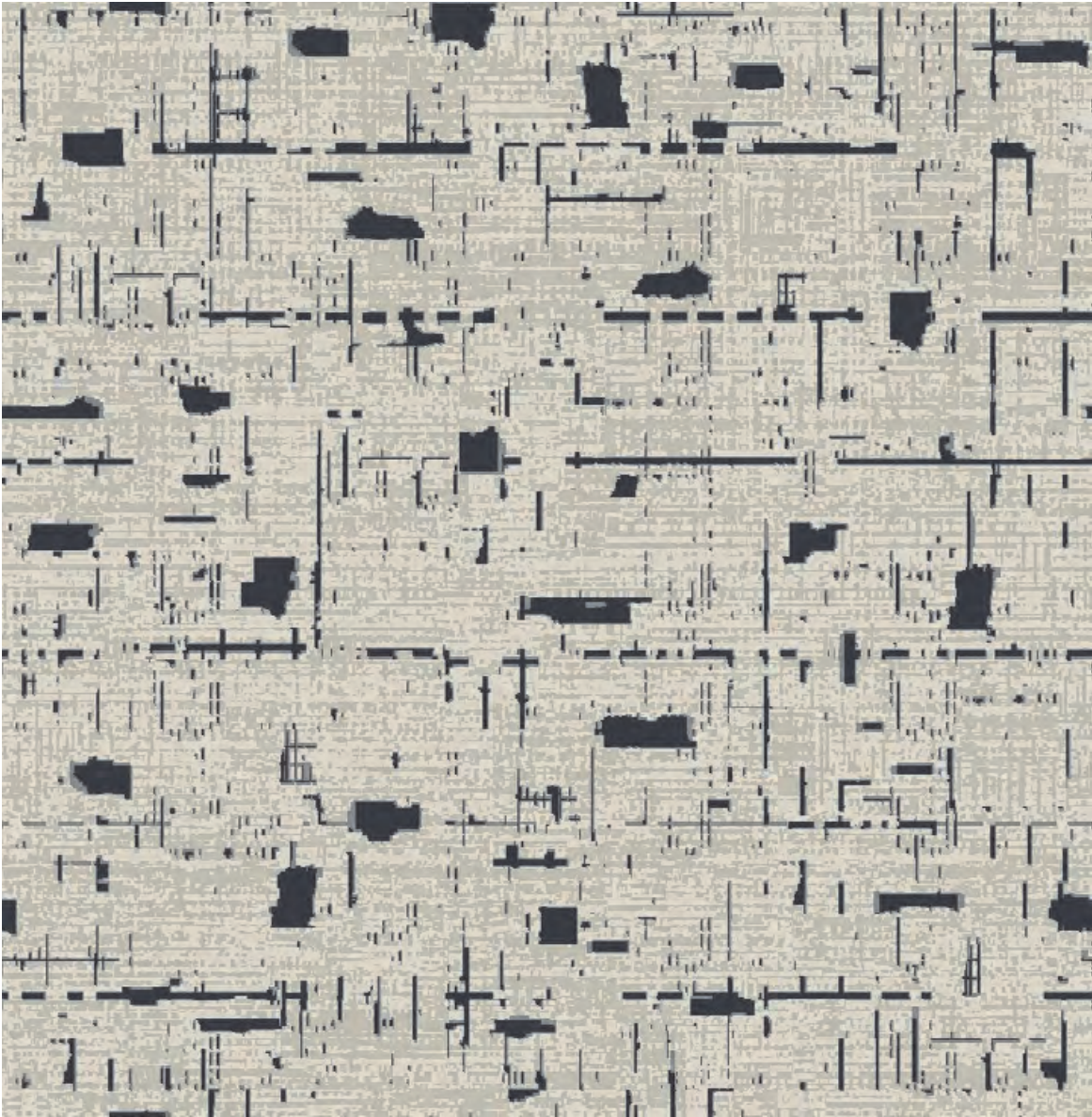


5656D

HN57102
6ft × 10ft 10.9in | 1.83m × 3.32m



HF57104
6ft x 5ft 6.9in | 1.83m x 1.7m



CL842



6208



5970D



5656D

HN57087
6ft x 8ft | 1.83m x 2.44m



CL842



6208



5970D



5656D

HN57103
6ft x 8ft 8.7in | 1.83m x 2.66m



CL842



6208



5970D



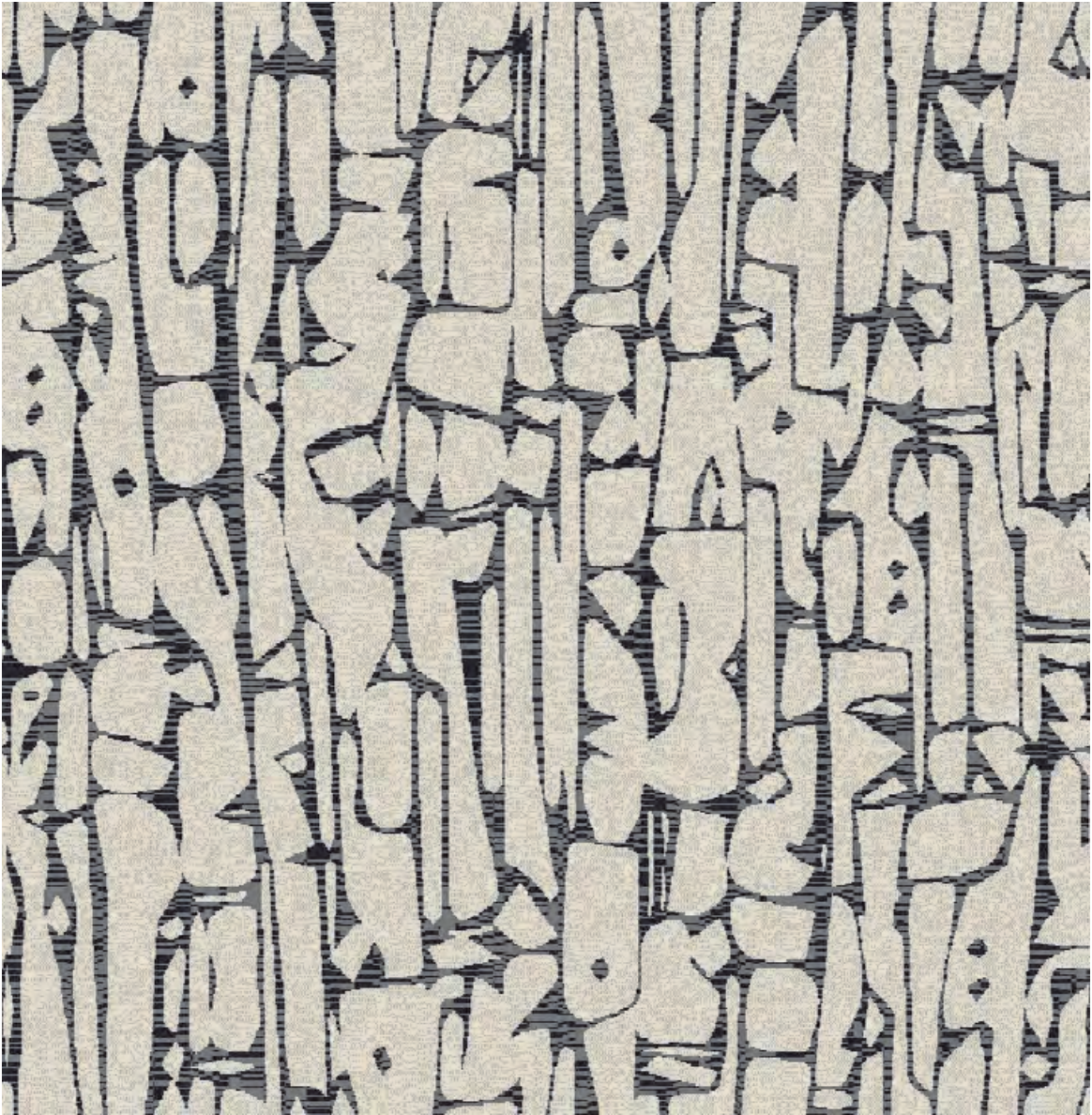
5656D



HN57103



HF57091
6ft × 5ft 6.9in | 1.83m × 1.7m



CL842



6208

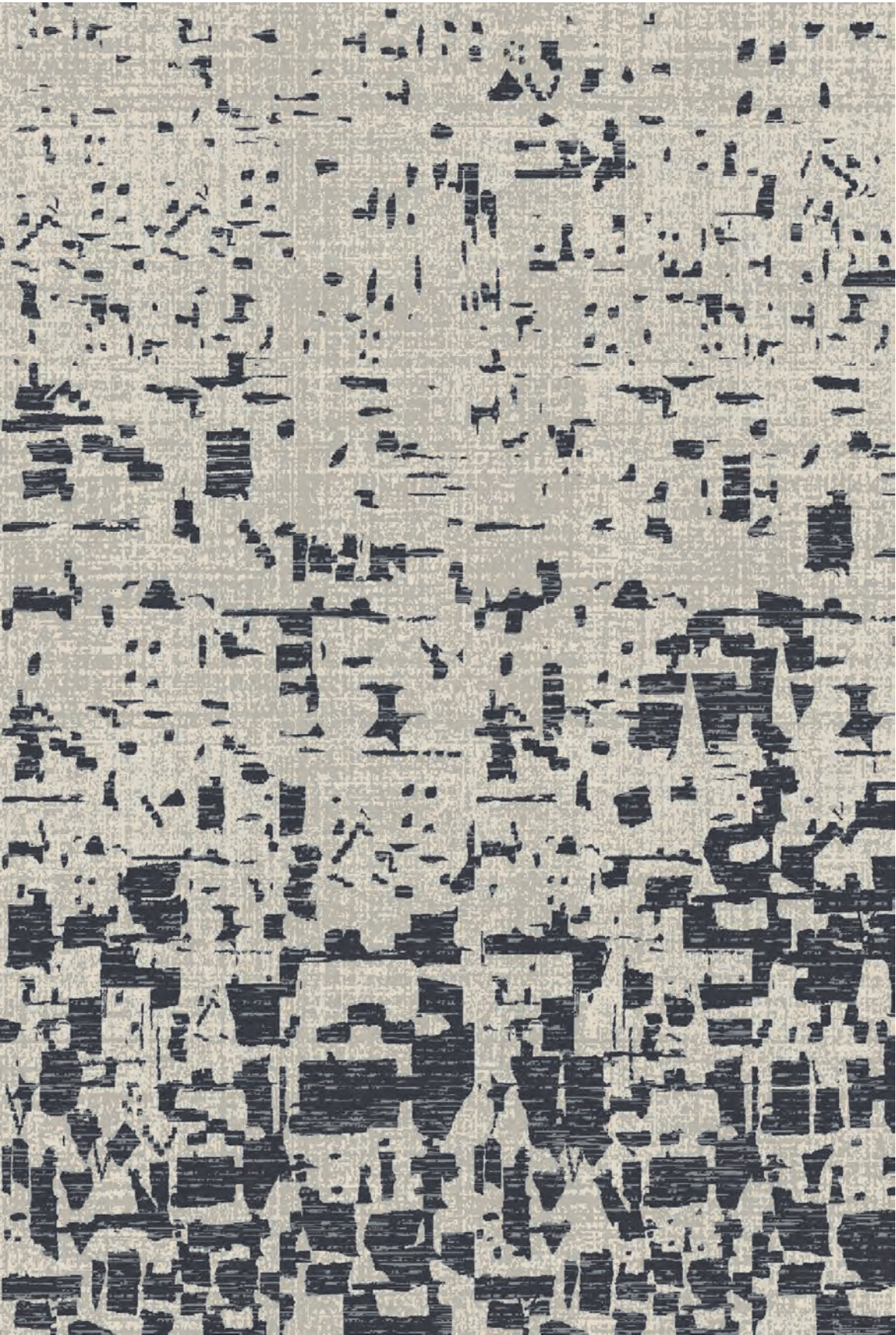


5970D



5656D

HR57095
12ft × 16ft 2.9in | 3.66m × 4.95m



CL842



6208

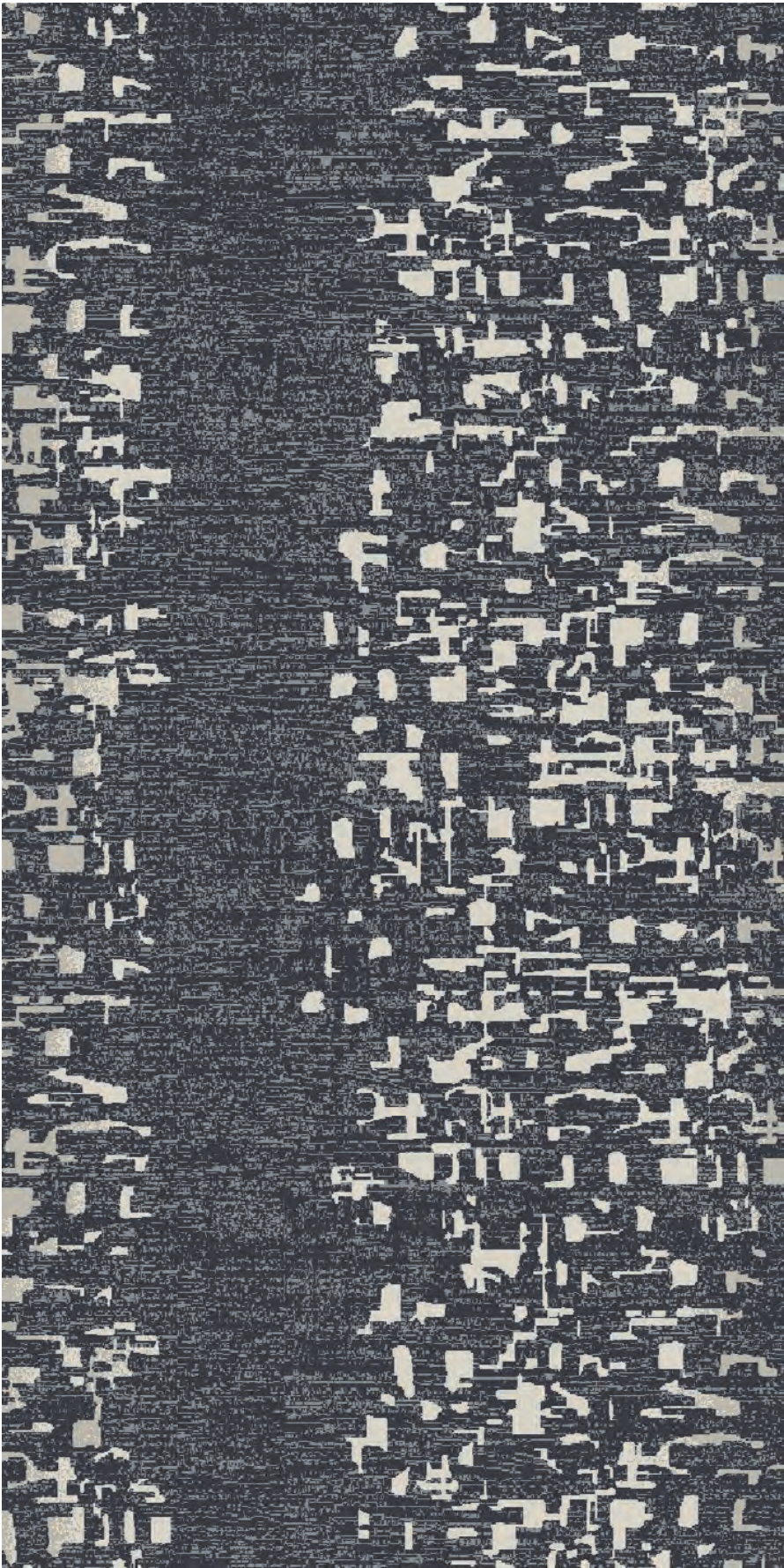


5970D



5656D

HN57100
6ft × 10ft 10.9in | 1.83m × 3.32m



CL842



6208



5970D



5656D

HN57098
6ft × 10ft 10.9in | 1.83m × 3.32m



CL842



6208



5970D



5656D

“Everyone should
feel welcome.
A layered space
achieves this
brilliantly.”

