



Canvas

An innovation in carpet technology

shaw contract® | shaw hospitality®

**Every artist begins with a blank canvas.**

And, now that canvas is the floor. Reimagine what's possible with Canvas, an innovation that blurs the line between space and design, opening the possibilities of carpet manufacturing.

This advanced technology pushes the boundaries of colour and pattern variation, flexibility, refinement, ingenuity and imagination. With precise lines, photorealistic detail, vivid colour and smooth gradients, your ideas are brought to life on carpet like never before.



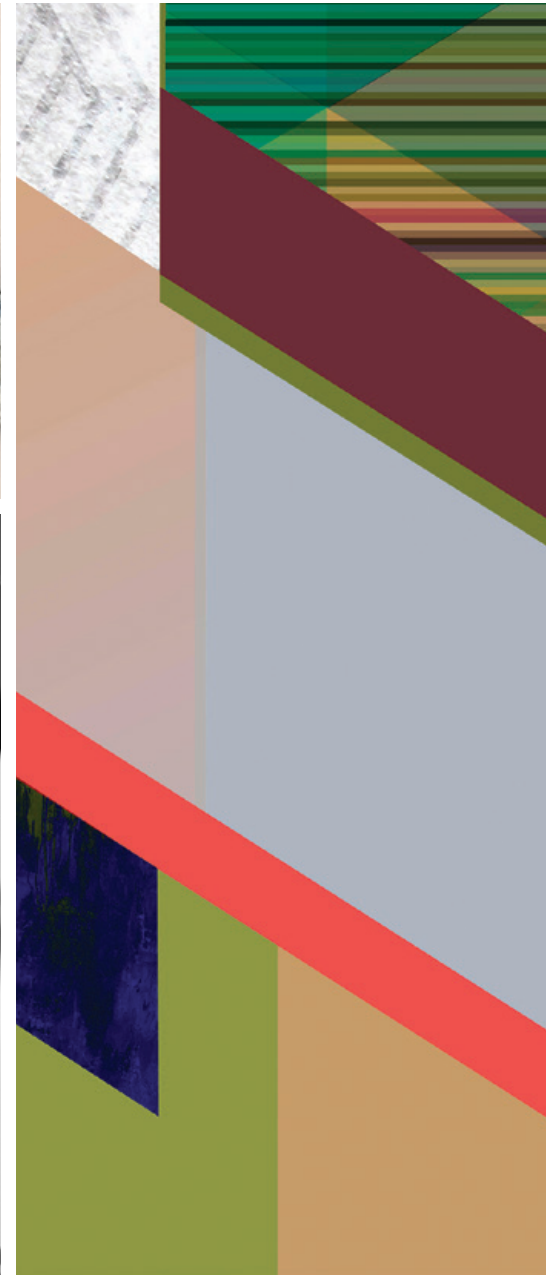
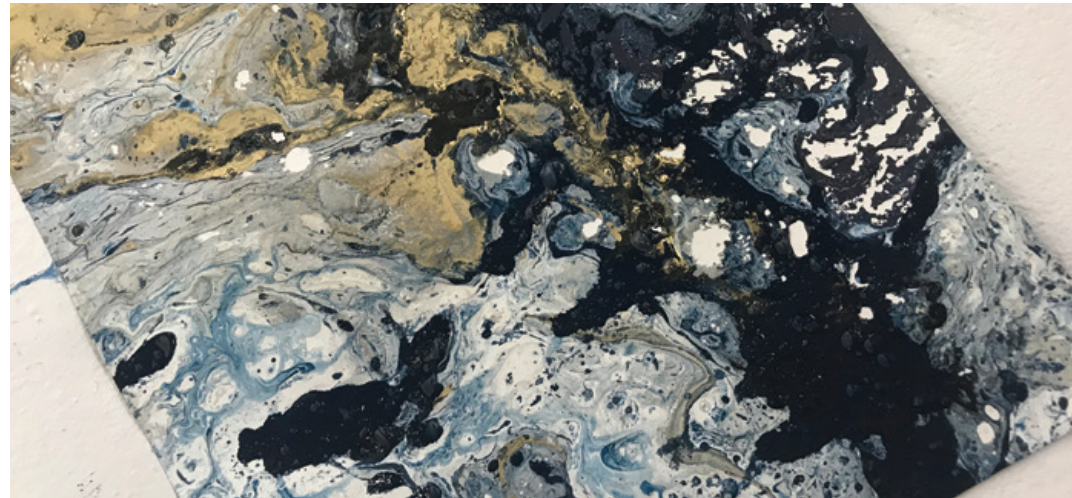
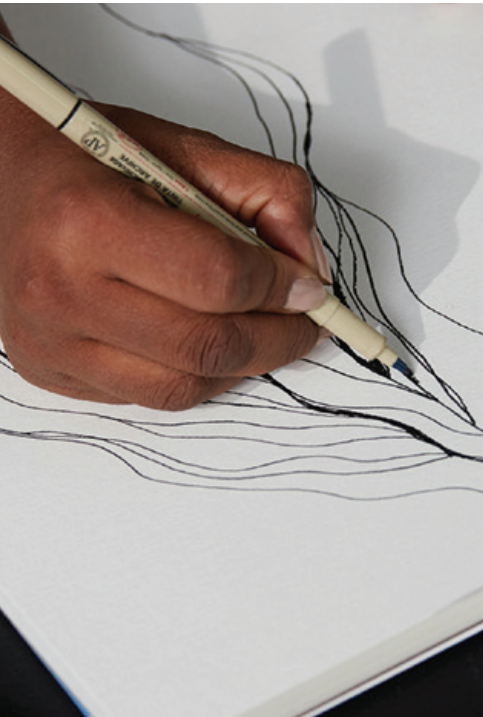
**“Canvas gives designers  
an open and limitless  
platform to work in any  
style without constraints.”**

