

A photograph of a modern office hallway. The floor is covered in a colorful, patterned carpet with red, yellow, and grey tones. The walls are made of grey concrete blocks. On the left, there are several vertical concrete pillars. On the right, there are white, angular architectural elements. The ceiling is white with recessed lighting. The overall atmosphere is clean and professional.

# effect

MAGAZINE

 EF Contract®



## **Lost (and Found) in the City**

Putting aside all of the trappings associated with creativity and success, design can be talked about in terms of first principles. And two of the most foundational are intent and implementation.

Intent starts with looking closely. A purposeful gaze. Then crafting an idea, a thought, an inspiration into something that is both delightful and useful.

Implementation is where the rubber meets the road — making choices throughout the creative process, with the user in mind. Translating that original vision while letting it evolve. And understanding, on the fly, why your choices matter, how you might change them, or make them again.

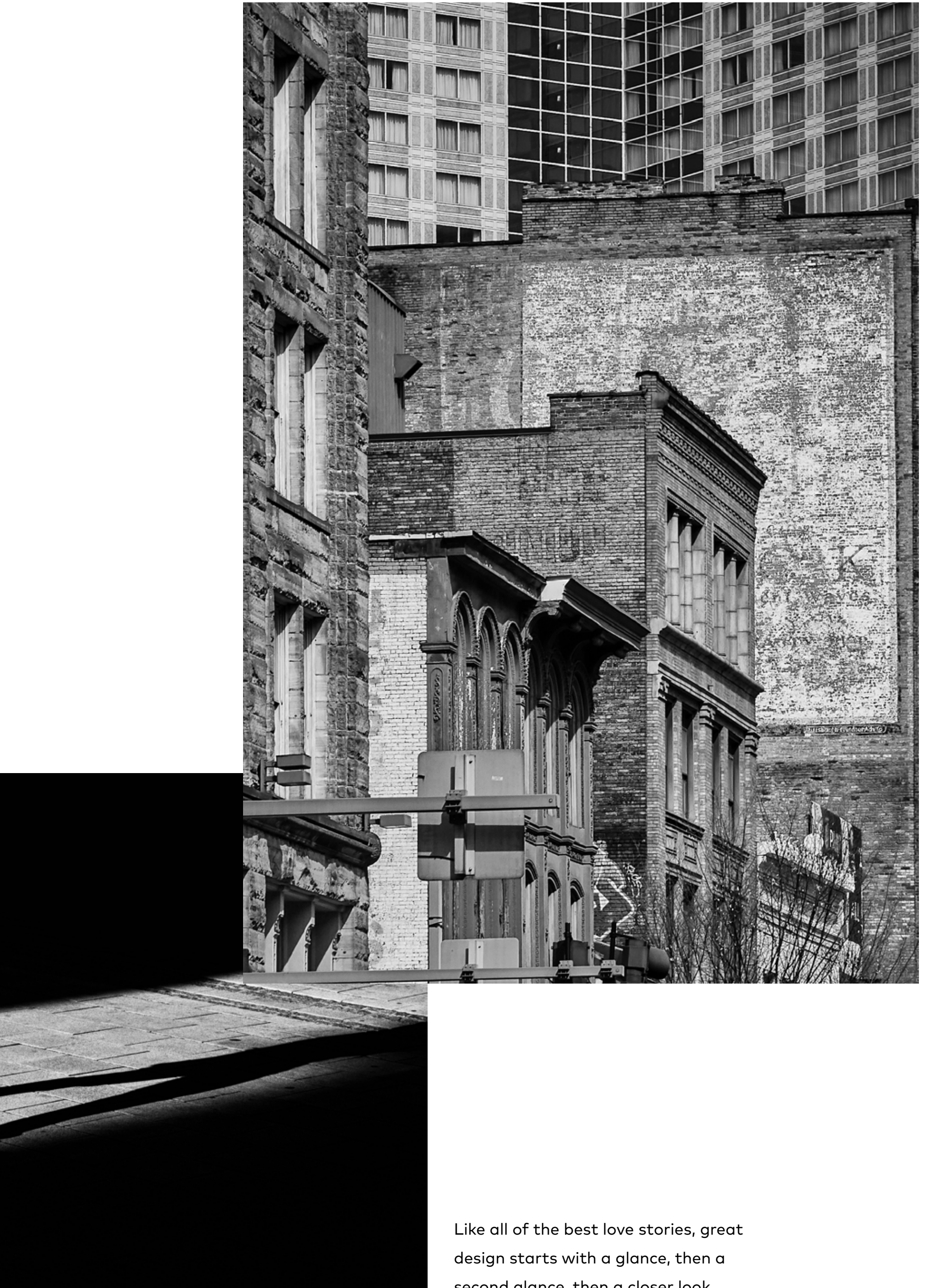
We took a visual walk through three cities that we find inspiring — Pittsburgh, Albuquerque, and Cleveland — standing back to get the big picture, and zooming in on tiny details.



