



Cultura



ShawContract®

An Immersive Experience

Our design team traveled to the region of Oaxaca, Mexico to better understand what creates a vibrant culture rooted in rich traditions, community and craft. We listened, shared and created alongside master artisans, participating in immersive workshops. The experience inspired us to approach our design process in a similar way, with curiosity and the desire to explore.



Josephina showing us her indigo vat, used for naturally dyeing wool.



The Jardín Etnobotánico de Oaxaca

Authentic Inspiration

The Cultura Collection was inspired by the natural beauty found in the Oaxacan community and culture. Vibrant colors and rich textures capture the local essence and pay homage to the culture's intricate woven textiles, the contours of the Oaxacan landscape and the weathered patina of the architectural materials.

Photography captured by our design team as they explored the Oaxacan culture.



Carpet Tile

Sustainability is what unites us.
[Click here](#) to learn more about *Cultura Carpet Tile*.



LOW EMBODIED CARBON | CARBON NEUTRAL **CULTURA CARPET TILE**



Inspired by the energy and experience of exploring Oaxaca, Mexico and capturing the sense of place, **Local** tile creates a bold statement with large-scale patterns that reveal a unique gradation of color.



Building Connection Through Culture

Design has the power to help build culture and connection by creating spaces that draw people together. **The Cultura Collection** is a celebration of the unique ways we connect and create harmony through shared experiences, empathy and understanding.

COVER AND LEFT: **LOCAL (CARPET TILE 5T523)** IN VIBRANT NATIVE (21675) | INSTALLED STAGGER





Hand Woven tile celebrates the beauty of traditional woven textiles created by the artisans in the Teotitlán de Valle community. Available in 8 neutrals and 5 ombre accents.



HAND WOVEN (CARPET TILE 5T522) IN NATIVE (21105) + VIBRANT NATIVE (21675) | INSTALLED STAGGER



Sierra tile emphasizes the vast mountain range, Sierra Madre de Oaxaca, surrounding the city. Warm and cool tones combine to form multi-directional dips and peaks.



SIERRA (CARPET TILE 5T524) IN NATIVE (21105) | INSTALLED STAGGER



“The design process is its own kind of travel, taking us to new places within and outside of ourselves.”



Inspired by the ancient ruins of Monte Alban near Oaxaca, **Alban** tile lends texture and depth to a space with geometric elements.

ALBAN (CARPET TILE 5T521) IN NATIVE (21105) | INSTALLED STAGGER



LOW EMBODIED CARBON | CARBON NEUTRAL CARPET TILE



Agile Performance

The dense construction of Cultura 18x36 textured loop carpet tiles makes them perfect for open and transitional spaces. The subtle shifting color and textural patterning of Casa creates a layer of agility and movement, while Cross Weave provides a perfect non-directional foundation.



Casa tile is punctuated with color shifts, movement and depth. The large-scale pattern draws inspiration from the textures and color variation in Oaxacan architecture.

CASA (CARPET TILE 5T525) IN NATIVE (25105) | INSTALLED STAGGER





Cross Weave tile celebrates the craft of textile traditions passed down from generation to generation.



CROSS WEAVE (CARPET TILE 5T526) IN NATIVE (25105) | INSTALLED STAGGER



LOW EMBODIED CARBON | CARBON NEUTRAL CARPET TILE

Rugs & Broadloom

Sustainability is what unites us.
[Click here to learn more about Cultura Rugs & Broadloom.](#)