OMOLEYE ADEYEMI / LIFESTYLE DESIGNER



## art transformed

Canvas brings creativity to life in precise lines, photorealistic detail, vivid colour and smooth gradients – all translated in 76 dpi high-definition, dye injection technology delivering five times the clarity of existing carpet colour processing machines. Canvas offers high-speed production without compromising colour, detail, precision and performance.



To explore the full potential of this technology, our design team experimented with four distinct image styles to render unique outcomes, push boundaries and spark the imagination toward new ideas.

## line detail

The beauty of a sketch or drawing, in all of its raw and sincere creativity, renders in perfect likeness from paper to carpet, revealing the hand of the maker in delightful detail.



**“When creating designs that highlight intricate line work, Canvas creates beautiful detail that strikingly comes through in the carpet.”**

OMOLEYE ADEYEMI / LIFESTYLE DESIGNER



line detail corridor VN44329 | pattern repeat: 6' x 9' | 1.83 x 2.74 m



line detail corridor VN44329

Custom carpet available with a minimum order. Contact your account manager for more details.

## photoreal

The lush texture and varying colours of succulents create the depth and dimension of the photoreal rug. Captured by the lens and translated in carpet, this piece showcases Canvas' ability to bring clarity, detail, depth and perspective to the floor.



photoreal rug VR44326 | pattern size: 12' x 18' | 3.66 x 5.49 m

**“You can take a photo of anything imaginable and have it come to life in carpet with intricate, phenomenal detail.”**

OMOLEYE ADEYEMI / LIFESTYLE DESIGNER



photoreal rug VR44326

Custom carpet available with a minimum order. Contact your account manager for more details.

## graphic shift

Bold colourblocked patterns rely on the most vivid and sharp detail. Bravely embrace and intermingle colour with intricate pattern.



graphic shift rug VR44327 | pattern size: 12' x 18' | 3.66 x 5.49 m

**“Canvas can translate design with complete graphic detail. Precise shifts in colour and contrasts in tonality all come to life.”**