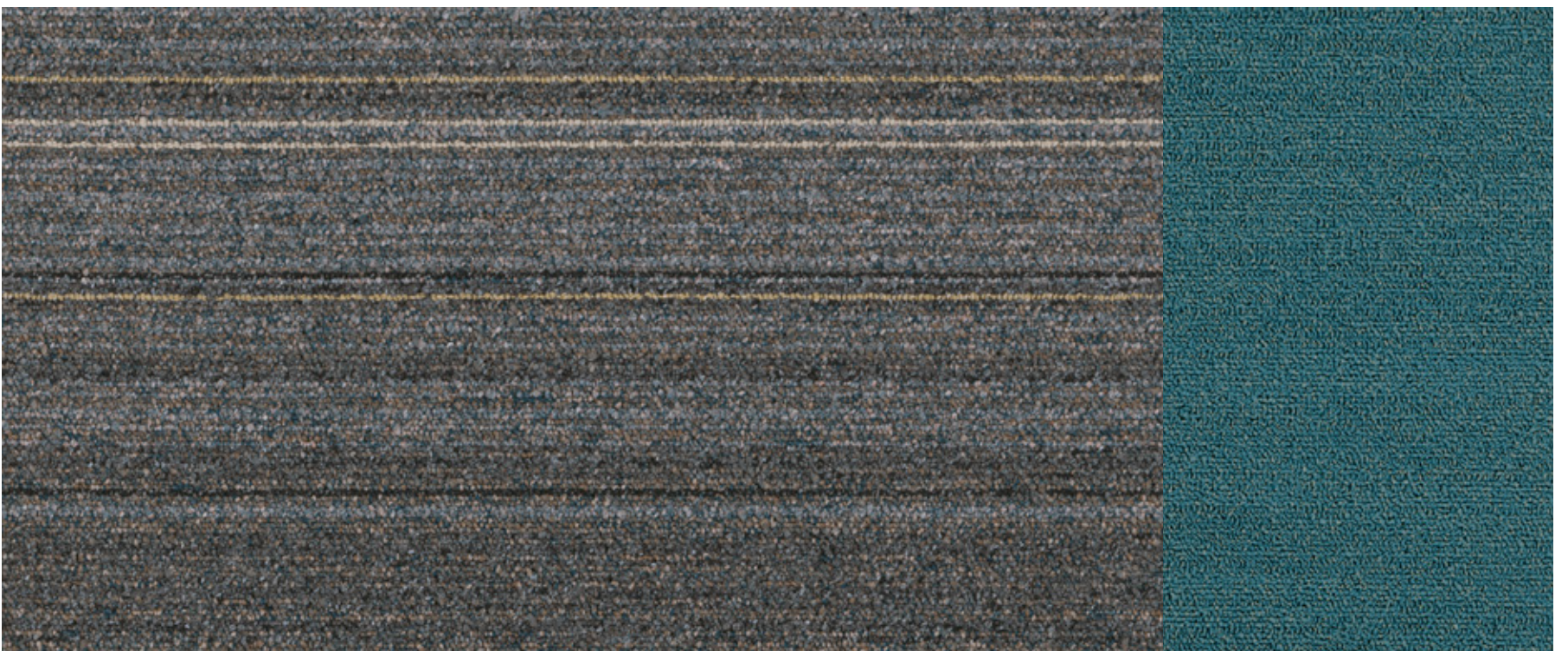
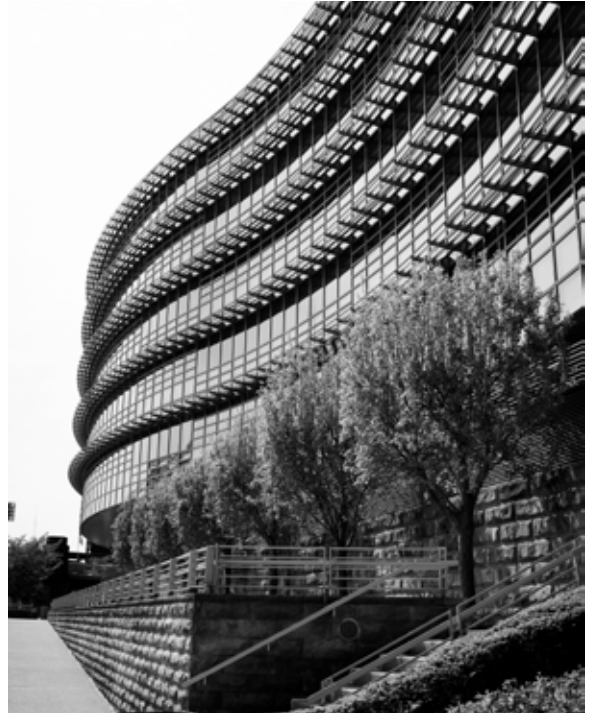
# Pittsburgh