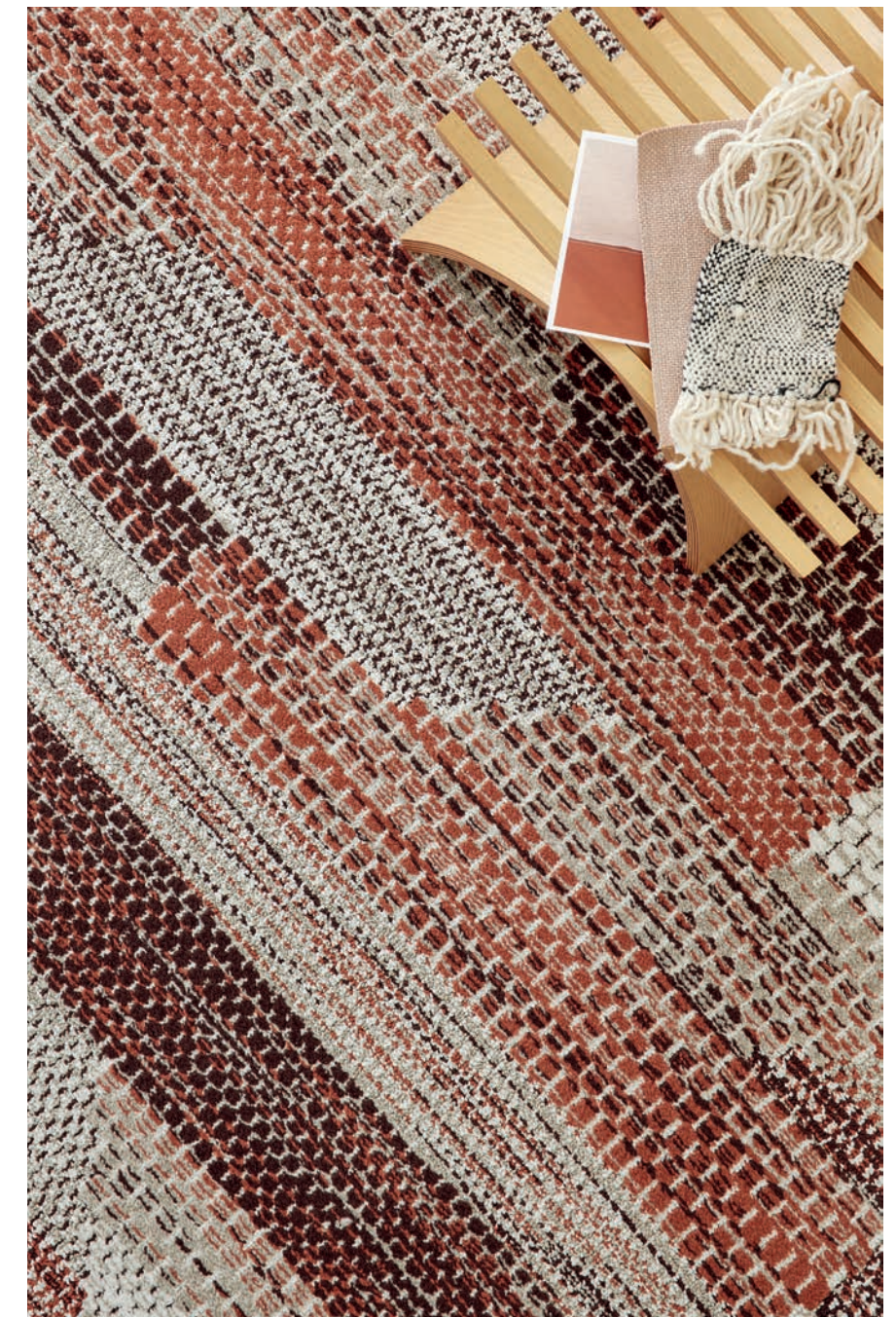


Inspired by the intricate detail of handwoven textiles, *Valle* rugs and broadloom create an atmosphere of authenticity, grounding the room with layers of texture and color.



A Living Tradition

The Cultura Collection offers a diverse variety of constructions, price points, textures and patterns that can be mixed, matched and layered. Whether it's a cozy nook for solo work or an open area, *Cultura* brings connection and collaboration to any space.