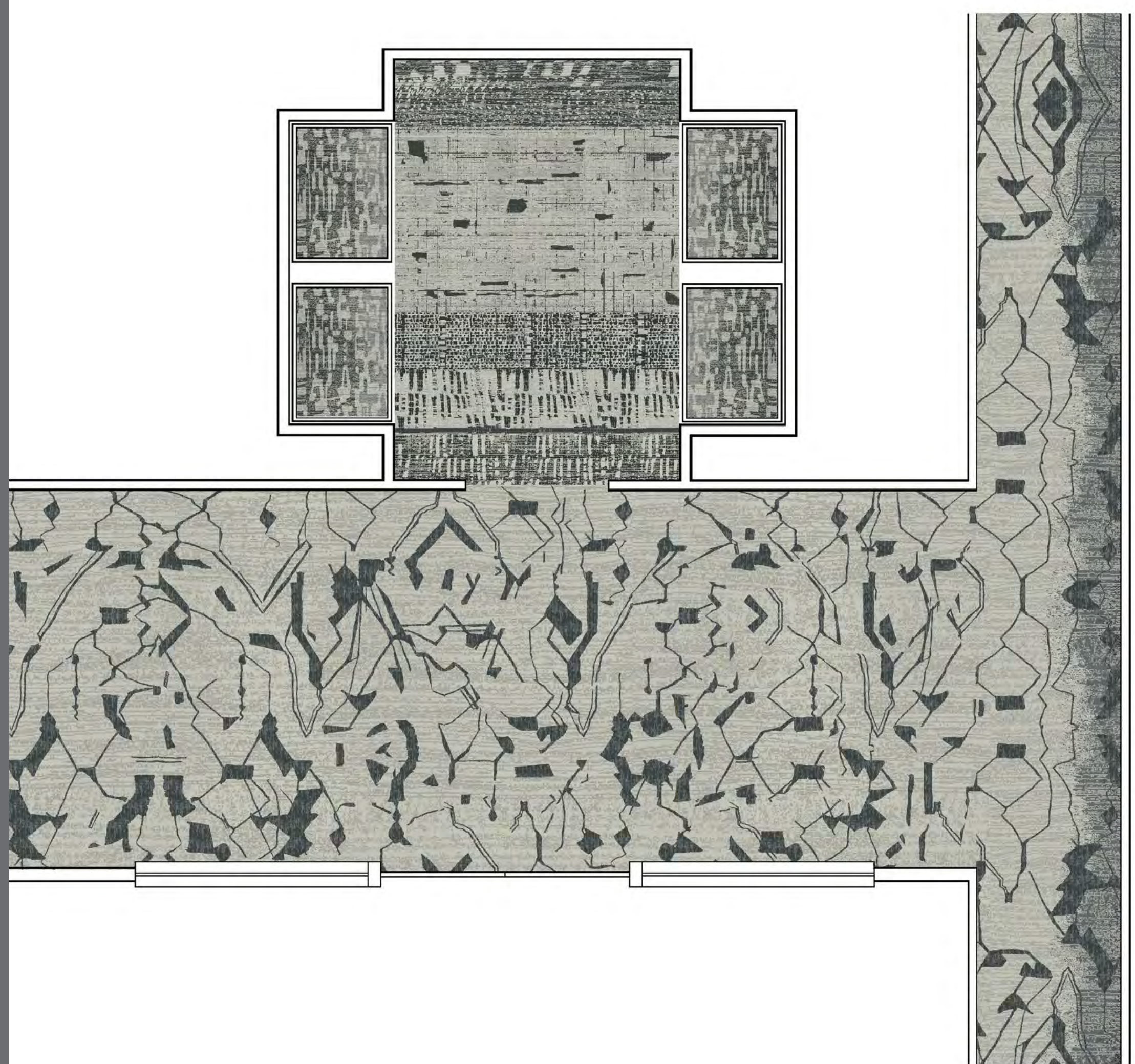
Omoleye Simmons

SENIOR DESIGNER, LIFESTYLE

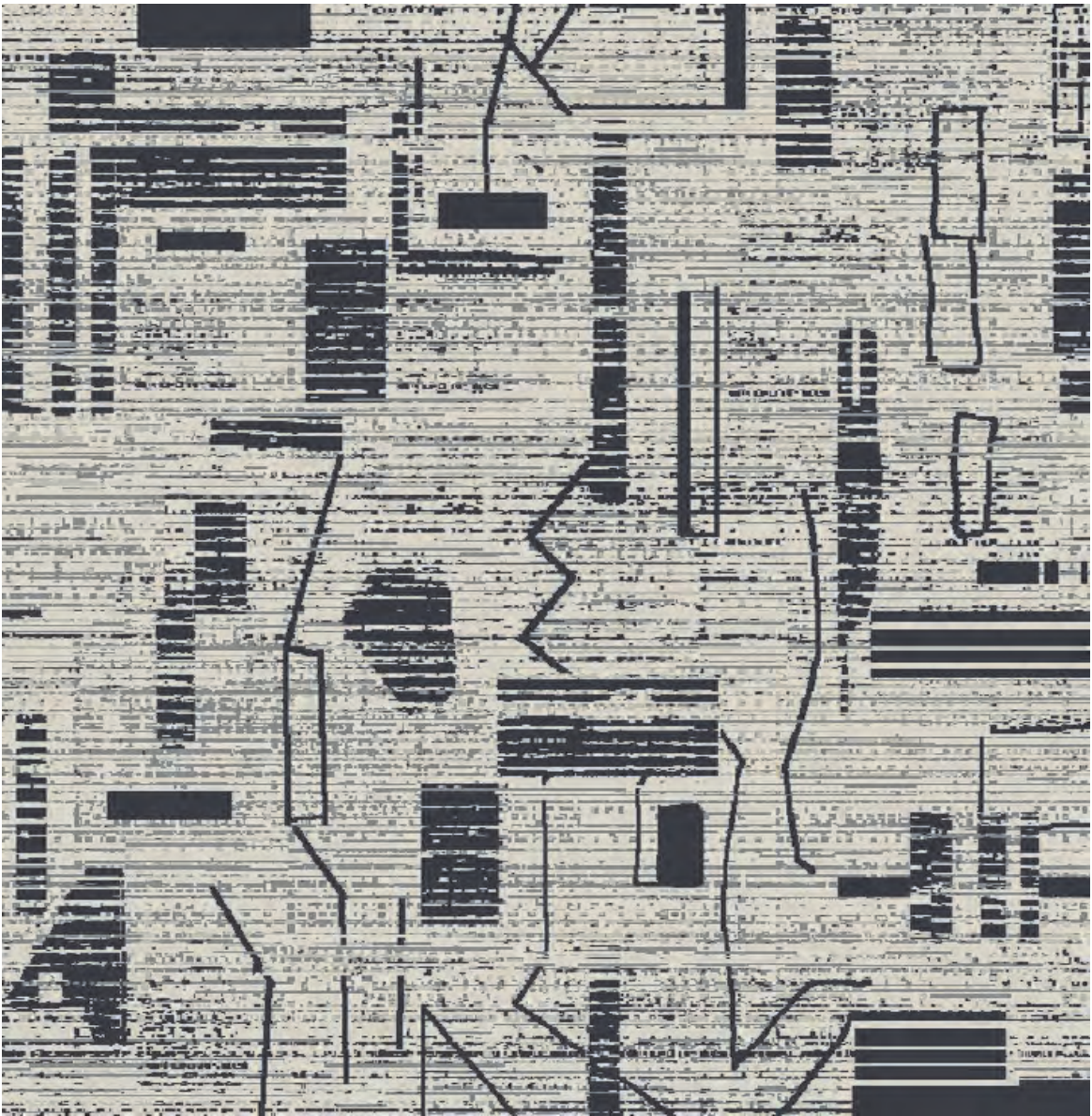
HR57084 & HN57096
CORRIDOR, PRE-FUNCTION