The city of steel. Tough as a brother, but unafraid to show real moments of beauty. Gritty, with a side of gorgeous.



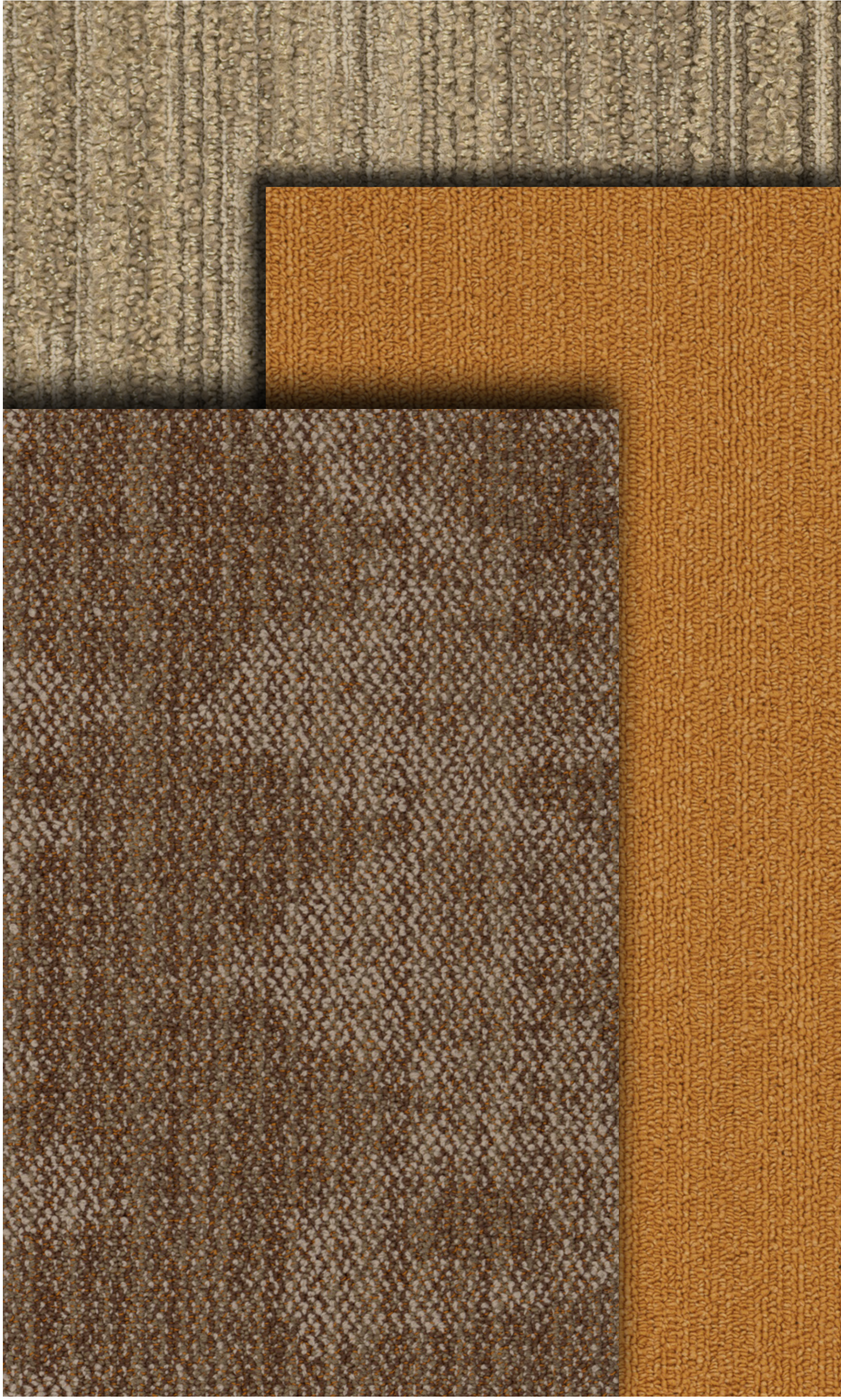


Like all of the best love stories, great design starts with a glance, then a second glance, then a closer look.



