

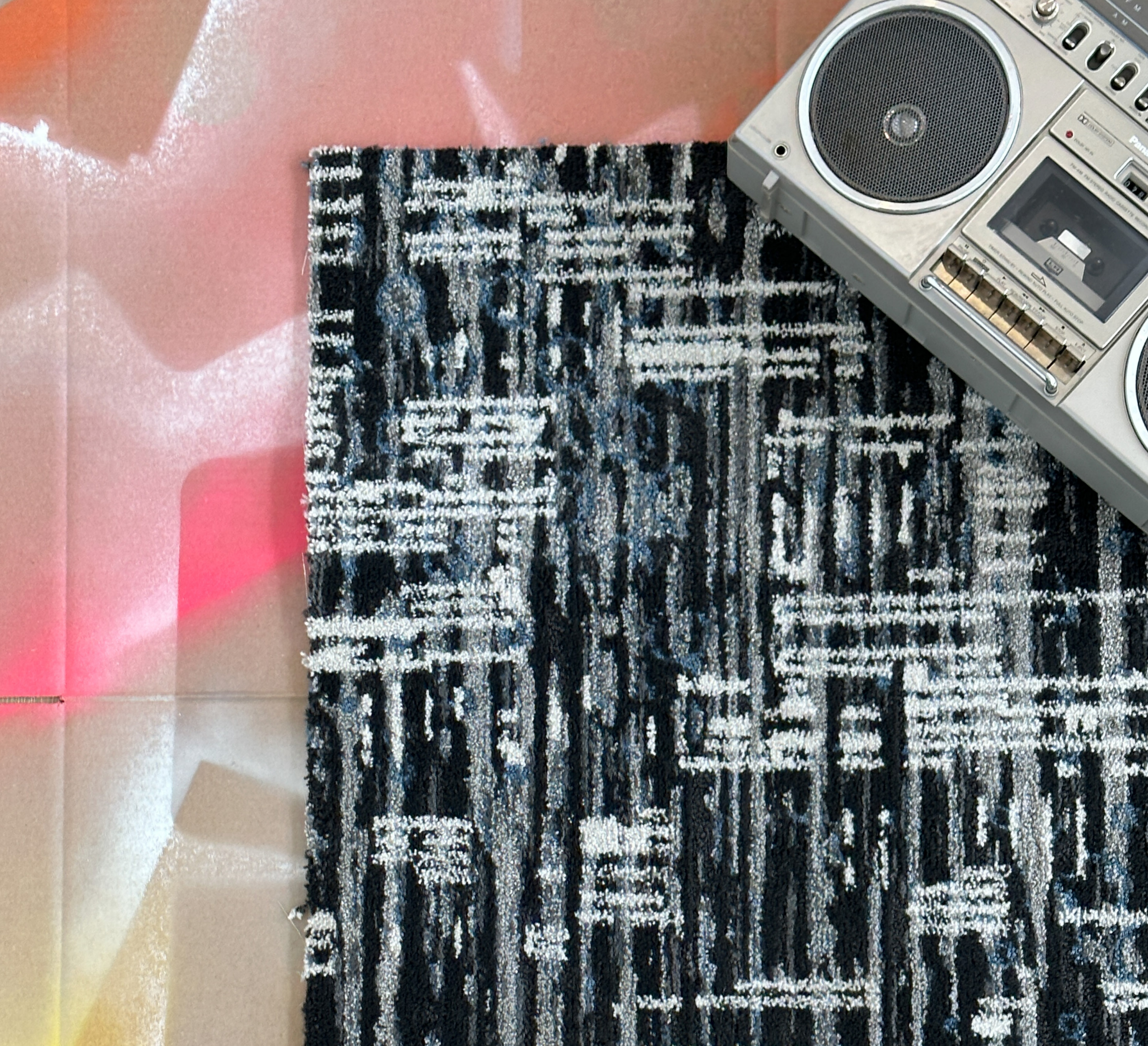


A PORTION OF THE MIKE FORD + SHAW CONTRACT COLLECTION SALES WILL FUND THE HIP HOP ARCHITECTURE CAMP®



**Mike Ford
+ ShawContract®**

RUGS + BROADLOOM



THE INTERSECTION OF DESIGN + HIP HOP CULTURE

Introducing the *Mike Ford + Shaw Contract* rugs and broadloom collection that celebrates the 50th anniversary of Hip Hop. The collection draws from Hip Hop as design inspiration, expressing the textures, patterns, rhythms, energy, optimism and the five elements of Hip Hop. Ford's mission is to position Hip Hop culture as a catalyst to introduce underrepresented youth to architecture and design.