VALLE 12 X 15 (RUG G315R) IN VIBRANT NATIVE (81865) AND CROSSING PATHS 5MM (LVT 4392V) IN THATCH (91720) | INSTALLED MONOLITHIC

Textured striations of color weave throughout a plush, textural base. **Braided** rugs and broadloom bring a sophisticated feeling of warmth and tactility to any environment.



Create Impactful Moments

Communal spaces are key for building a strong and vibrant culture that encourages shared ideas and diversity of thought.

Cultura broadloom and rugs layer comfort, versatility and scale to support these environments. Designed with flexibility and layering in mind, *Braided* and *Valle* add a plush and expressive richness in wall-to-wall installations and impactful moments as rugs.

BRAIDED (BROADLOOM 5A381) IN VIBRANT NATIVE (81865)

LVT

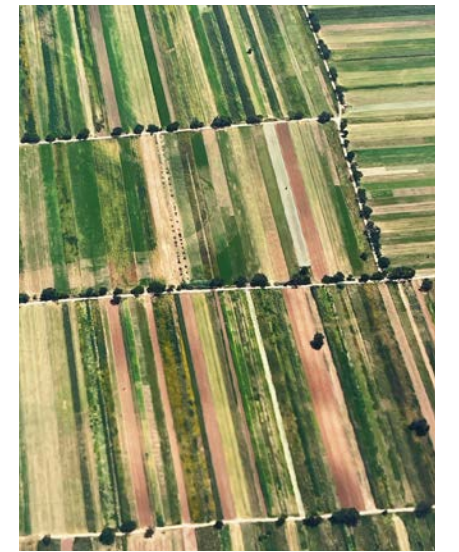
Sustainability is what unites us.
[Click here to learn more about Cultura LVT.](#)





Durability for Diverse Spaces

Crossing Paths and *In Unison* have a layered construction engineered for enhanced durability in high-demand environments. Both styles feature our maintenance friendly ExoGuard+® finish with more resistance to abrasion, staining, and improved cleanability.



With small, slatted planks creating striated detail, *In Unison* provides the warmth of wood and a curated selection of accent colors.

Available in 2.5 mm and 5 mm
18 x 18 in | 46 cm x 46 cm direct glue

IN UNISON 5 MM (LVT 4391V) IN THATCH (91720) | INSTALLED STAGGER



Crossing Paths pairs the clean-slatted visual of In Unison with a unique multi-directional contemporary parquet. Available in a range of warm and cool wood tones.

Available in 2.5 mm and 5 mm
18 x 18 in | 46 cm x 46 cm direct glue



CROSSING PATHS 5 MM (LVT 4392V) IN THATCH (91720) | INSTALLED MONOLITHIC



Curated Coordination

Crossing Paths and *In Unison* come in two coordinating sizes that work together to create unique installations. Color accents provide opportunities to create impactful moments that help to communicate brand identity and culture.

**CROSSING PATHS 2.5 MM (LVT 4431V) IN THATCH (91720)
AND IN UNISON 2.5 MM (LVT 4430V) IN THATCH (91720) | INSTALLED MONOLITHIC**

Color and Visual Variation Index

Shade and texture variation is inherent in all resilient products and can vary significantly from piece to piece. Samples should be used to assess color.

V1 V2 V3 V4

Uniform Appearance Slight Variation Moderate Variation Substantial Variation

In Unison 2.5 mm 4430V | 5 mm 4391V **9 in x 36 in | 23 cm x 91 cm**

V2 Grove 91737	V2 Thatch 91720	V2 Sandy Dune 91240
V2 Spindle 91140	V2 Summit 91760	V2 Smoky Oak 91516
V2 Eggshell 91111	V2 Gesso 91520	V2 Caster 91518
V2 Together 91475	V2 Link 91375	V2 Unify 91450
V2 Join 91895	V2 Merge 91700	V2 Include 91680