HR57088
ELEVATOR LOBBY

HN57103
ELEVATOR



HF57101
6ft x 5ft 6.9in | 1.83m x 1.7m

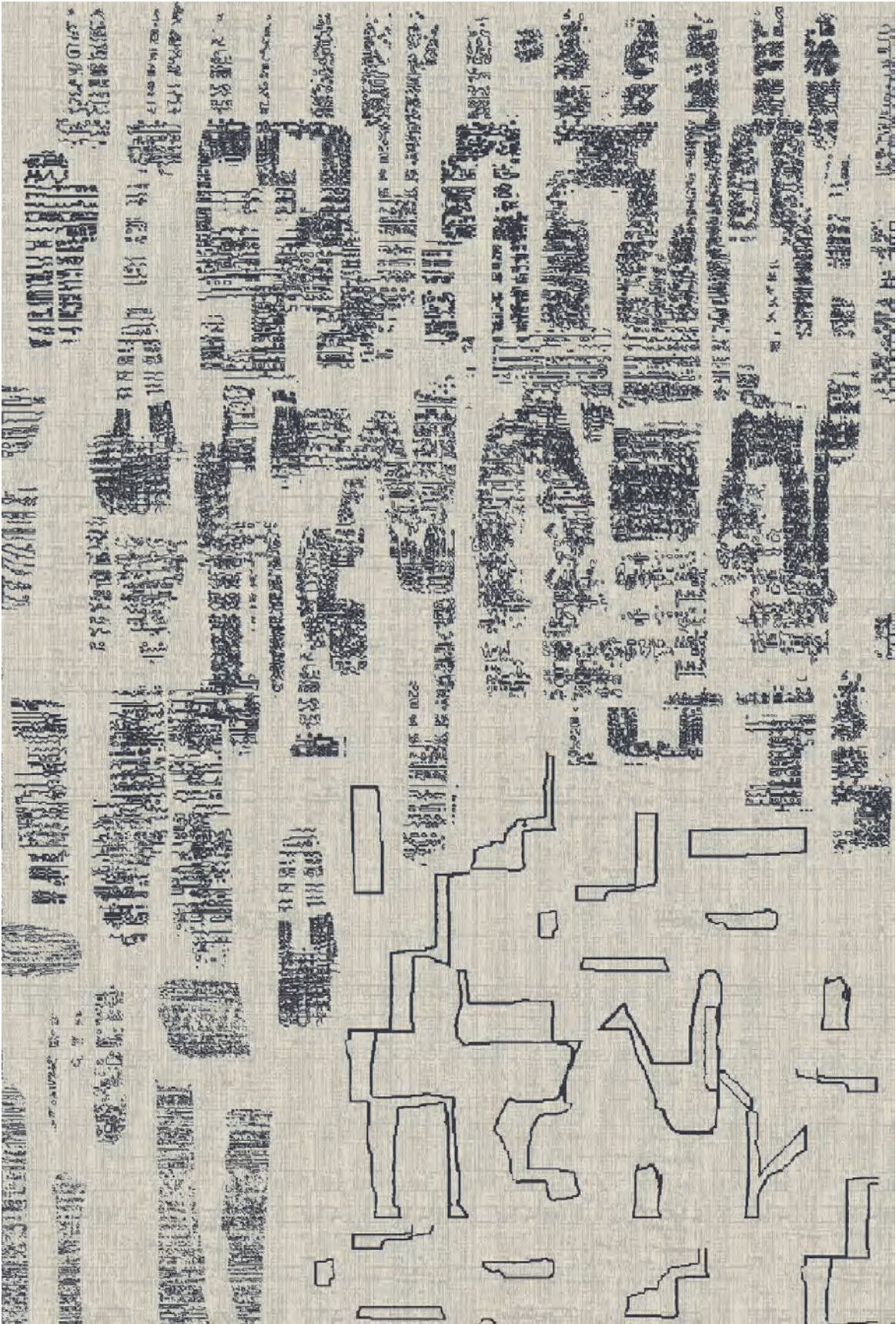


- A
CL842
- B
6208
- C
5970D
- D
5656D

HF57101



HR57090
12ft × 16ft 2.9in | 3.66m × 4.95m



CL842



6208



5970D



5656D



CL842



6208



5970D



5656D

HR57084
12ft × 16ft 2.9in | 3.66m × 4.95m





HR57085

HR57085

12ft x 16ft 2.9in | 3.66m x 4.95m



CL842



6208



5970D



5656D



HN57094
6ft × 10ft 10.9in | 1.83m × 3.32m



CL842



6208

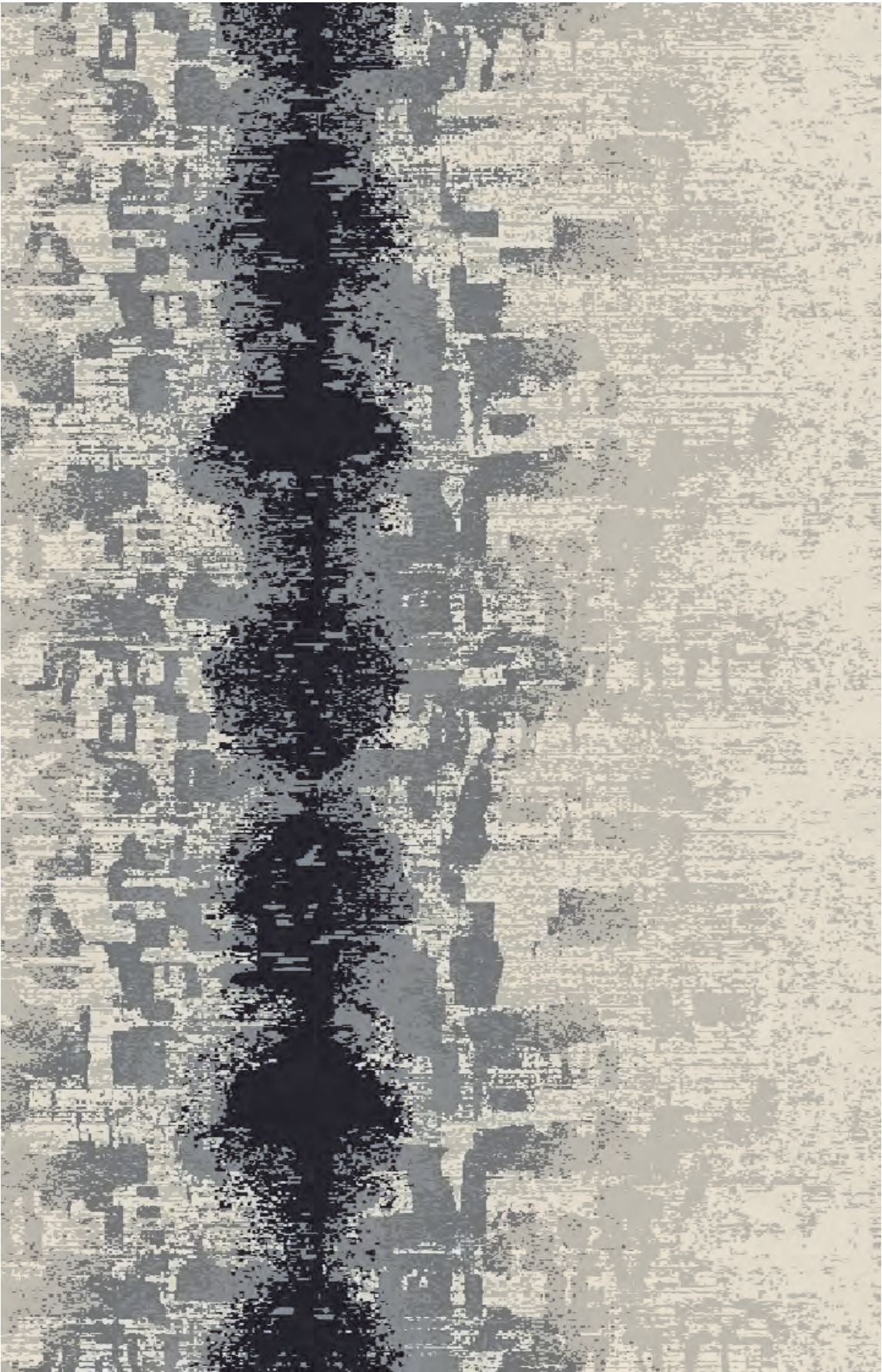


5970D



5656D

HN57092
6ft × 8ft 5.8in | 1.83m × 2.59m



CL842



6208

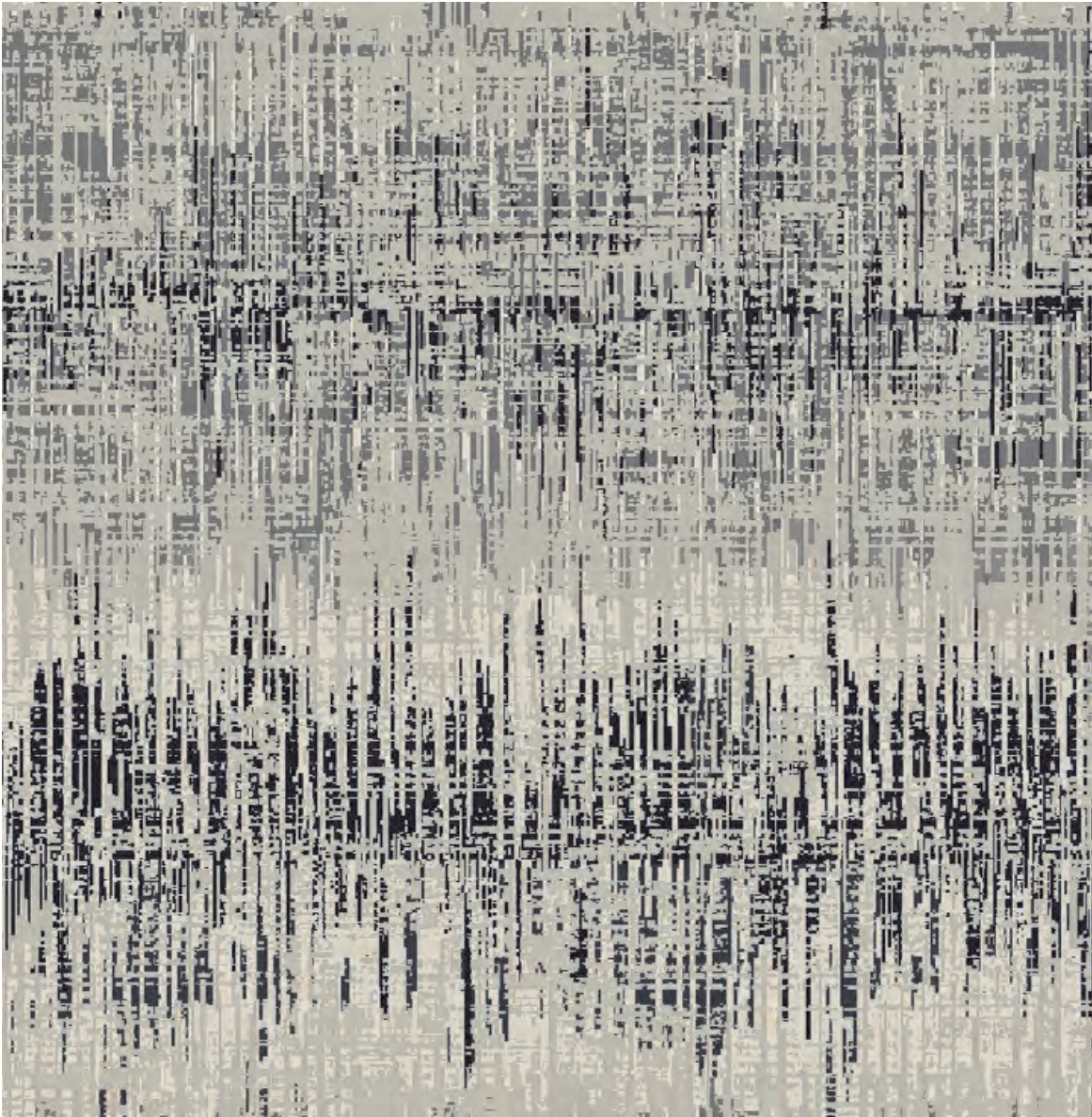


5970D



5656D

HF57093
6ft x 5ft 6.9in | 1.83m x 1.7m



CL842



6208



5970D