COVER: GRAFFITI 12X15 RUG G346R IN FOUNDATION 88100
LEFT: BREAKIN IN VIBE 85580

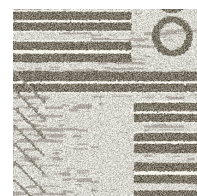
Emcee

by Mike Ford + Shaw Contract

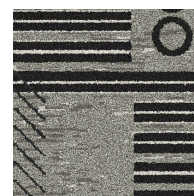
A sense of verbal acrobatics — where rhyme schemes and syllables converge to create complex constructions. Transforming rap lyrics into a kind of mathematical analysis.



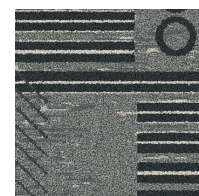
Colorways



FOUNDATION 87100



VIBE 87580



FLOW 87535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G333R	G334R
8×10 FT	G335R	G336R
12×15 FT	G337R	G338R
11 FT CIRCLE	G339R	G340R

12 FT BROADLOOM 5A387

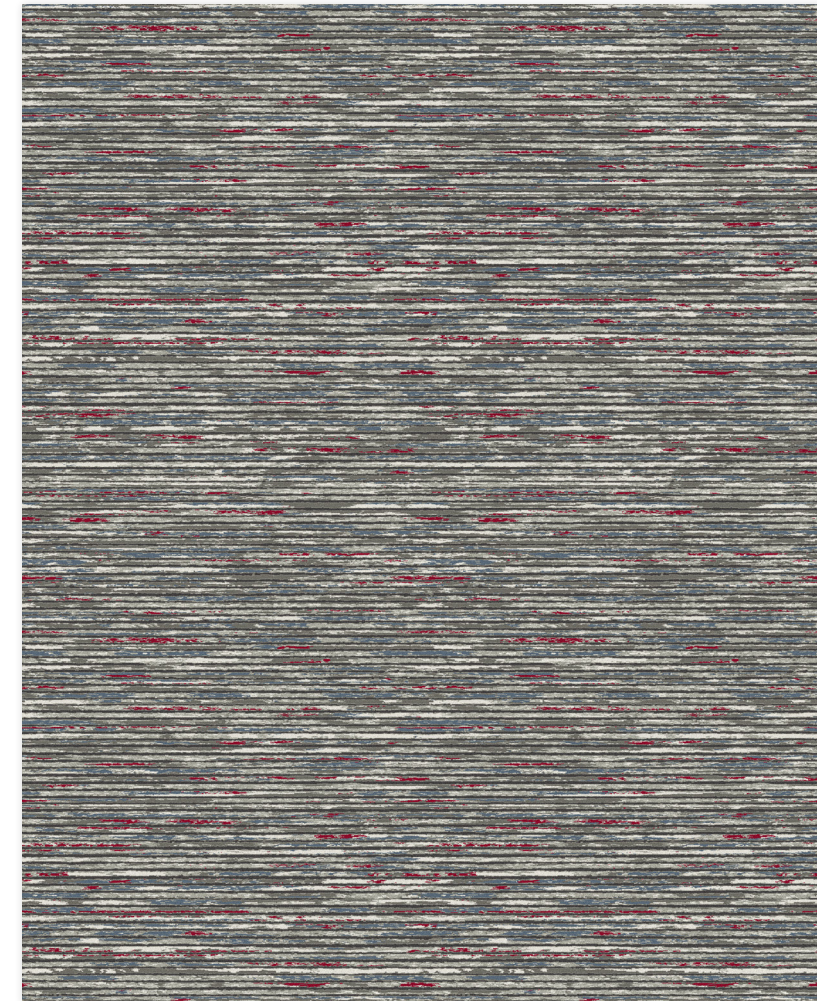




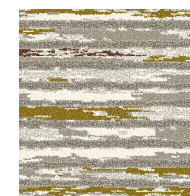
DJing

by Mike Ford + Shaw Contract

Bending sound with breaks and beats. Geometric, horizontal lines like a worn stack of records carried to a party. The sonic becomes visual with every step.



Colorways



FOUNDATION 86100



VIBE 86580



FLOW 86535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G325R	G326R