V1 V2 V3 V4

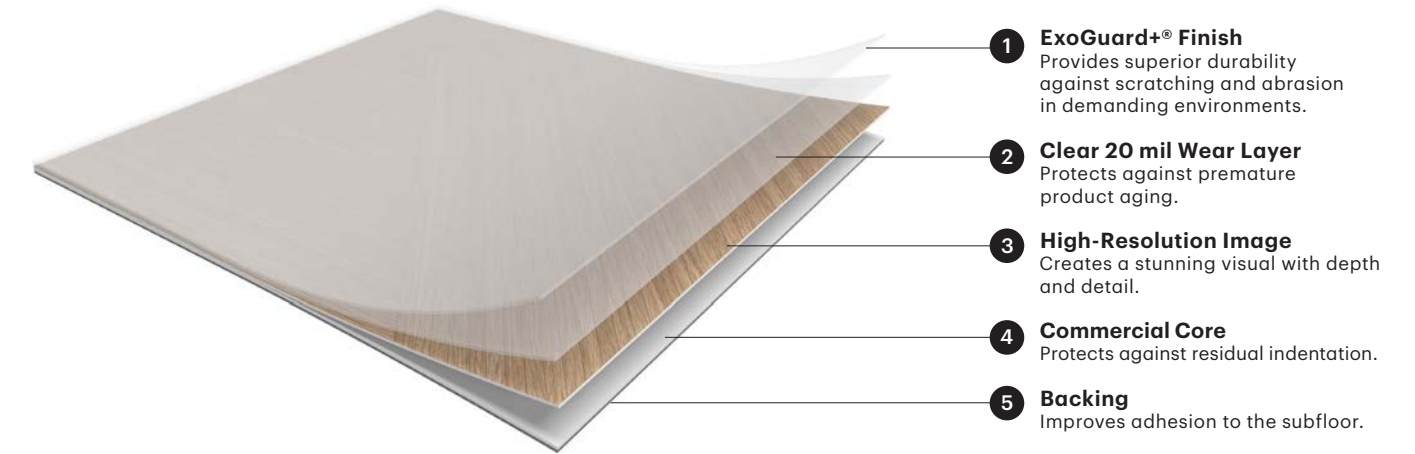
Uniform Appearance Slight Variation Moderate Variation Substantial Variation

Crossing Paths 2.5 mm 4431V | 5 mm 4392V **18 in x 18 in | 46 cm x 46 cm**

V3 Grove 91737	V3 Thatch 91720	V3 Sandy Dune 91240
V3 Spindle 91140	V3 Summit 91760	V3 Smoky Oak 91516
V3 Eggshell 91111	V3 Gesso 91520	V3 Caster 91518

Cultura LVT

Cultura LVT has a layered construction engineered for enhanced durability in high-demand environments. Both styles feature our maintenance friendly ExoGuard+® finish with more resistance to abrasion, staining, and improved cleanability.



Superior Durability
ExoGuard+® advanced topical finish technology delivers the highest performance scratch resistance and resists UV light degradation, hand sanitizers, disinfectants, and common stains.

Polish-Optional Reduces Cost
ExoGuard+® is a highly durable finish that can be installed as is to reduce the cost of annual maintenance. If a polished look is desired, it requires no coating prep work.

Ease of Installation
Direct glue LVT is designed for ease of installation and maintenance.

No Transition Needed
5 mm LVT can be installed next to most carpet tiles without the need for transition strips. 2.5 mm LVT pairs well with StrataWorx® carpet tile with no transitions.

Performs with Static and Rolling Loads
When direct glued, the high PSI tolerance of the product enhances resistance to indentation.

Improved Acoustics
5 mm LVT softens in-room foot fall and reduces floor-to-floor impact sound transfer.