5656D



CL842



6208



5970D



5656D



HF57097
6ft x 5ft 6.9in | 1.83m x 1.7m



HN57083

Interdeco

HN57083
6ft x 10ft 2.2in | 1.83m x 3.1m



CL842



6208



5970D



5656D



CL842



6208



5970D



5656D



HF57089
6ft x 5ft 9.8in | 1.83m x 1.77m



HN57096

HN57096

6ft x 10ft 2.2in | 1.83m x 3.1m

A

CL842

B

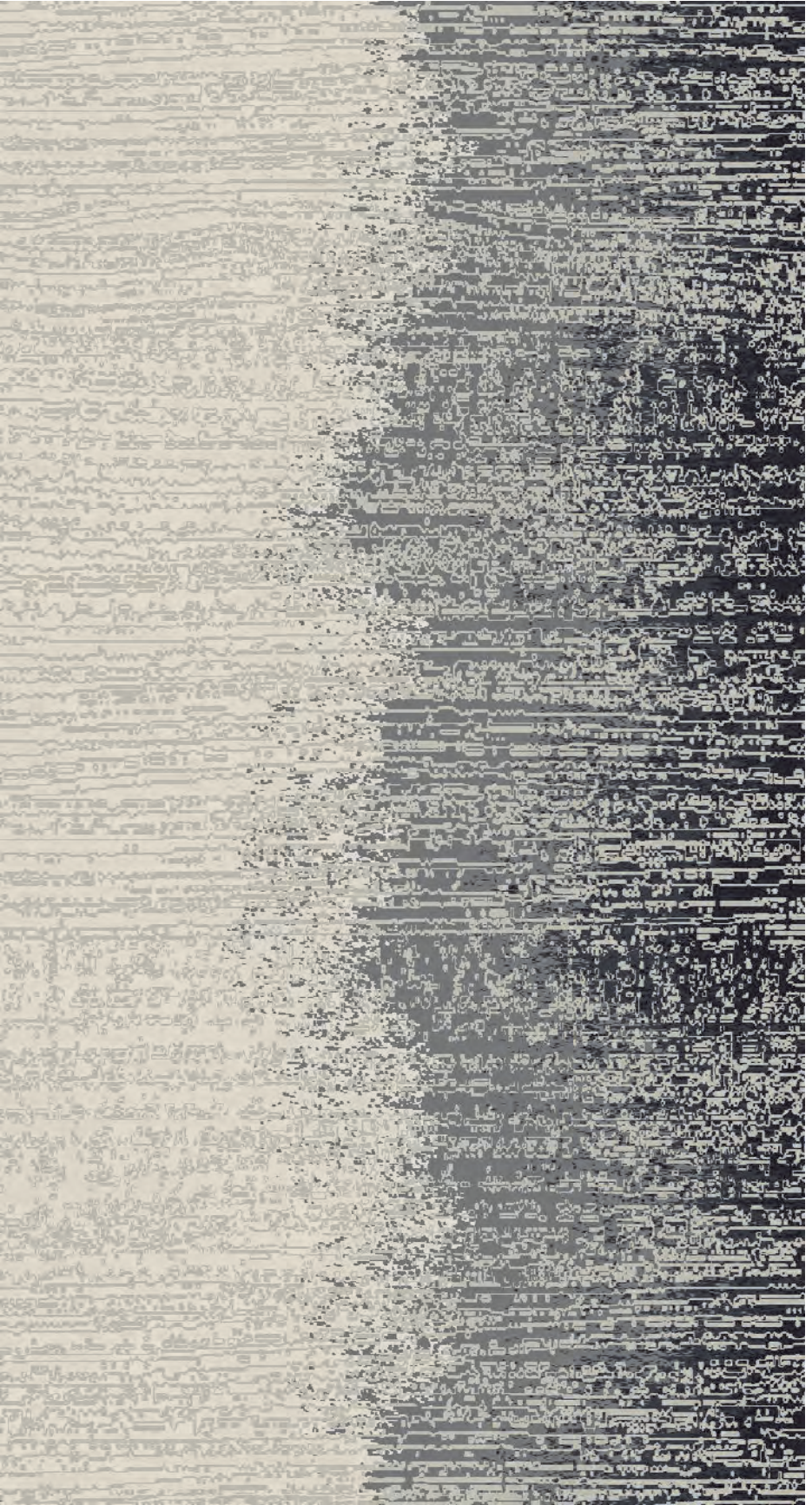
6208

C

5970D

D

5656D





A vibrant foundation for communal spaces

Inspired by the vibrant, rich hues of Moroccan rugs, Community's outpile broadloom shows color brilliantly. Our dense, consistent construction is the perfect canvas for up to six different colors in an array of color fielding patterns, bringing a bright and beautiful layer to communal spaces.