8×10 FT	G327R	G328R
12×15 FT	G329R	G330R
11 FT CIRCLE	G331R	G332R
12 FT BROADLOOM 5A386		

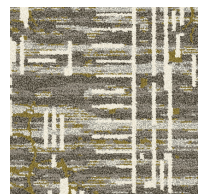
Breakin

by Mike Ford + Shaw Contract

Poetry in motion expressed through the improvisational energy of break dancing. Recalls the makeshift cardboard dance floors of Hip Hop's early days.



Colorways



FOUNDATION 85100



VIBE 85580



FLOW 85535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G318R	G319R
8×10 FT	G320R	G321R
12×15 FT	G322R	G323R
11 FT CIRCLE	G324R	G357R
12 FT BROADLOOM 5A385		





Graffiti

by Mike Ford + Shaw Contract

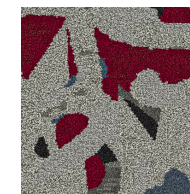
The art of the tag catches the fluid motion of writing styles, capturing a moment of time that builds upon itself.



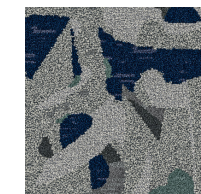
Colorways



FOUNDATION 88100



VIBE 88580



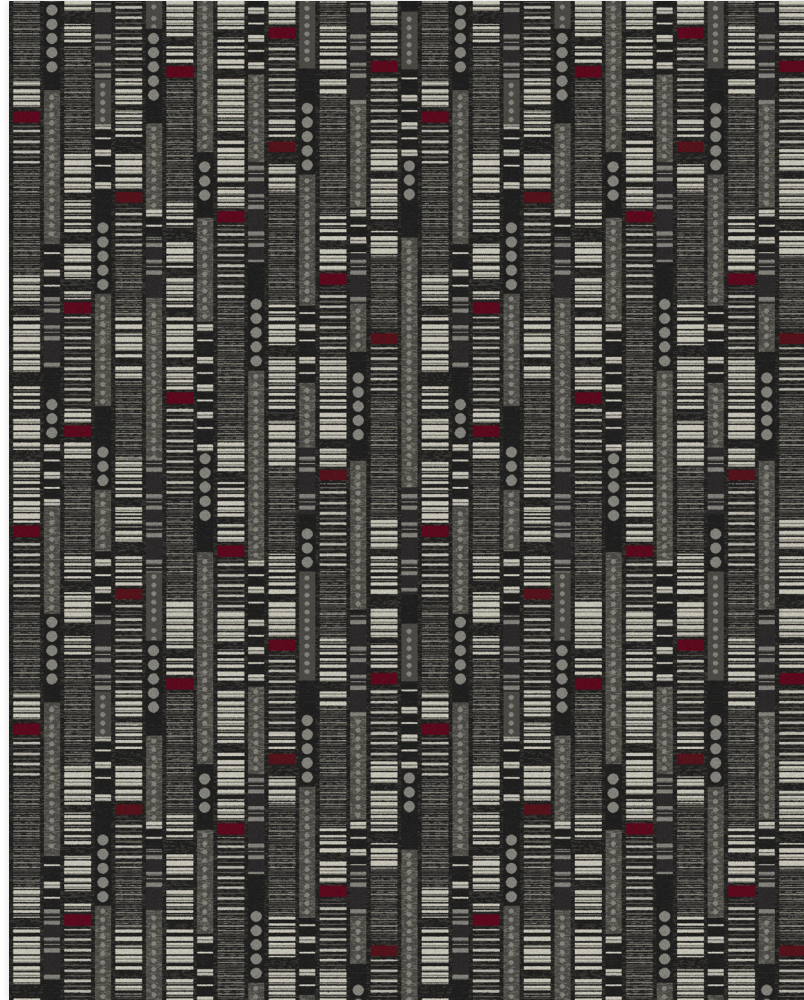
FLOW 88535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G341R	G342R
8×10 FT	G343R	G344R
12×15 FT	G345R	G346R
11 FT CIRCLE	G347R	G348R
12 FT BROADLOOM 5A388		

