



Data Tide

A Waterways Project Collection



Contents

Turning the Tide	4
Data Tide Vision	6
Designers, Thinkers, Makers	
Designed with Data	8
Mohawk Group Design Team	10
Data Tide Collection	
Collection Overview	12
Aqua Rhythm	14
River Code	16
Biome	18
The Waterways Project	22
About Mohawk Group	26

Aqua Rhythm and River Code, 575 Blue Carbon
Horizontal Ashlar Installation

Biome, 575 Blue Carbon
Horizontal Monolithic Installation



Turning the Tide

Where rivers meet the sea, we find one of our planet's most pivotal ecosystems: the estuary. This rich habitat supports biodiversity, protects coastal areas and filters pollution from our water.

Estuaries are remarkable for another reason as well: they capture and remove a significant amount of carbon pollution from the air. In fact, estuaries can clean the air of CO₂ at a rate ten times greater than forests.

An estuary's ability to sequester CO₂ is a phenomenon known as Blue Carbon – and Blue Carbon is an essential part of mitigating climate change, healing our planet and protecting human well-being.

Data Tide explores the importance of estuaries and Blue Carbon to human health, while bringing the healing impact of biophilic design to interiors.

Three key habitats that capture Blue Carbon: Seagrass, Salt Marsh, and Mangroves





Data Tide Vision

Mohawk Group introduces Data Tide, a unique carpet tile plank system that explores rivers, estuaries, and blue carbon through the use of data visualization.

The convergence of freshwater and saltwater creates a unique ecosystem where salt marshes, mangroves, and sea grasses sequester Blue Carbon, support biodiversity, and protect coastal areas from erosion.

Data Tide's patterning is the graphic interpretation of the positive ecological influence of this Blue Carbon capture, translated visually through data sets.

A selection of 8 colorways reference the confluence of estuaries, with gradations of colorways from light to dark that mimic transitioning waters. Three styles feature a combination of solid, heathered and twisted yarns for dimensional textures that celebrate the movement of water.

Mohawk Group

Half of the US
population lives within
100 miles of the coast,
making its preservation
essential to our lives.