LIAISON - LSN48 NIGHTFALL / MICA II - MC702 HIGH DIVE









Stark lines, big blocks,  
taking shape in strength.  
And delicate details that  
are every bit as strong.





LIAISON - LSN52 FLYING COLORS  
MICA II - MC206 PERKY RED  
MICA II - MC504 RAIN SLICKER



LIAISON - LSN22 BRIGHT IDEA  
MICA II - MC602 SURF SPLASH  
MICA II - MC901 SPARKLER



LIAISON - LSN52 FLYING COLORS  
MICA II - MC508 GINGER SNAP  
MICA II - MC908 BLACK MAGIC



LIAISON - LSN53 SALT & PEPPER / MICA II - MC508 GINGER SNAP / MICA II - MC908 BLACK MAGIC

Colors inspired by metal and concrete, rust and earth.



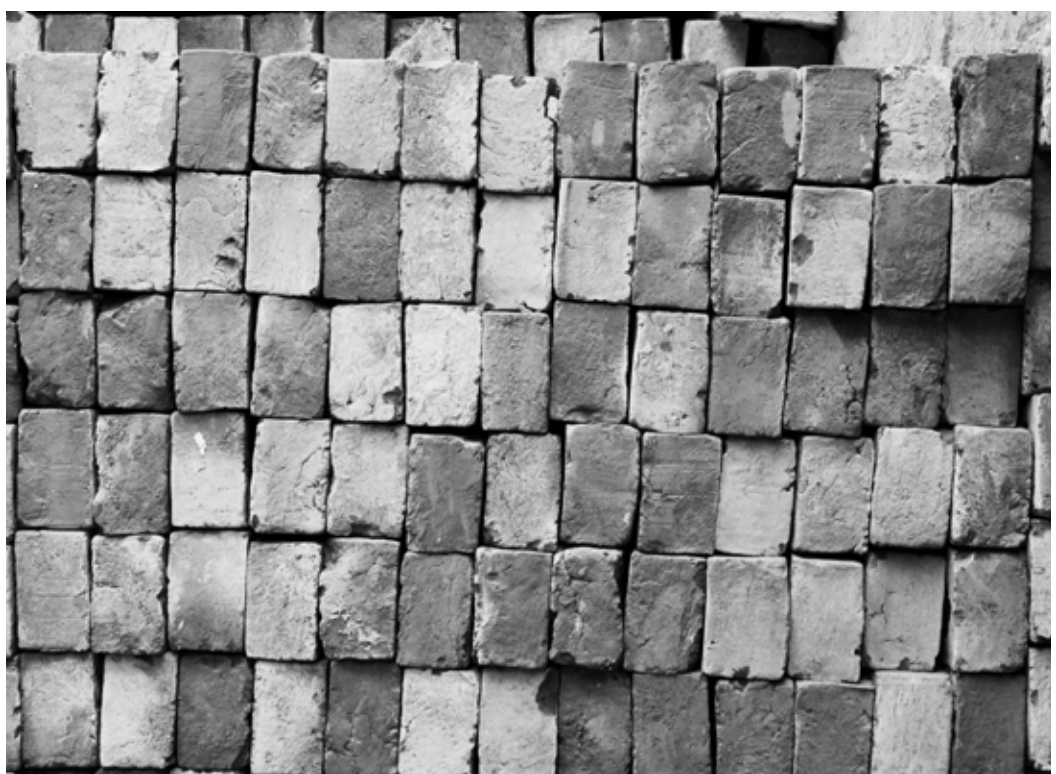
# Albuquerque

Another study in contrasts: a diamond in the desert, where every moment is cast in light and shadow.