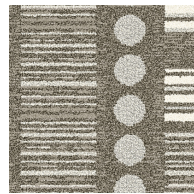
Knowledge

by Mike Ford + Shaw Contract

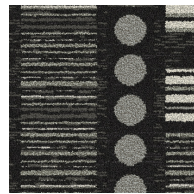
Extracting different rhyme schemes and syllable counts translating sound into a visual design. This process captures the genius of Hip Hop.



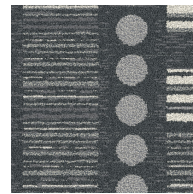
Colorways



FOUNDATION 89100



VIBE 89580



FLOW 89535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G349R	G350R
8×10 FT	G351R	G352R
12×15 FT	G353R	G354R
11 FT CIRCLE	G355R	G356R
12 FT BROADLOOM 5A389		



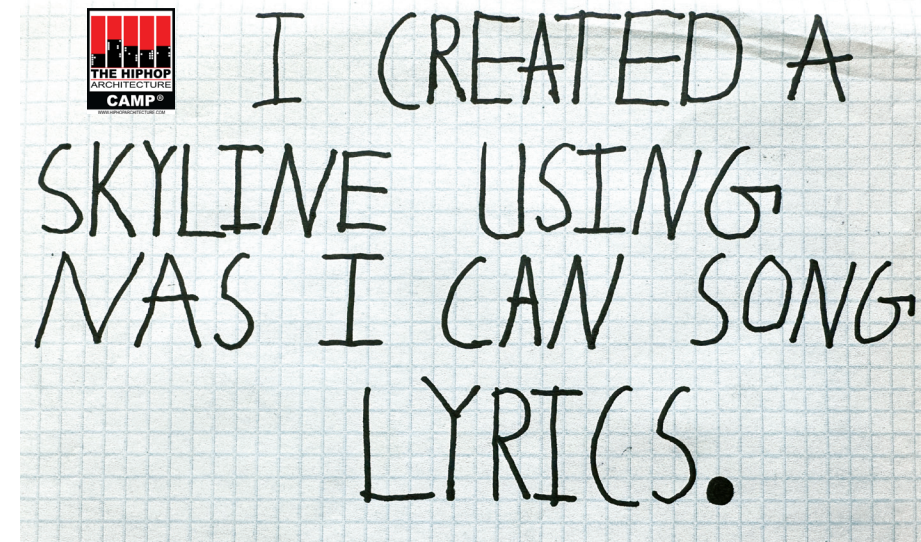
Artistry through authorship

Shaw Contract seeks out and collaborates with established designers, both external and in-house, to create a considered selection of patterns to help businesses and organizations translate their values to their teams and visitors. By working with multiple designers, we bring together myriad creative perspectives and points of view — a variety of expressions that reflect the unique identities of our clients. The level of artistry in these designs is often seen in custom rugs, but we offer these elevated designs in a variety of standard sizes.

Mike Ford, THE HIP HOP ARCHITECT



Designer Profile



LYRICS THAT INSPIRE A DREAM SKYLINE AT THE HIP HOP ARCHITECTURE CAMP®

Mike Ford + Shaw Contract

"A quote that I still live by today is: **Architecture is frozen music, and music is liquid architecture.** So, ever since that quote was shared with me, I've been spending my entire career trying to turn Hip Hop into architecture."