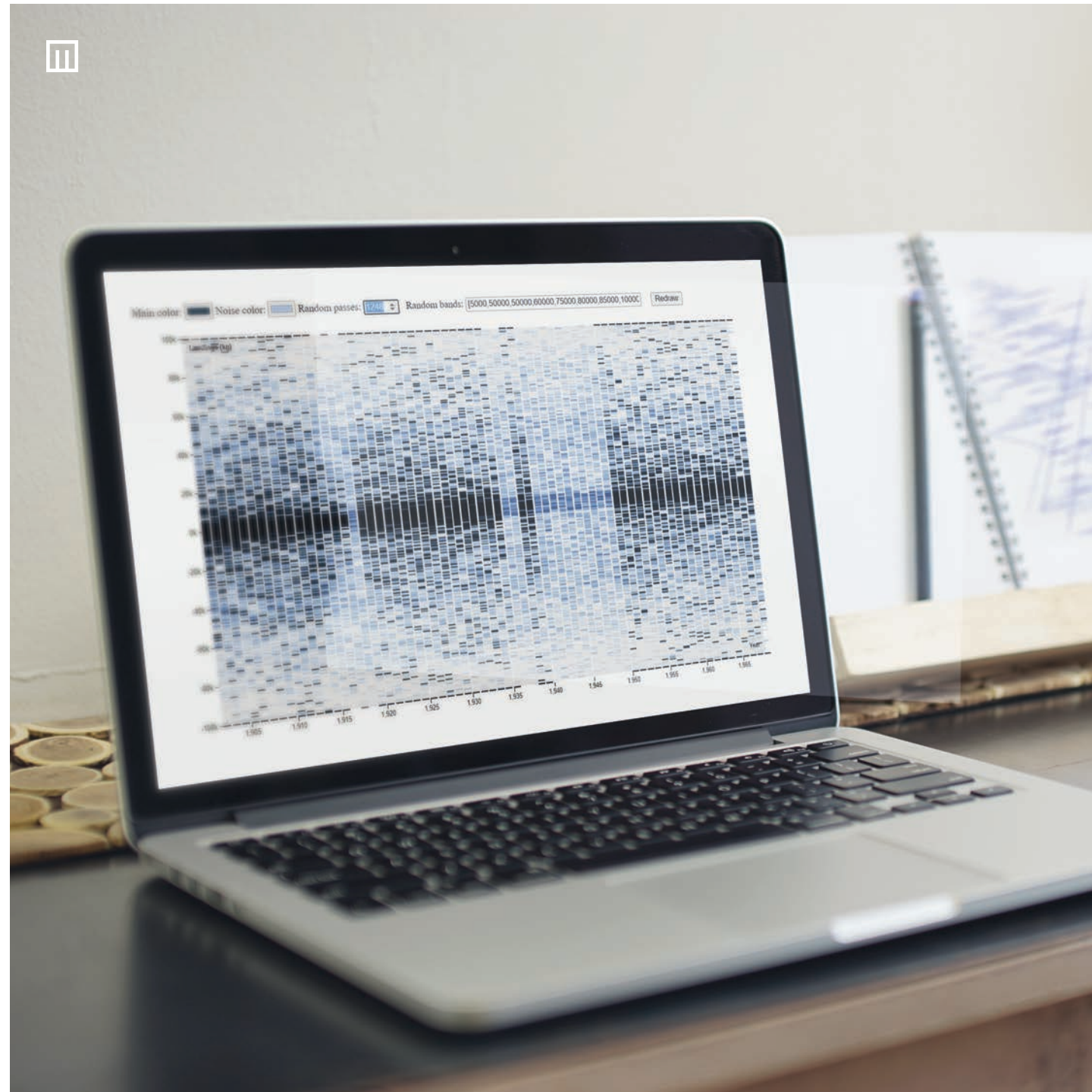
Designers, Thinkers, Makers

Designed with Data

The inspiration for the modular carpet collection began with data. With a focus on the need for biodiversity and water's essential role for survival in the natural world, our design team used data sets from environmental studies of water to derive biophilic patterns through data visualization, while attempting to humanize the data to create a visual translation of water from information to product.

Data sets from independent studies by Duke University and the UN Panel on Climate Change were input into our data visualization software and used to create product patterning.

Empowered by data
and the right tools,
we can change the
tide on environmental
and human health.





The colorways in Data Tide are a biomimetic response to the reflection of dispersed light in the flow of water, so no two tiles will be exactly alike.

Designers, Thinkers, Makers

Mohawk Group

Mohawk Group *Field Designer* Stacey Gerbman and *A&D Design Director* Royce Epstein gathered data sets on the amount of Blue Carbon sequestered in ecosystems around the globe and then transformed the information into patterns using a custom-built data visualization tool.

The patterns were integrated with visual elements of water ecosystems and evolved into three coordinating styles of modular carpet planks, each one a union of ecological data and biophilic design. The color palette also draws on tones from estuaries, helping to instill a relationship to nature in interior spaces.



Royce Epstein, A&D Design Director; Stacey Gerbman, Field Designer
Creating patterns from data sets.



Collection

Data Tide

In tandem with its biophilic visuals, Data Tide is designed to meet the highest standards of sustainability as a Net Positive product for both carbon and water.

The 12" X 36" modular carpet tiles deliver an easy experience for installation and maintenance as well.

A selection of 8 colorways reference the confluence of waters in estuaries, with gradations of colorways from light to dark that mimic transitioning waters. Three styles feature a combination of solid, heathered and twisted yarns for dimensional textures that celebrate the movement of water.

Aqua Rhythm and River Code, 549 Wetland
Vertical Ashlar Installation



Data Tide Collection

Aqua Rhythm

Aqua Rhythm is an active pattern with tip-shear construction, echoing the rippled convergence of water and plant life in an estuary ecosystem.

12" x 36" Plank | 8 Colorways

Aqua Rhythm, 558 Freshwater
Vertical Ashlar Installation



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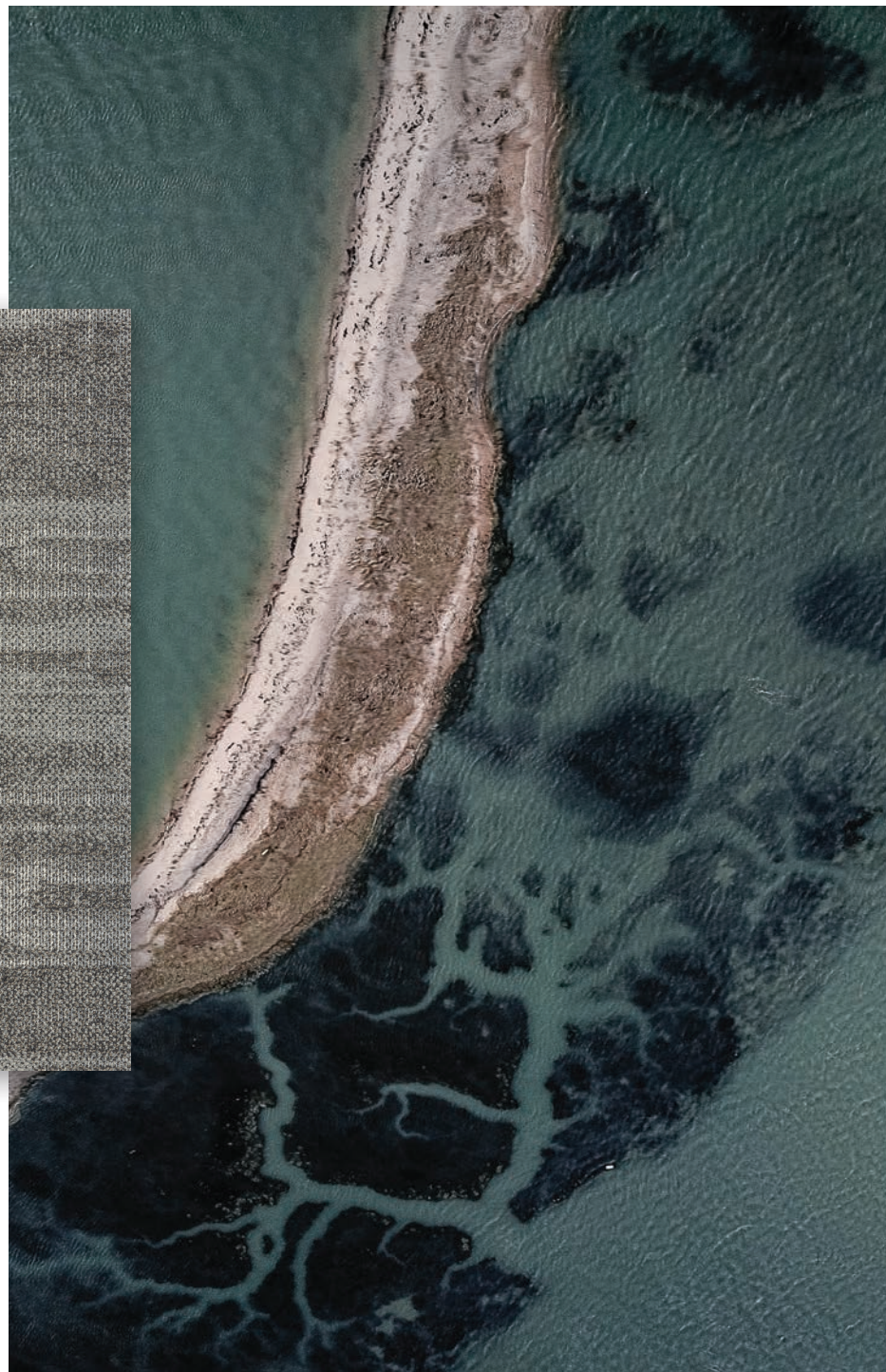
Data Tide Collection