JOHN CREWS / DESIGN MANAGER, LIFESTYLE

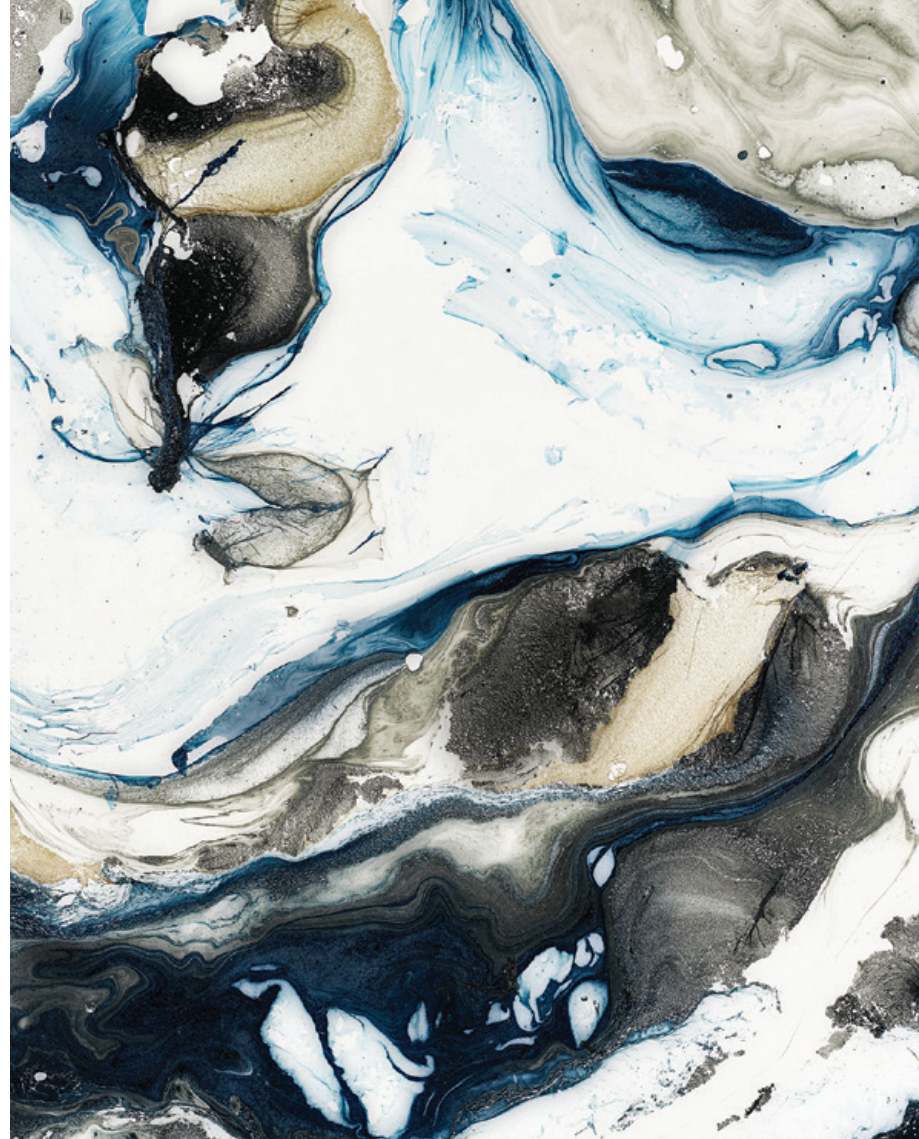


graphic shift rug VR44327

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## subtle blend

Abstract painting-inspired designs with wildly changing colour gradients, as well as subtle and dramatic shifts in hue and tone, translate in full brilliance to create a dramatic statement on the floor.



subtle blend rug VR44328 | pattern size: 12' x 18' | 3.66 x 5.49 m





## create your canvas

Inspired? Bring your own ideas to life. We make it easy to take design from concept to the floor. Choose a design from our initial Canvas patterns or submit your own original artwork.\* Share your vision, palette, mood board or inspiration with your account manager. We'll work with you each step of the way.



### step 1

**dream.** Select a design from the Canvas collections in Foundry, our online custom design tool, or share your own original artwork with our Custom Design Studio.\*

High-resolution TIFF files are recommended for the best quality reproduction. Other image file formats including JPG, PSD, PNG and Photoshop PDFs are also accepted. Vintage or printed photographs can be used for interpretation and image manipulation.

Need digital file assistance? Share your inspiration, and our custom design team will bring your ideas to life.



### step 2

**design.** Customize your palette and experiment with design.

Utilize Foundry to customize colour and experiment with Canvas patterns.\*

If you are designing with original artwork, our Custom Design Studio will provide a unique Foundry URL to view your designs. This link allows you to explore and communicate colour direction.



### step 3

**approve.** Finetune design details for scale, depth and texture. Approve an accurate digital proof of your final design.

Work with our Custom Design Studio to design without boundaries.

Utilize digital proofs to show scale, depth and texture. Colours must be verified with an actual Canvas sample.



### step 4

**inspire.** Install your project and let the artistry shine.

See your inspiration materialize in the designed space.

Canvas custom carpet is specifically designed and tested to ensure performance, durability and colour fastness. All products include standard commercial warranties. **See [ShawHospitality.com/canvas](https://www.shawhospitals.com/canvas) for details.**

**“When you have a blank canvas and no limits, concepts that seemed impossible can now be explored and created.”**

**JOHN CREWS** / DESIGN MANAGER, LIFESTYLE



**reimagine** what's possible

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