— MIKE FORD, THE HIP HOP ARCHITECT

Michael Ford, AIA, NOMA, NCARB, is an award-winning architect, academic and founder of The Hip Hop Architecture Camp®, a pioneer program that uses Hip Hop culture to introduce underrepresented youth to architecture and design.

In addition to his work with The Hip Hop Architecture Camp, Michael is the Founding Principal of BrandNu Design Studio, where he leads the design of notable projects such as The Universal Hip Hop Museum in The Bronx.

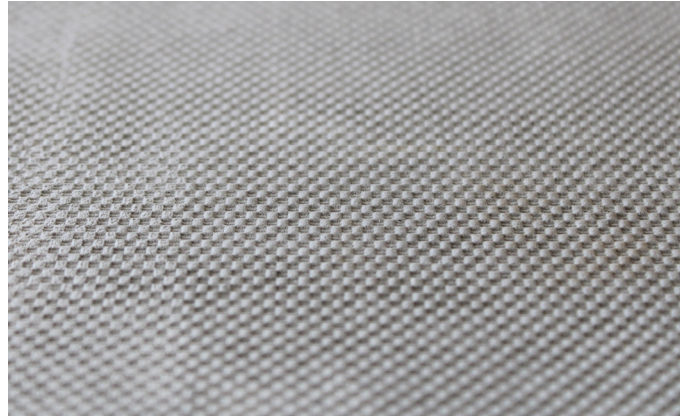
He has received numerous accolades for his contributions to the field, including the 2022 Wisconsin Young Architect of the Year, the Spirit of Detroit Award, and Top Innovator in Anti-Racism, Equity, Diversity, and Inclusion Programming.

Designs:
Breakin | DJing | Emcee
Graffiti | Knowledge

Resources

Rugs, a fully finished product

Shaw Contract area rugs are finished standard with non-skid backing and a serged edge or hidden edge, with no order minimums. The 1-year edge warranty includes performance, specifically that the serged and hidden edges will not unravel or separate under normal traffic.



Non-skid Backing

Our innovative non-skid rubber backing is PVC-free and comes standard on all rugs. The grip-finish backing provides comfort underfoot and increased sound absorption while holding the rug in place.



Serged Edge Rugs

Serged edge rugs are finished with our Eco Solution Q® 100% solution-dyed nylon fiber which is continuously stitched around the edge of the rug for a consistent edge treatment. Serged edge colors have been carefully selected to complement each colorway. See shawcontract.com for more details.



Hidden Edge Rugs

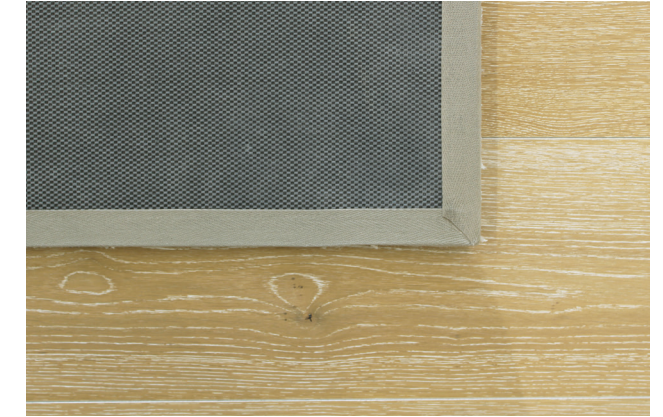
Hidden edge rugs are finished with a patent-pending edge that provides a clean, tailored look. Hidden edge finish is only available on Tufted Solution-Dyed Nylon Rugs, not Canvas-Dye Injection Rugs.