River Code

River code is a textural pattern in an all-loop construction, with a subtle motion that hearkens to calm waters found in marshes and wetlands.

12" x 36" Plank | 8 Colorways

River Code, 558 Freshwater
Vertical Ashlar Installation





Data Tide Collection

Biome

Biome is a tonal coordinating loop texture, referencing the richness and variety of biodiverse ecosystems that are dependent on waterways.

12" x 36" Plank | 8 Colorways

Biome, 549 Wetland
Basketweave Installation



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Data Tide has achieved petal certification from the Living Product Challenge. By specifying from the collection, you support greater well-being in indoor environments and responsible manufacturing practices.

You also help make a positive impact on estuary restoration and Blue Carbon: a portion of all Data Tide sales are being donated to conservation programs for rivers and estuaries, as part of our new initiative, **The Waterways Project.**

Blue is the new green.



Mohawk Group's Ecological Imperative

The Waterways Project

River health is human health. That's why we're launching The Waterways Project – a journey through new products, technologies and initiatives to help us better understand and give back to the living rivers that sustain us all.

At Mohawk Group, we have a longstanding commitment to reduce water usage and conserve water ecosystems. It's a big part of how we help you create spaces that are environmentally responsible and mindful of people's health and wellbeing.

This year, we're expanding our efforts. We're working to make a greater positive impact on rivers and the life they make possible.

With The Waterways Project, we're bringing you on a journey to experience and help restore river ecosystems. You'll discover a series of collections designed to help you foster a symbiotic relationship with rivers in your world. You'll find products made with new technologies that enable you to protect water ecosystems.

Learn more at mohawkgroup.com/waterwaysproject





Mohawk Group's Partnerships

The Waterways Project

Your specification and involvement will support river restoration projects, thanks to our partnerships with Change the Course and Waterkeeper Alliance. These nonprofits are helping communities like yours restore and protect rivers across North America and the world.



As the largest and fastest-growing non-profit solely focused on clean water, Waterkeeper Alliance connects more than 350 grassroots Waterkeeper groups around the world, protecting 2.8 million square miles of waterways in 46 countries. We're proud to support the global work of the Alliance, donating funds and committing hundreds of hours of volunteer time to river cleanups around the US.



Funding a range of water stewardship projects, Change the Course is building a self-sustaining cycle of community education, ecosystem restoration and ongoing conservation of river systems across North America. For every square yard of product purchased from The Waterways Project collections, we will restore 350 gallons of water* – helping you make a lasting contribution to the health of American rivers and communities.

**Based on 2021 estimations, totaling 8 million gallons of water restored.*

Mohawk Group

Mohawk Group is committed to restoring 8 million gallons of water in 2021.





About Us

Mohawk Group

As the world's leading producer and distributor of quality commercial flooring, Mohawk Group believes that better floor coverings emerge from better design, innovation, sustainability, project solutions and operational excellence. Mohawk Group addresses the unique challenges and opportunities in contract interiors with a comprehensive carpet and hard surface portfolio of all types and price points. As the commercial division of Mohawk Industries, the company has a heritage of craftsmanship that spans more than 130 years.

To learn more about our full line of flooring products, visit mohawkgroup.com



We are made of water;
we are made of data.

To learn more about The Waterways Project and
Data Tide Collection, visit mohawkgroup.com.