

Carpet Creates a Showcase for Good Design at Brayton International

corporate



photo: Greg Lullin/The Lullin Group, Inc.

The
Antron[®]
DIFFERENCE

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Faced with the challenge of consolidating the manufacturing and customer service centers from four separate facilities into one, the designers of Brayton International's corporate headquarters looked to the architecture of North Carolina and its history in furniture making for inspiration.

CASE STUDY:

Brayton International High Point, NC

corporate

Known for handcrafting award winning office furnishings, Brayton International is the premier American contract source for international designs. Part of the Steelcase Design Partnership, Brayton shares their corporate philosophy that companies can achieve substantial financial results based upon the design, furniture and work tools within a workspace.

Designers from J. Robert Bazemore, Inc. kept this philosophy in mind as they began designing the 250,000 square foot facility in America's furniture capital, High Point, North Carolina. Realizing they had a unique opportunity to create a facility that could tell Brayton's story through the use of design, they used the clean lines of international style and

combined them with deliberate North Carolina architectural references. The clerestory windows and exposed structural beams pay homage to historic architectural design elements found in North Carolina furniture factories. Using a consistent design theme allowed them to create unity among the offices, call centers and manufacturing facilities that are part of the headquarters.

Taking advantage of the building's natural setting, the team used a two-story clear glass façade, inviting abundant natural light into the space and providing sweeping vistas of the surrounding landscape from the interior. The glassed front also mimics the design of a storefront, insinuating that the facility is a

showcase for the company's products. The universal style and subtle palette accommodate the company's ever-changing trends and product lines.

"The division of the floor plane with the use of carpet was key to breaking the space down into smaller volumes," said J. Robert Bazemore, principal, J. Robert Bazemore, Inc. "The result is a bright and modern environment, which represents Brayton's high regard for design."

The facility features a mix of broadloom and modular carpet to fit the needs of the facility's different work areas. The southern half of the building features carpet tiles to accentuate the raised flooring of the customer call areas, while the northern half is delineated with a complementary broadloom carpet for offices. Visually connecting the two planes is a muted, two-tone banding.

"While a number of factors influence carpet performance, the type of fiber is the single most important element," said Marc Ahrens, corporate and hospitality segment manager, Antron®. "Antron® Legacy nylon is well-known for its superior texture retention, soil-resistance and cleanability – a claim not every nylon fiber can make, especially with the heavy demands of the commercial environment."

The carpet's subtle texture and muted tones work seamlessly with the building architecture, while emphasizing the positive and inviting feeling of the company. This imaginative installation earned the design team the Small Office merit award at the 2003 Antron® Design Awards, which celebrate innovative commercial design and floor coverings.

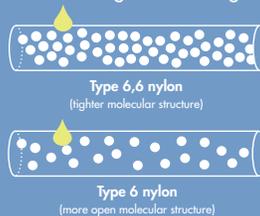
By design, Brayton's new home is a modern interpretation of its Southern heritage that celebrates its international design culture.

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Performance

The alignment of the molecular chains in Antron® nylon creates a tighter molecular structure, making it tougher for stains to penetrate and increasing resistance to crushing and matting.



Sustainability



As a third party certified Environmentally Preferable Product, Antron® is identified as having a reduced effect on the environment when compared to competing products. Antron® is not only made with a lower environmental impact, but it is engineered to stay newer looking longer. After all, when a carpet can stay on the floor for a longer period of time, less energy is used, fewer raw materials are consumed and less waste is generated.

Antron® offers type 6,6 nylon for carpet because it simply performs better. Antron® is preferred by **2 out of 3** architects, designers, facility managers and owners.*

*2003 Antron® Brand Tacking Study

For more information about Antron® carpet fiber, please call 1-877-5-ANTRON or visit antron.invista.com.

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