

## Carnegie and Pratt

With the launch of an exciting new brand and collaboration, Carnegie, the leading manufacturer and innovator of textiles and wallcoverings, ventured out to find a fresh perspective for the redesign of their New York showroom. Where better to look for young, raw and undiscovered talent than New York's very own Pratt Institute.

Teaming up with 5 graduate students from the Interior Design Department at Pratt Institute, gave both the students and Carnegie the opportunity to learn and experience new things. For the students from EDI – an Exhibition Design Intensive program that is a one-year design track for students seeking an alternative to doing a thesis project their final year – it was an opportunity to work on designing an actual project from conception to completion. They worked directly with the contractors, fabricators and vendors and dealt with the day-to-day problem solving and deadlines.

For Carnegie and its Creative Director, Heather Bush, who had always provided the extraordinary vision and innovative design for the showroom, it was a chance to inspire and mentor the next generation of designers. And the end result is truly remarkable.

The design team, led by project manager, Caroline Ollivier, was given the task of transforming the showroom by combining Carnegie's clean and modern aesthetic with the soft, tactile, organically inspired Tree Lore collection – the first from Carnegie's new Anthology brand designed by Lori Weitzner. The goal – to create a space that embodied lifestyle and the inspiration of Tree Lore.

Three distinct 'lifestyle' zones were created set within an abstract forest. When entering the space you walk under a canopy of leaves through 'trees' covered in Tree Lore textiles. A large wood wall guides you into the space while introducing you to the Anthology brand with text, imagery and an inspirational film by Lori Weitzner, award-winning textile designer and Creative Director of Anthology.

The first 'lifestyle' space you enter into is the dining room or restaurant area that features a beautiful 8' long live edge table to act as the centerpiece of the showroom. The table is crowned by a large pendant lamp created from a vibrant red Tree Lore silk accented by dark brown upholstered seating. As you walk to

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the right you find an intimate space housing a daybed full of pillows covered in Tree Lore fabrics. This area is representative of a bedroom/ hotel room encouraging visitors to lay in the day bed and immerse themselves in the fabric. On the left side of the showroom there is a working area which is reminiscent in feel to a library or a coffee house. In this space you have the opportunity to view samples of the full Tree Lore line of fabrics while sitting in plush club chairs. Behind the library area is a 20' long wood panel wall showcasing the fabrics. Visitors can utilize the sliding panels to view the textiles and discover the images from nature which first inspired the line.



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Although this project was very much a collaborative effort, individual members of the team specialized in certain areas. Caroline Ollivier was the project manager. Kaylen Ghormley designed the sliding panel wall. Jennifer Custard designed the hanging leaf elements. Laura Ferguson conceived of the vertical 'tree' elements and Haifa Mohammad documented the design in rendered plans and three dimensional drawings.