Full Spread Adhesive Recommended Applications

In Unison 2.5 mm 4430V | 9 in x 36 in | 23 cm x 91 cm
Crossing Paths 2.5 mm 4431V | 18 in x 18 in | 46 cm x 46 cm

Ideal for Heavy Commercial Environments
Education | Healthcare | Hospitality | Retail | Workplace

	Light	Moderate	Heavy
Foot Traffic	[Progress bar]		
Rolling Loads	[Progress bar]		
Static Loads	[Progress bar]		

In Unison 5 mm 4391V | 9 in x 36 in | 23 cm x 91 cm
Crossing Paths 5 mm 4392V | 18 in x 18 in | 46 cm x 46 cm

Ideal for Moderate Commercial Environments
Education | Healthcare | Hospitality | Retail | Workplace

	Light	Moderate	Heavy
Foot Traffic	[Progress bar]		
Rolling Loads	[Progress bar]		
Static Loads	[Progress bar]		

Cultura Coordinates

Cultura running line carpet tile, broadloom, rugs and LVT are designed to coordinate beautifully with the *Cultura Custom Collection*. With no minimums required, the running line styles give you flexibility to achieve your vision. Mix, match and layer your way with hard and soft options—all while creating a unique sense of time and place.



LEFT: CROSSING PATHS 5MM (LVT 4392V) IN THATCH (91720)
BOTTOM RIGHT: CUSTOM PATTERN AXF85369



TOP: LOCAL (CARPET TILE 5T523) IN VIBRANT NATIVE (21675)
MIDDLE: BRAIDED (RUG 5A381) IN VIBRANT NATIVE (21675)



At Shaw Contract, we believe all humans are equal. Individually and collectively, we proactively create and promote opportunities that give everyone an equal footing in life.

FOR CULTURA PALETTE DETAILS,
VISIT SHAWCONTRACT.COM



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.

For more information about these attributes, contact your local Shaw Contract account manager, visit us at shawcontract.com or call 1.800.257.7429.

Material Health

We design and manufacture products to optimize human environments.



Cradle to Cradle Certified® Silver

Cultura carpet tile and 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

Cultura carpet tile and Ultraloc® broadloom styles have an HPD, which is a transparent disclosure of product content and associated health information.

Declare[®] LBC Red List Approved

Cultura carpet tile styles are LBC Red List Approved. Proprietary ingredients are not disclosed on the Declare label, but all raw materials have been third-party confirmed as being compliant with the RED LIST of the Living Building Challenge.

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.



Low Embodied Carbon

Cultura carpet tile styles have a third-party verified EPD.



EcoSolution Q100™ Reduces Carbon

EcoSolution Q100™ is a high performance 100% recycled content nylon fiber*. Cultura carpet tile styles are made with EcoSolution Q100™ and have a low carbon footprint as reflected in the EC3 tool.

*Allocated from pre-consumer sources.



Carbon Neutral

Cultura carpet tile styles are carbon neutral and manufactured in a carbon neutral manufacturing location.

Circular Economy

We practice a closed-loop approach to sustainability.

re[TURN][†] We Want it Back

At the end of its useful life, we'll reclaim and recycle Cultura carpet tile styles to make more EcoWorx® carpet products through our Environmental Guarantee. 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.



Supplier Diversity Program

We promote supplier participation that is reflective of Shaw Industries' diverse customer base and local community. More than 60% of our spend* is with small and diverse businesses. We believe having a strong Supplier Diversity Program is strategic for bringing more innovation to our businesses and opening new markets for growth.

*Allowable spend is domestic (US) spend in categories in which we have diverse suppliers from which to choose.



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Material Health

We design and manufacture products to optimize human environments.



Responsible Design

Shaw Industries is committed to assessing our materials—to know as much about our product materiality, care and end-of-use, and to seek third-party certification.



Cultura LVT LEEDv4 Contribution

IEQ—FloorScore® IAQ Certification.
Low VOC emissions.



Ortho Phthalates-Free

Cultura LVT is free of ortho phthalates.

Carbon Impact

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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.



Measurable Product Impact

Cultura LVT has a third-party certified EPD.

Circular Economy

We practice a closed-loop approach to sustainability.



Investing in Circularity

Shaw Industries invests in research and development, industry partnerships, academic research and innovative initiatives to grow and reinforce systemic circularity.

Diversity, Equity & Inclusion

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