Serged Edge



SERGED EDGE BACK

Hidden Edge



HIDDEN EDGE BACK



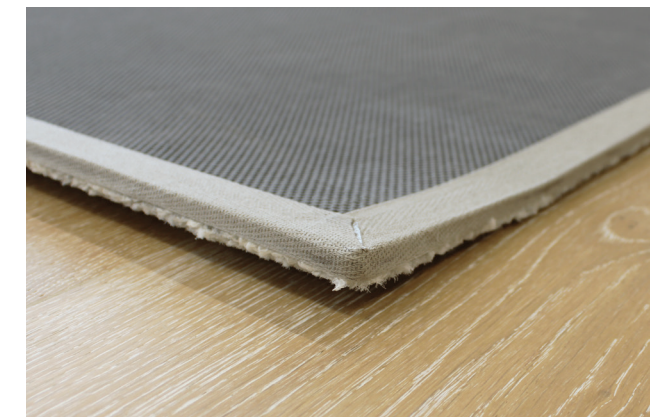
SERGED EDGE FRONT



HIDDEN EDGE FRONT



SERGED EDGE BACK

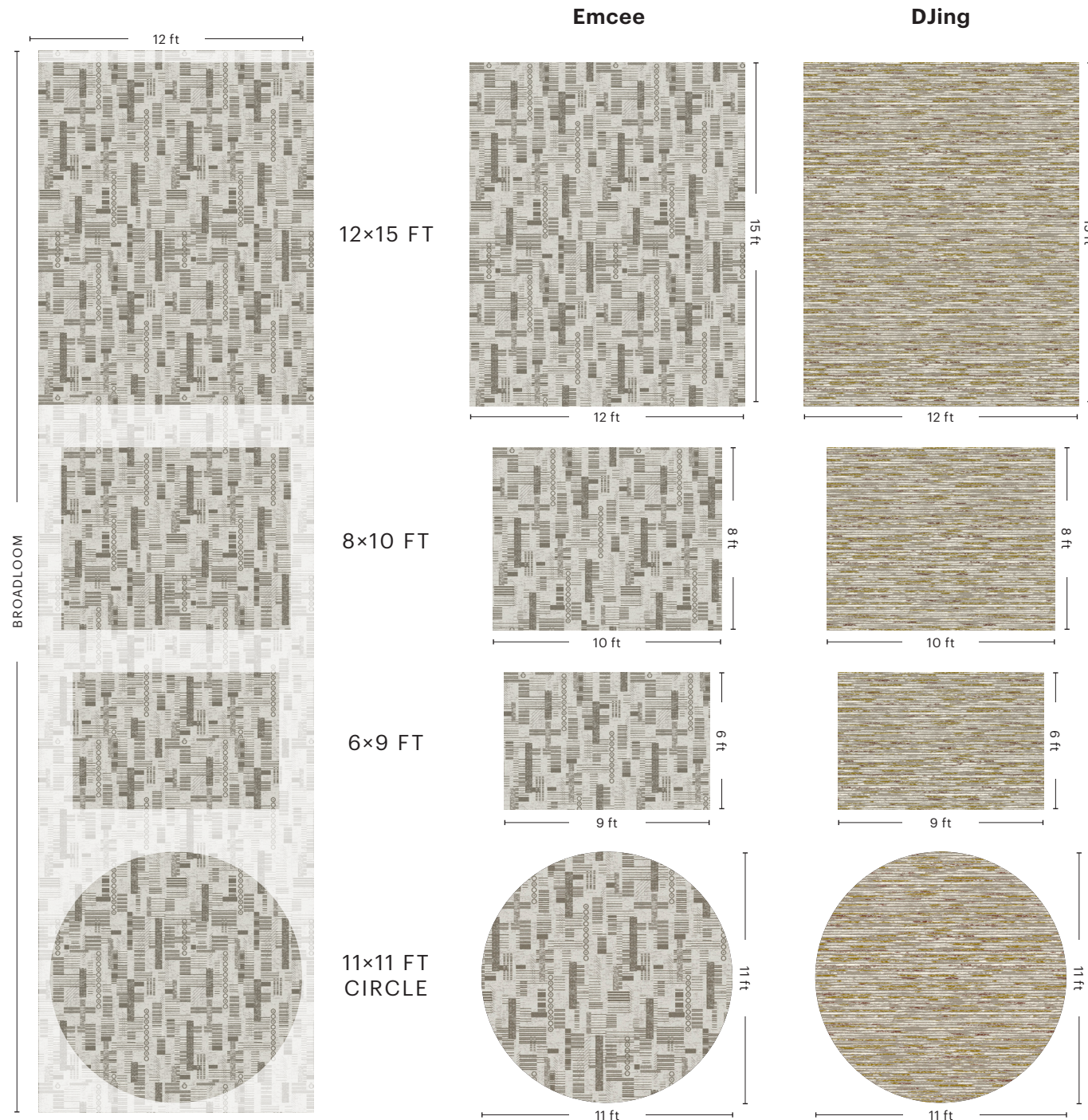


HIDDEN EDGE BACK

Big ideas, broadloom

Because Shaw Contract Rugs are manufactured using broadloom, the composition of your rug will be unique to your order and will not exactly match the pattern as rendered in our