YR56815

YR56815
12ft × 18ft | 3.65m × 5.48m



CL842



5501D



5725D



5652D



5829D



5223D



CL842



5501D



5725D



5652D



5829D

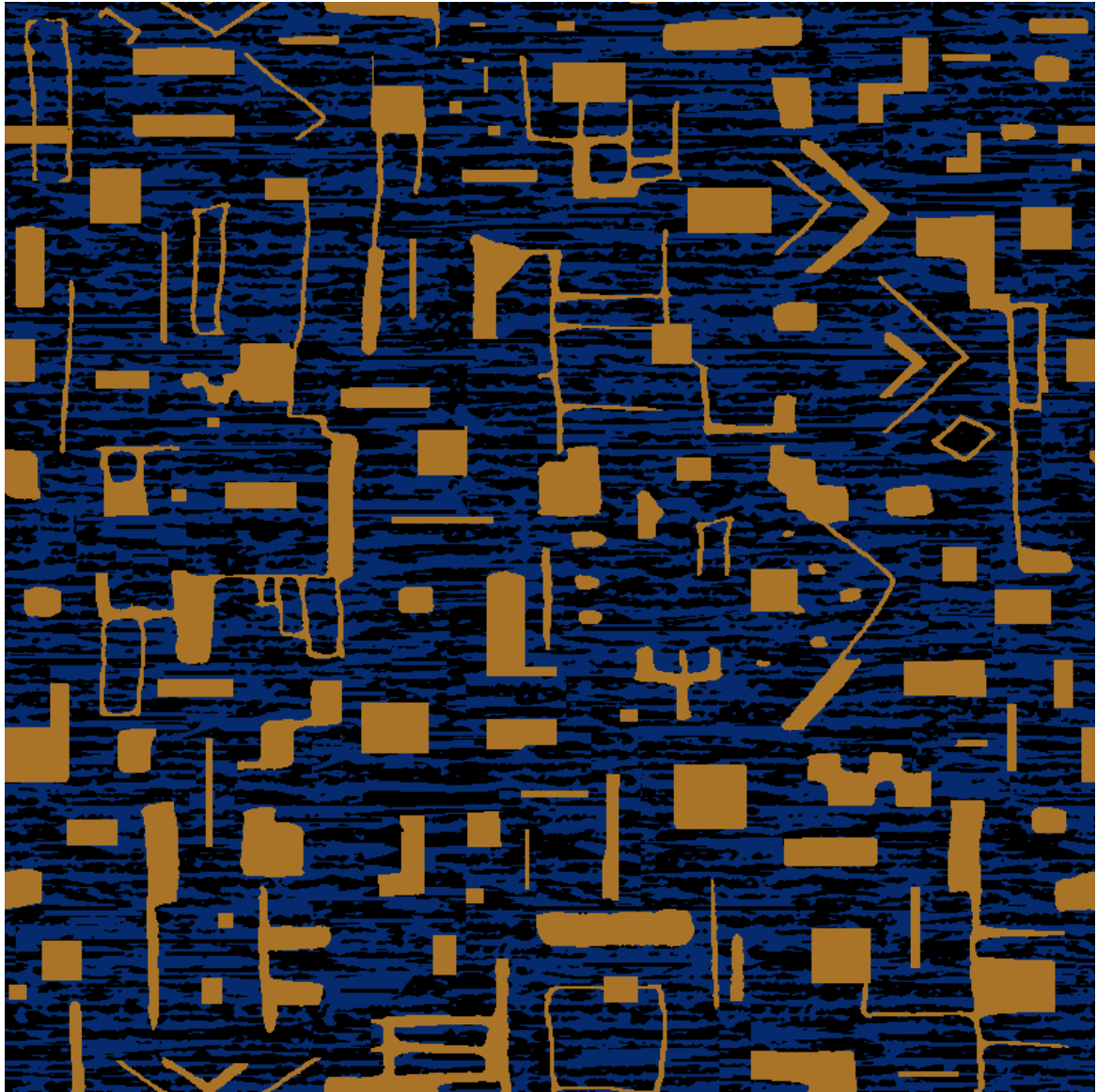


5223D



YF56816
6ft × 6ft | 1.83m × 1.83m

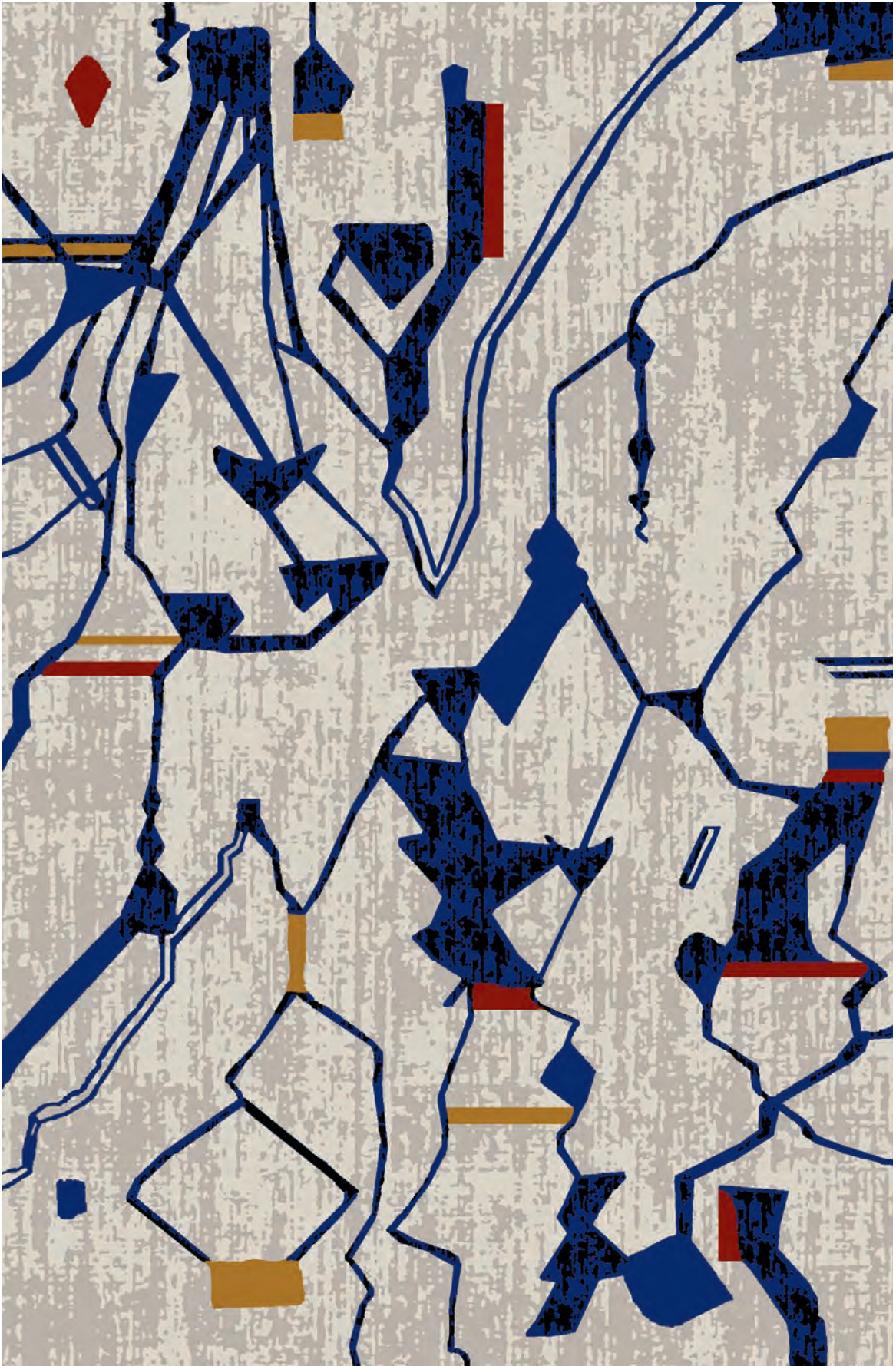
YF56811
6ft × 6ft | 1.83m × 1.83m



- C 5725D
- E 5829D
- F 5223D

- A CL842
- B 5501D
- C 5725D
- D 5652D
- E 5829D
- F 5223D

YR56813
12ft × 18ft | 3.66m × 5.48m





YR56812
12ft × 18ft | 3.66m × 5.48m



A

CL842

B

5501D

C

5725D

D

5652D

E

5829D

F

5223D

A

CL842

B

5501D

C

5725D

D

5652D

E

5829D

F

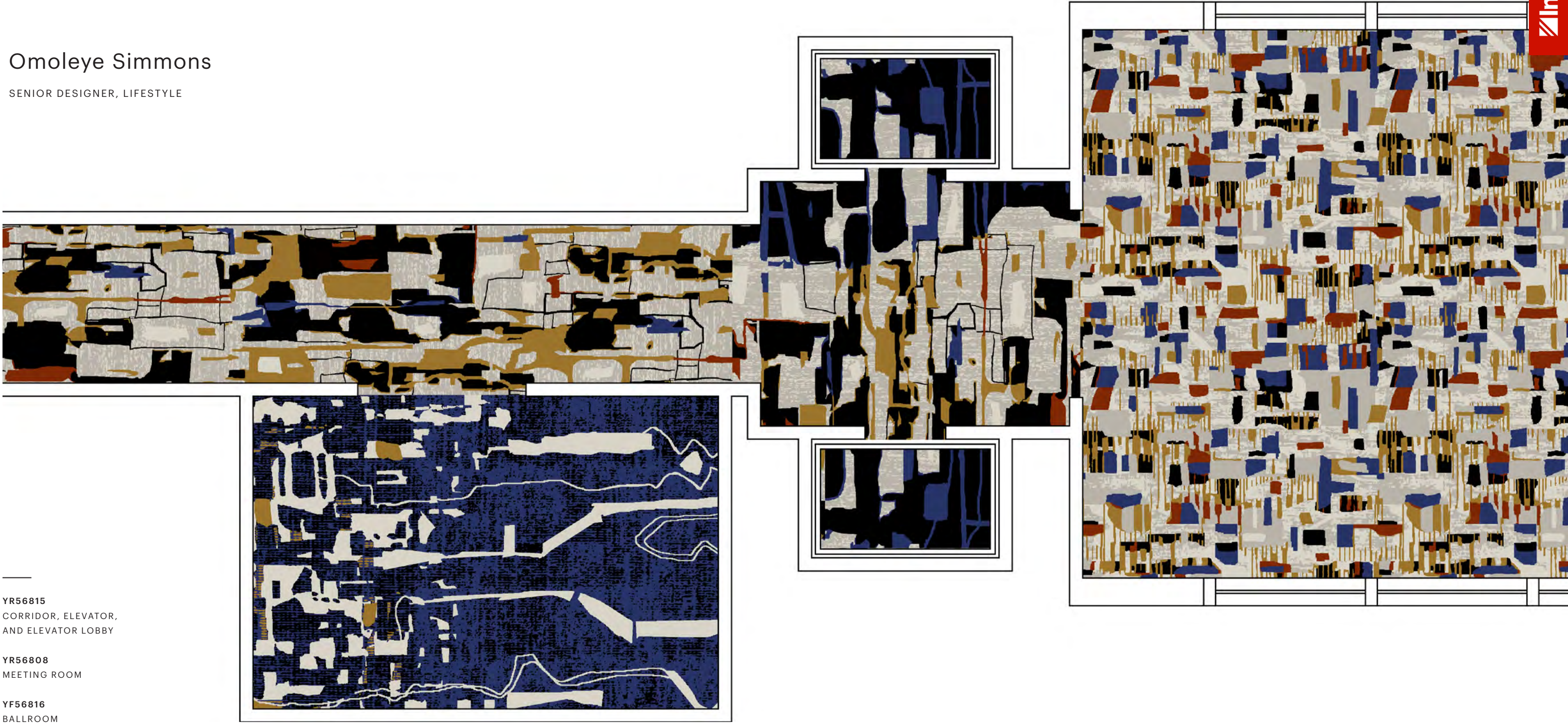
5223D

YN56814
6ft × 11ft | 1.83m × 3.35m



“Layered spaces create a welcoming atmosphere and serve as a metaphor for community.”

Omoleye Simmons
SENIOR DESIGNER, LIFESTYLE

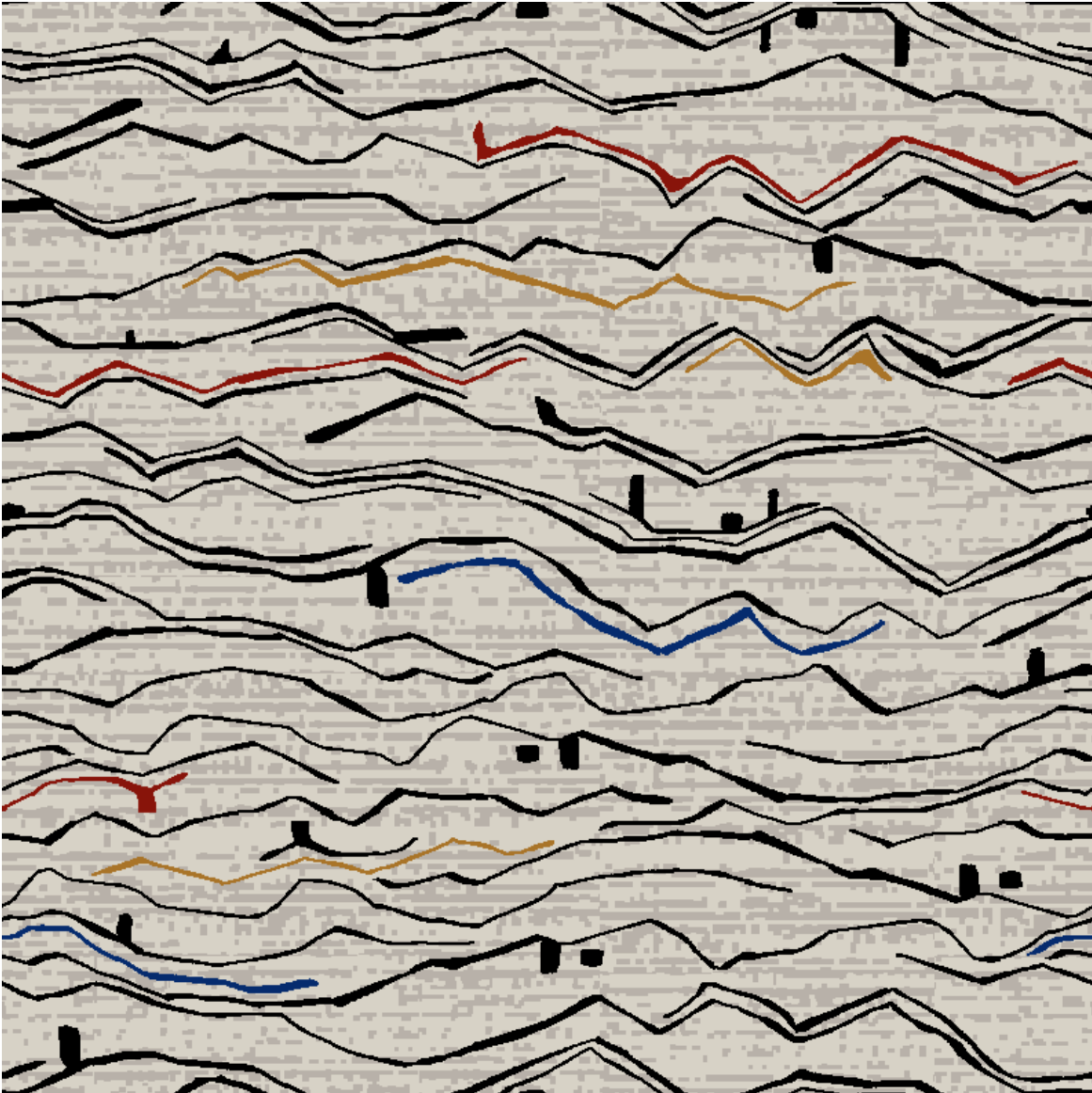


YR56815
CORRIDOR, ELEVATOR,
AND ELEVATOR LOBBY

YR56808
MEETING ROOM

YF56816
BALLROOM

YF56809
6ft × 6ft | 1.83m × 1.83m



CL842



5501D



5725D



5652D



5829D



5223D



CL842



5501D



5725D



5652D

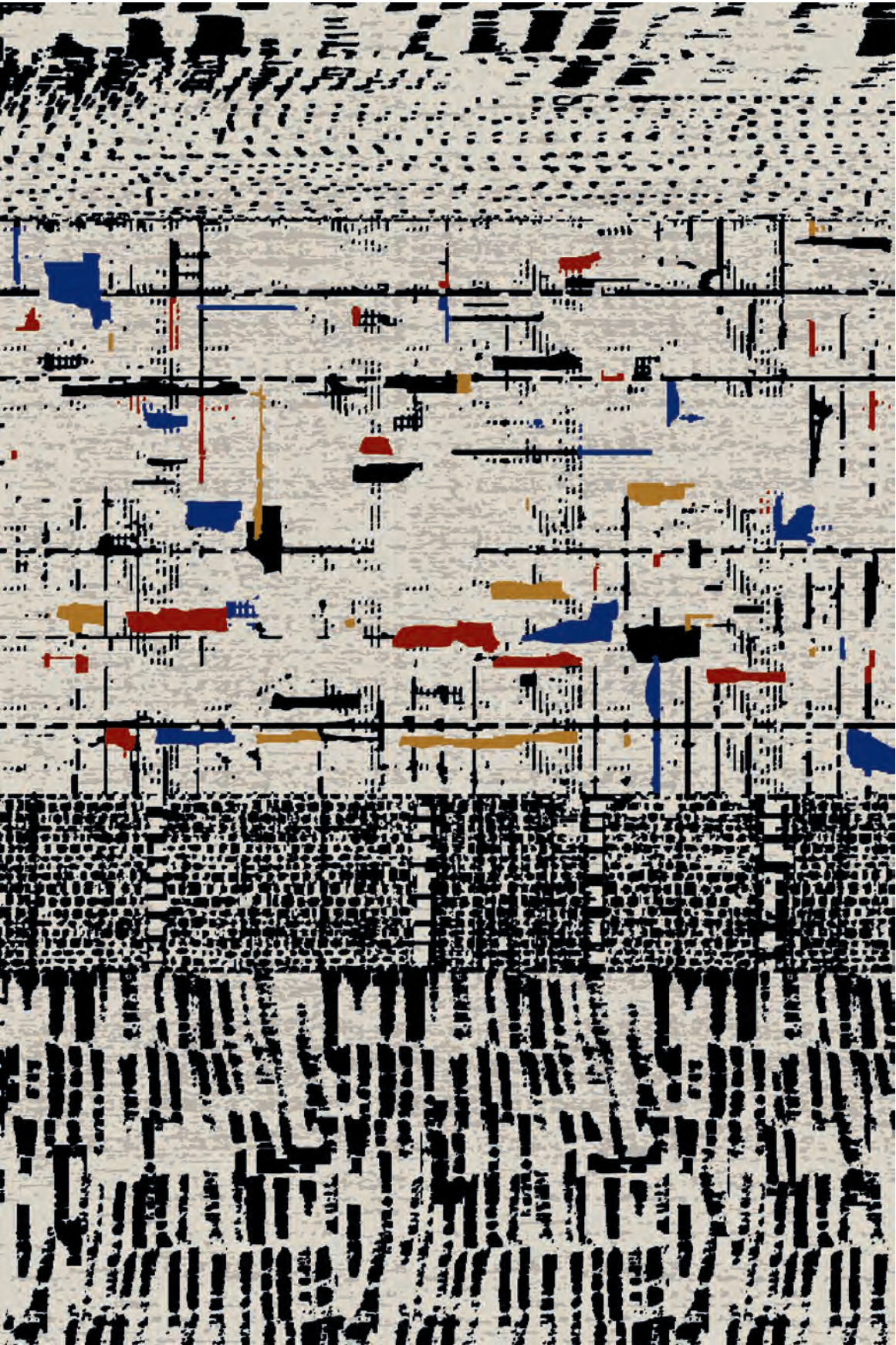


5829D



5223D

YR56818
12ft × 18ft | 3.66m × 5.48m



YR56808
12ft × 18ft | 3.66m × 5.48m



CL842



5725D



5829D



5223D



CL842



5501D



5725D

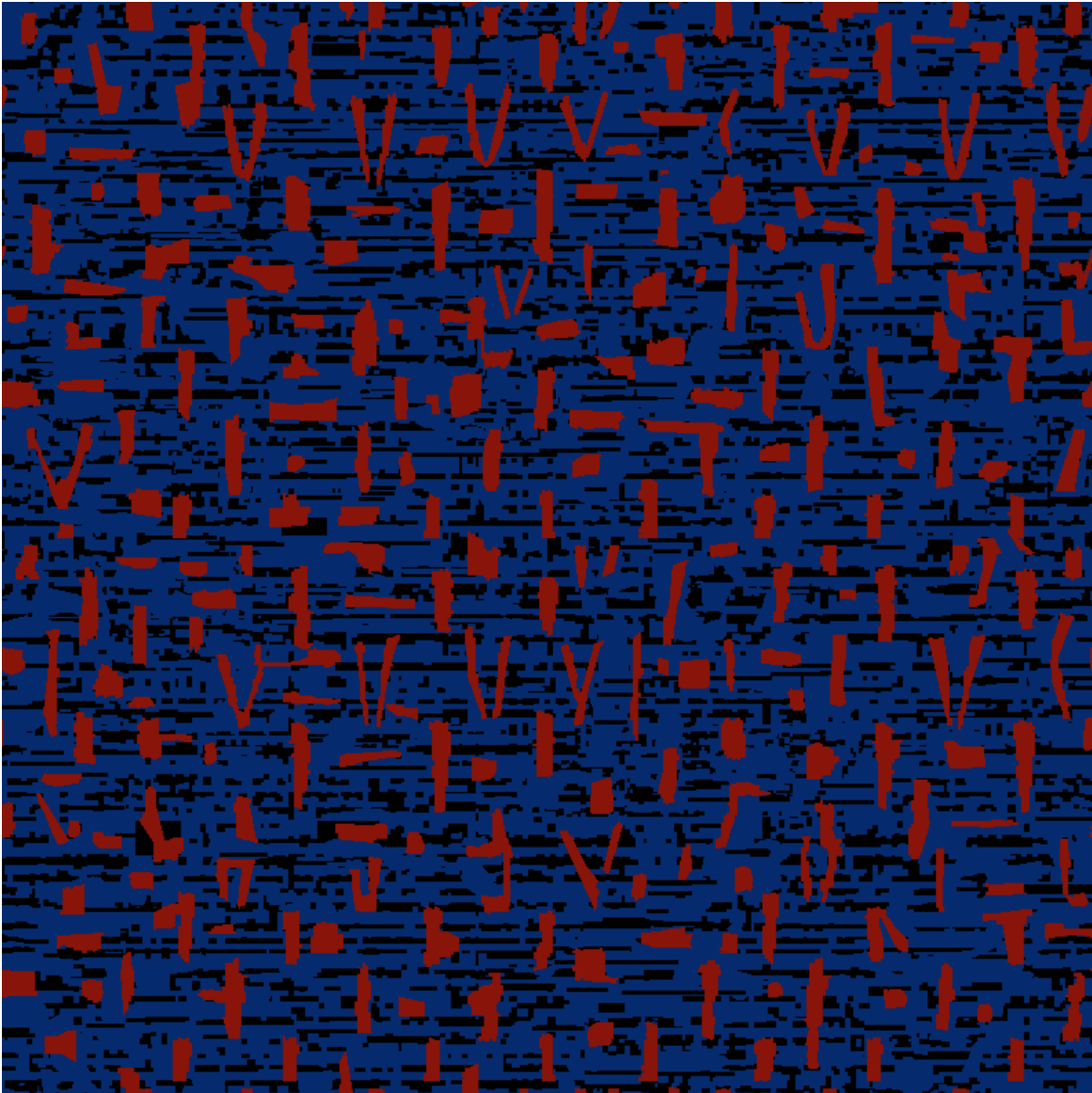


5829D



YF56817
6ft × 9ft | 1.83m × 2.74m

YF56810