catalog. Our designers create patterns to accommodate various offset cuts. In each rug, the repetition of shapes, colors, and lines maintain and

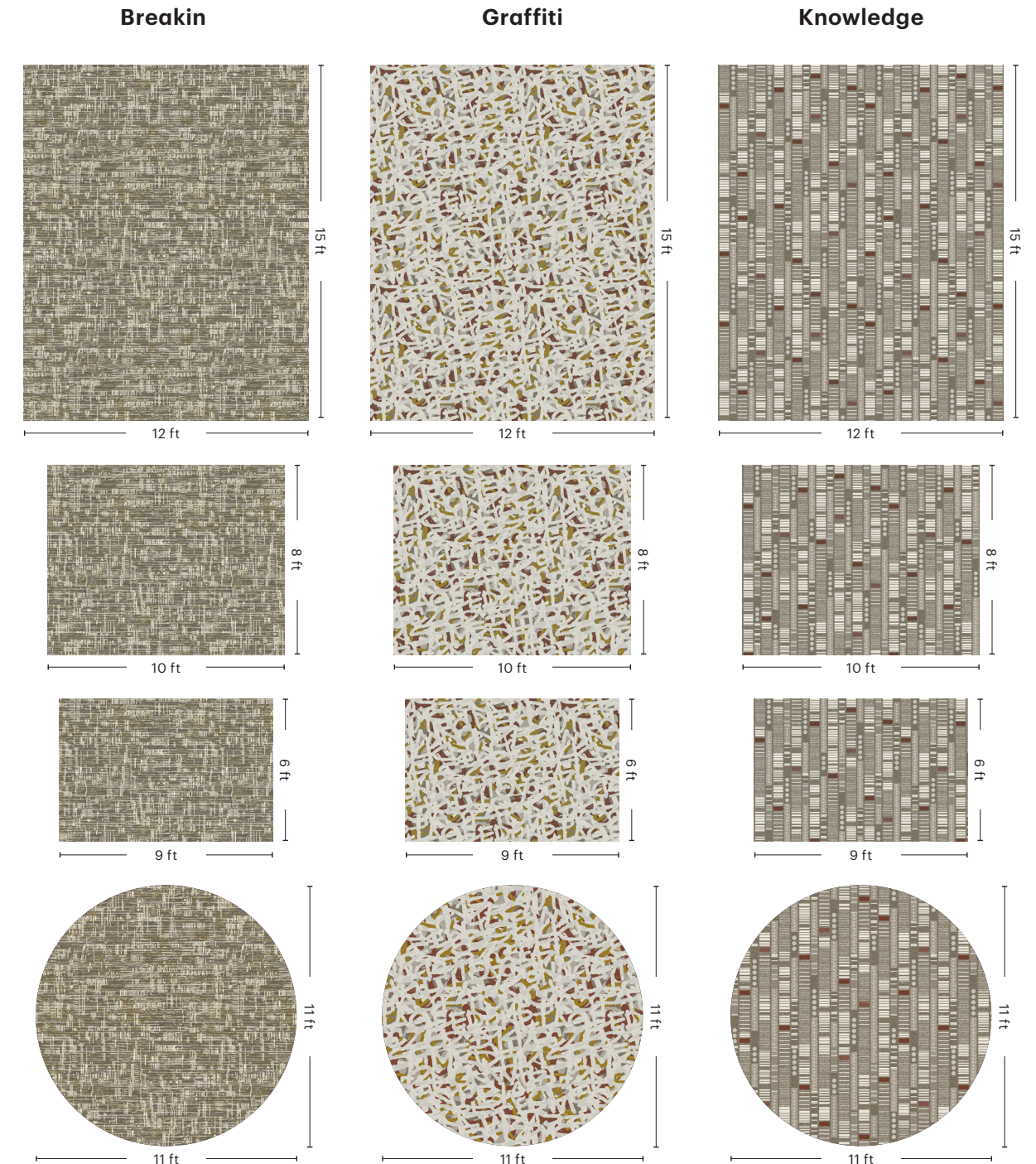
extend a playful rhythm no matter where they end. If you would like to customize the size or serged edge color of an existing style and colorway, there is no minimum order size required. Contact your local Account Manager for more information.