6ft x 6ft | 1.83m x 1.83m



5652D



5829D



5223D



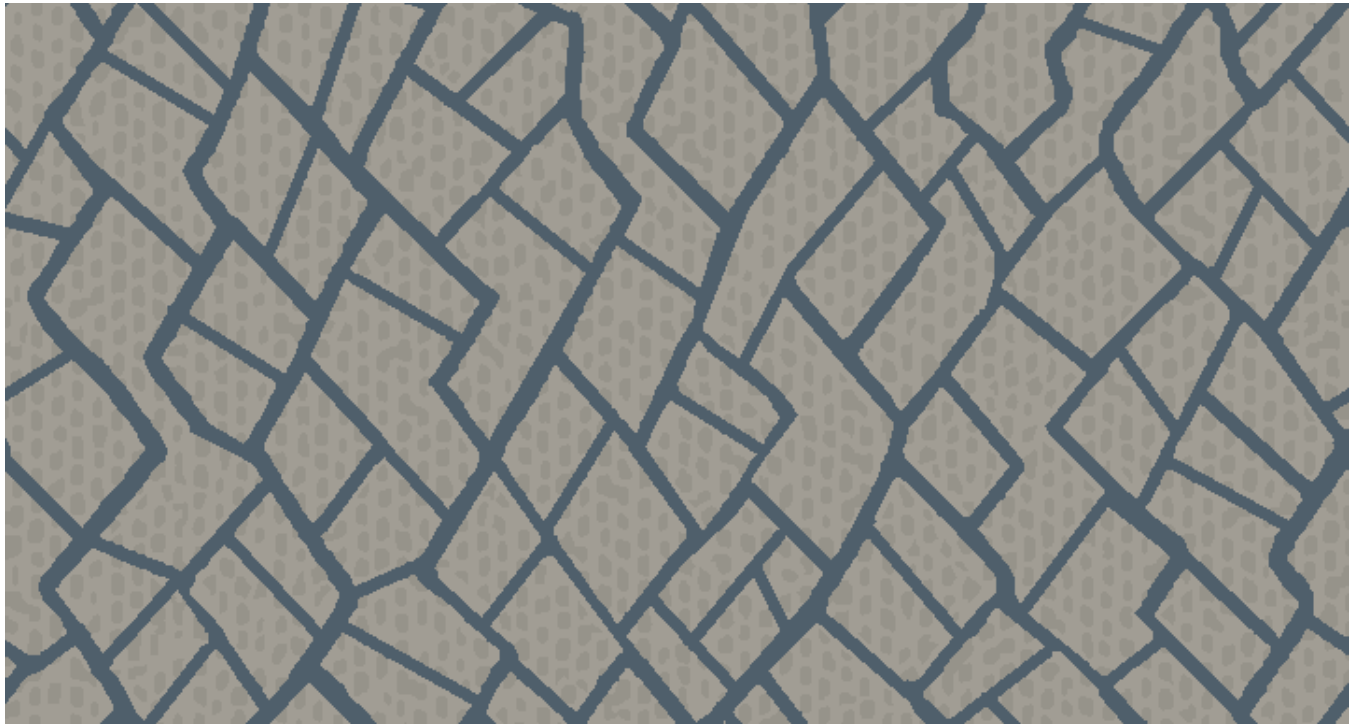
A plushness that says "Privacy, please."

Community gives guests a soft landing for the private spaces of hospitality. With plush cut-and-loop construction, Community's guest room carpets offer visual flexibility and relaxing comfort under foot.



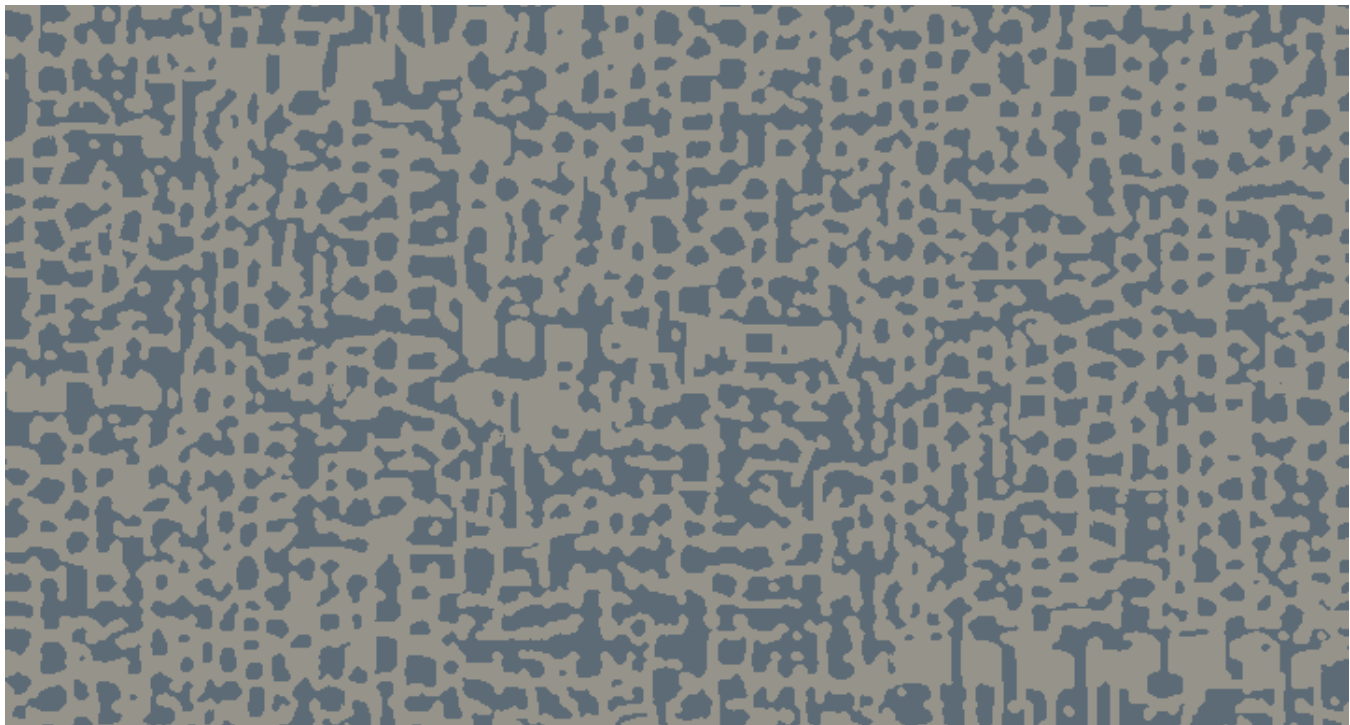
Y11860
6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A 5384D
- B 5970D



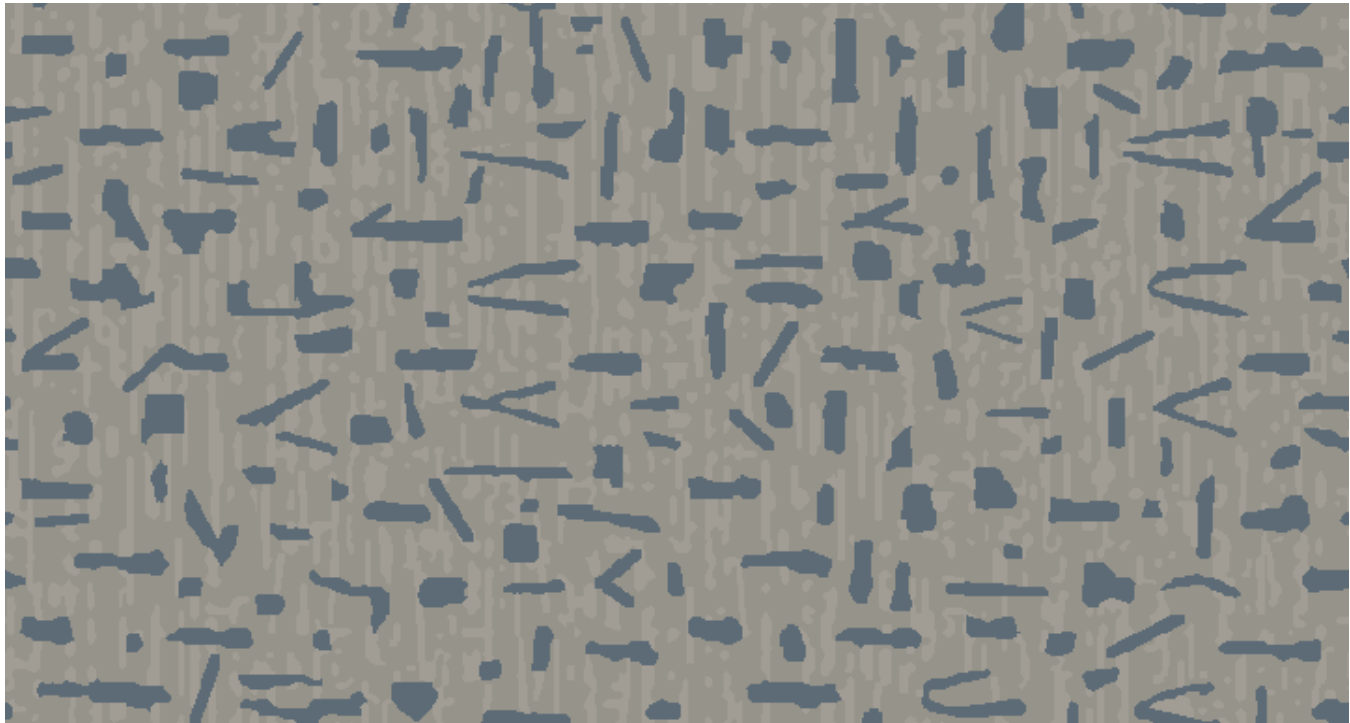
Y11869
6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A 5384D
- B 5970D