DISPLAYED IN EMCEE

Tufted Solution-Dyed Nylon Rugs

Like a bolt of fabric, tufted solution-dyed nylon rugs are cut on demand for a custom look from 12-foot broadloom. The directionality of the rug changes based on the size ordered.



Aligned with our People Together, Planet Forever ambition to advance Diversity, Equity, and Inclusion, **a portion of the Mike Ford + Shaw Contract collection sales will fund The Hip Hop Architecture Camp®.** The camps empower underrepresented youth. Not only do they foster an interest in A&D, but they also use design as a tool to advance equity, justice, and inclusion within the camps' communities.



EMCEE 12X15 RUG G338R IN FOUNDATION 87100



At the heart of Shaw Contract, we create products and solutions that positively impact people and the planet. **We are Design Optimists.**

Sustainability is what unites us. It is our foundation and our purpose: our equal rights, our shared experience, our hopeful future. It is the air we breathe and the earth we stand upon.

Material Health

We design and manufacture products to optimize human environments.



Cradle to Cradle Certified® Silver*

Mike Ford + Shaw Contract Ultraloc® broadloom styles are third-party verified as being safe, circular, and responsibly made.



Indoor Air Quality

People spend 90% of their time indoors, making these environments critical to our wellbeing. These products are Green Label Plus (GLP) Certified, meeting the California Department of Public Health (CDPH) indoor air quality standards for low-emitting products.



Product Transparency*

Mike Ford + Shaw Contract Ultraloc® broadloom styles have an HPD, which is a transparent disclosure of product content and associated health information.

Carbon Impact

We are a positive force in the global effort to collectively fight climate change.



More than 50% Reduced Carbon Footprint

As a result of Shaw's investments to help reduce our energy and greenhouse gas impact, we have cut our Scope 1 & 2 emissions by more than half since our 2010 baseline.



Carbon Neutral Operations

Mike Ford + Shaw Contract Ultraloc® broadloom styles are manufactured in a carbon neutral manufacturing location.

Circular Economy

We practice a regenerative, closed-loop approach to sustainability.

re[TURN]™ We Want it Back

At the end of its useful life, we can reclaim Ultraloc® broadloom as we do any of our soft surface products. Since 2006, Shaw has reclaimed and recycled nearly 1 billion pounds of post-consumer carpet, reducing landfill waste.

Diversity, Equity & Inclusion

We nurture an environment where every voice and perspective can be heard, with equal value placed on seen and unseen experiences.



Mike Ford + Shaw Contract Rug and Broadloom Collection

Adhering to Shaw Contract's "People Together, Planet Forever" initiative, a portion of this collection's proceeds will help fund future Hip Hop Architecture camps, which empowers underrepresented youth and further broadens Ford's work of using design as a tool to advance equity, justice, and inclusion within communities.

*Broadloom Only

Showrooms

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BENGALURU
+91 80677 30202

BEIJING
+86 10 6568 5881

CHICAGO
+1 312 467 1331

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DUBAI
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HONG KONG
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