Y11864
6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A 5384D
- B 5970D



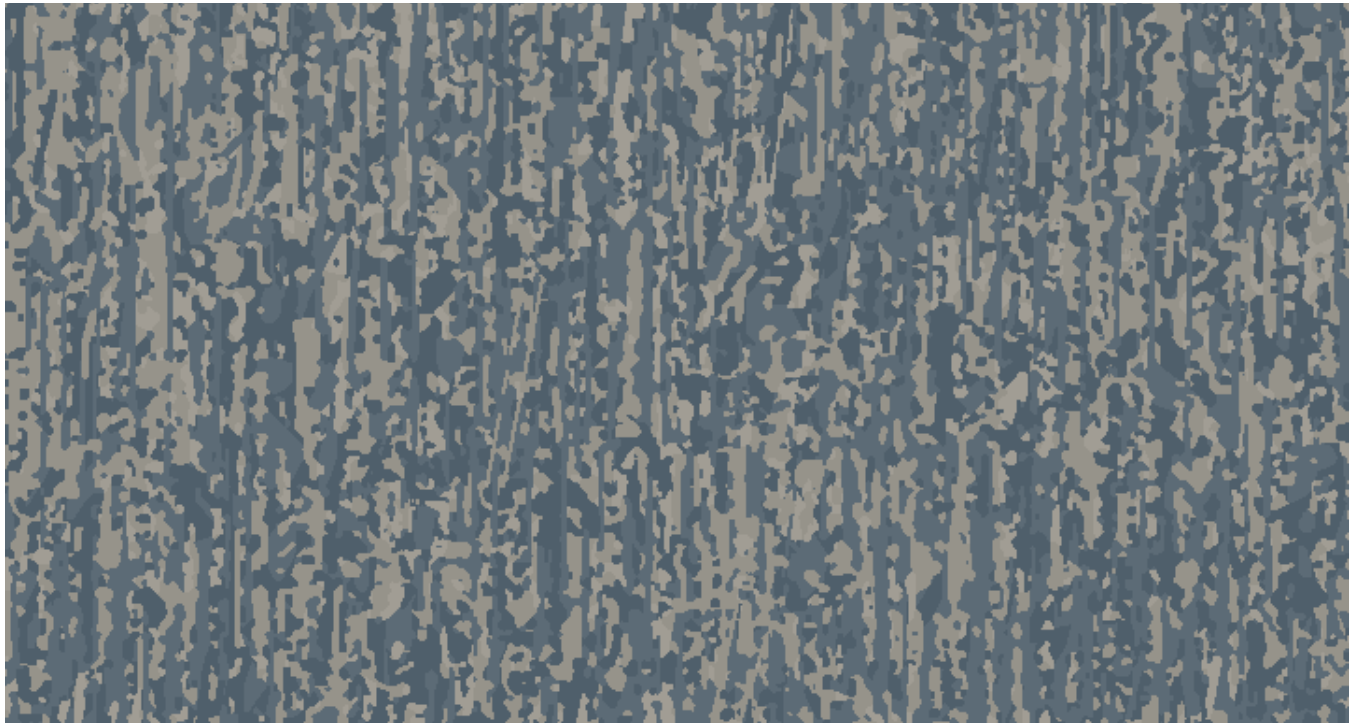
Y11863

6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A

5384D
- B

5970D



Y11867

6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A

5384D
- B

5970D



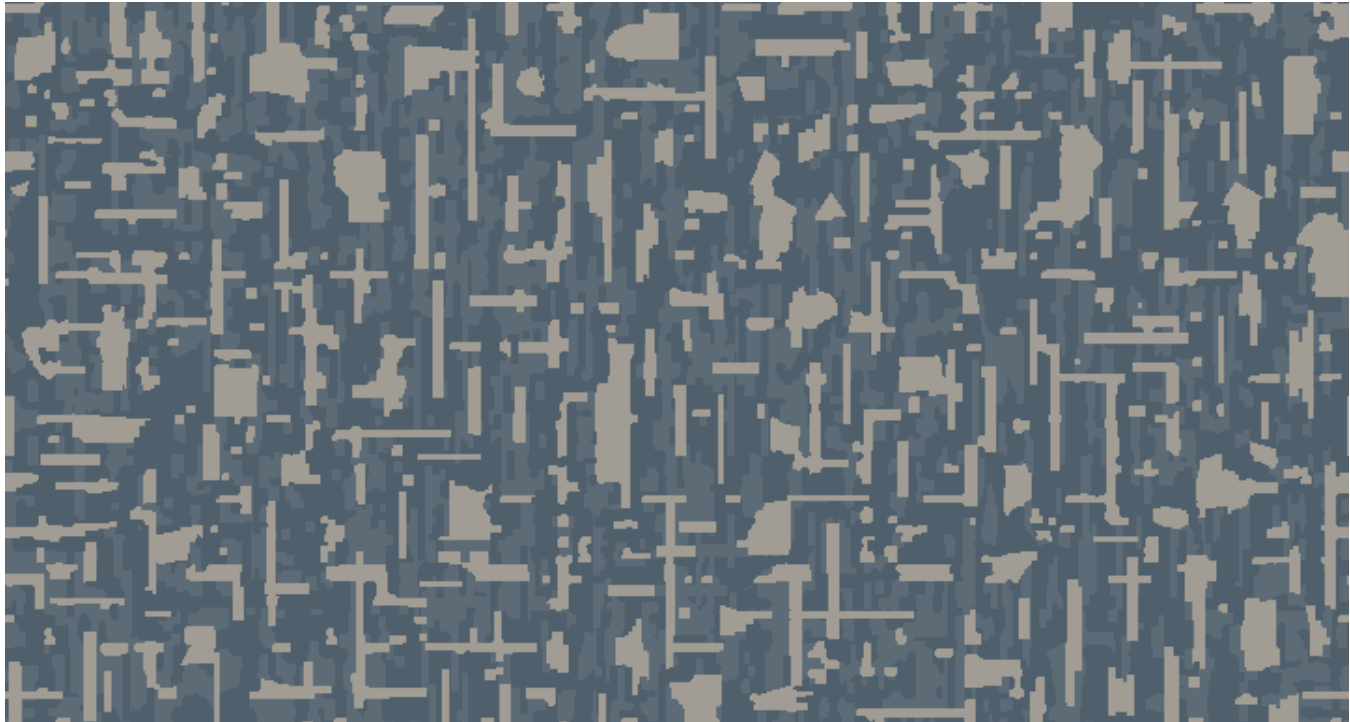
Y11866

6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A

5384D
- B

5970D



Y11868

6ft x 6ft | 1.83m x 1.83m | Shown at 6' W

- A

5384D
- B

5970D



Y11861

6ft x 6ft | 1.83m x 1.83m | Shown at 6' W



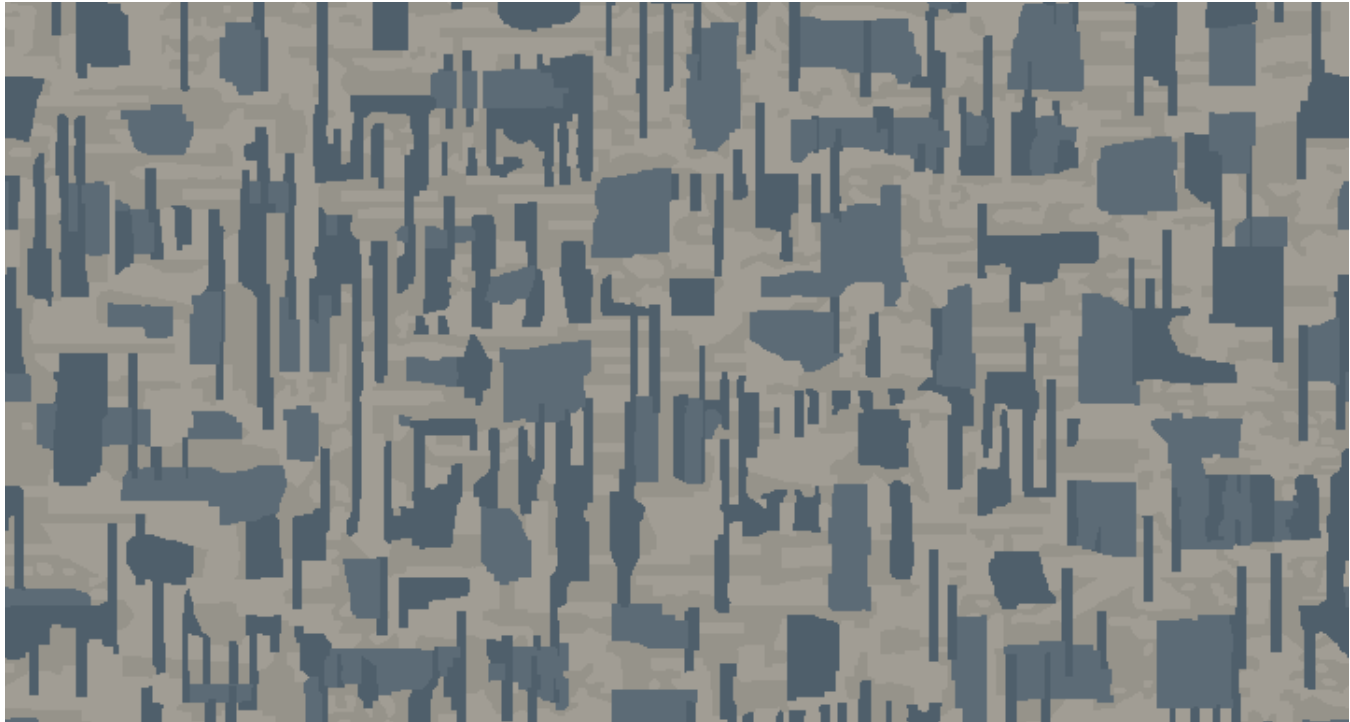
A

5384D



B

5970D



Y11862

6ft x 6ft | 1.83m x 1.83m | Shown at 6' W



A

5384D



B

5970D



Hospitable hues

Color is key to creating layered, diverse spaces. Community sets the foundation for hospitality spaces with vivid tones or subdued neutrals, inspired by the palettes we encountered in the Atlas Mountains. To see even more possibilities, view Community patterns and colors on Foundry, our easy-to-use customization

tool. Tailored for designers, Foundry offers a powerful, virtual workspace where you can recolor products in rendered environments, order physical samples of the patterns you create and streamline the design-to-implementation process. Experiment with Foundry at: foundry.shawhospitality.com.

PIGMENT



- A

B

C

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- CL842

5501D

5725D

5652D
- C

D
- 5829D

5223D

AUTHENTIC



- A

B

C

D
- 5221D

6116

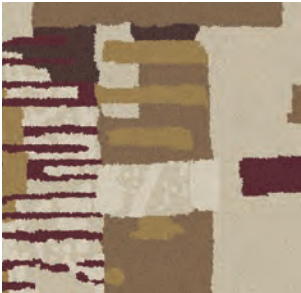
6154

5525D
- C

D
- 5484D

5223D

MAHOGANY



- A

B

C

D
- 6046

5789D

5411D

6209
- C

D
- 5480D

5832D

SAGE



- A

B

C

D
- 5501D

5248D

5486D

CB535
- C

D
- 5507D

5512D

BRASS



- A

B

C

D
- 6046

5794D

5730D

6031
- C

D
- 5524D

5250D

MARKET



- A

B

C

D
- 5501D

5944D

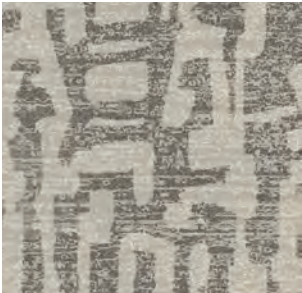
5726D

6158
- C

D
- 5236D

5728D

NATURAL



- A

B

C

D
- CL842

5501D

5384D

CJ331

RIVERBED



- A

B

C

D
- 6046

5795D

CJ230

5505D

SILVER



- A

B

C

D
- CL579

6017

6073

5500D

METALWORK



- A

B

C

D
- CB216

5384D

5598D

CK785

SLATE



- A

B

C

D
- CL842

6208

5970D

5656D

SAND



- A

B

C

D
- 5795D

CJ447

5236D

6025

MIDNIGHT



- A

B

C

C
- 5500D

5598D

5656D

5223D

SHOWROOM LOCATIONS

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BANGALORE +080 6773 0202	NANTONG +86 400 800 7429
BEIJING +86 10 6568 588	NEW YORK +1 212 953 7429
CHICAGO +1 312 467 1331	PARIS +33 1 55 27 39 07
DUBAI +971 4 313 2496	SAN FRANCISCO +1 415 955 1920
HONG KONG +852 2623 0371	SANTIAGO +562 2431 5000 X 550
MIAMI +1 305 827 5912	SÃO PAULO +55 11 3071 1702
LONDON +44 207 961 4120	SHANGHAI +86 21 3338 4000
LOS ANGELES +1 800 233 1614	SINGAPORE +65 6733 1811
MELBOURNE +61 3 9939 8543	SYDNEY +61 2 8065 1901