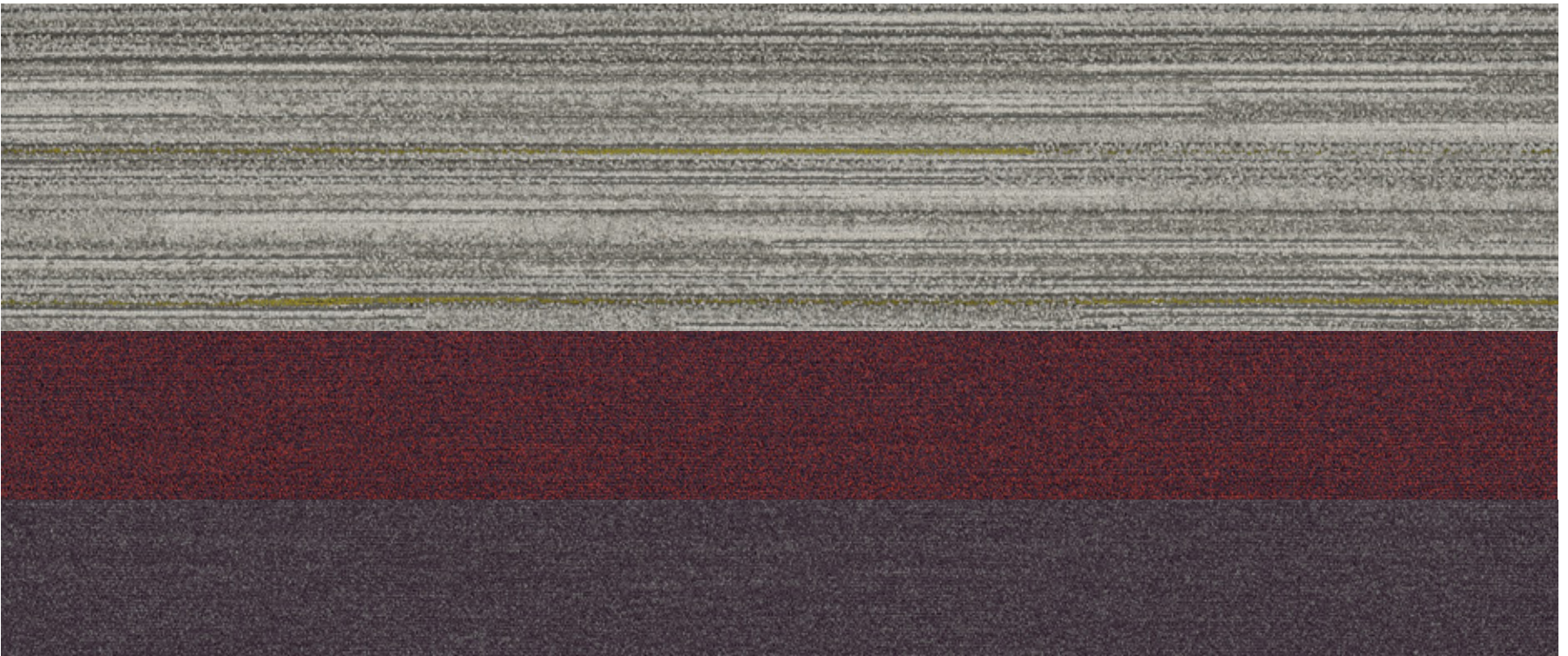




Sharp edges worn soft by wind and dust and time.







LINE ACCENT - LNA53 PIPE ACCENT / MICA II - MC807 BERRY FIZZ / MICA II - MC809 PURPLE REIGN

LINE - LNE52 PIPE / LINE ACCENT - LNA53 PIPE ACCENT / THE BRIGHTS - BT605 LIME LITE



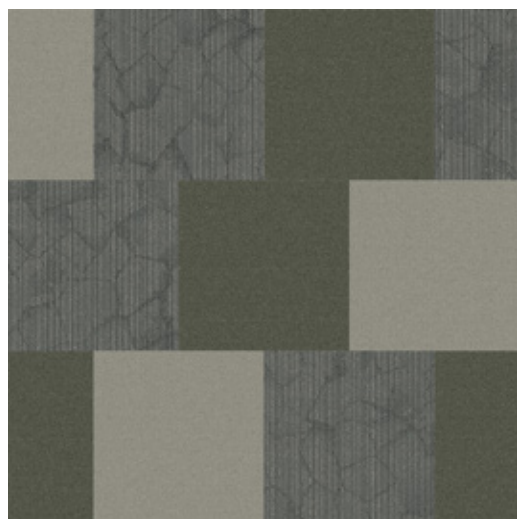




Tonal landscapes, with unexpected pops of color that are all the more powerful, because they are rare.



FRAGMENTS - FRG45 CRACK UP  
 THE BRIGHTS - BT501 MOON BEAM  
 THE BRIGHTS - BT304 OVER CAST  
 THE BRIGHTS - BT703 HYPER BLUE



FRAGMENTS - FRG53 SNIPPET  
 MICA II - MC903 SILVER BELLS  
 MICA II - MC905 BIG DIPPER



FRAGMENTS - FRG45 CRACK UP  
 FRAGMENTS - FRG53 SNIPPET  
 MICA II - MC903 SILVER BELLS



FRAGMENTS - FRG58 CRINKLE / FRAGMENTS - FRG SNIPPET / THE BRIGHTS - BT901 STARDUST / THE BRIGHTS - BT106 RED ZING

# Cleveland



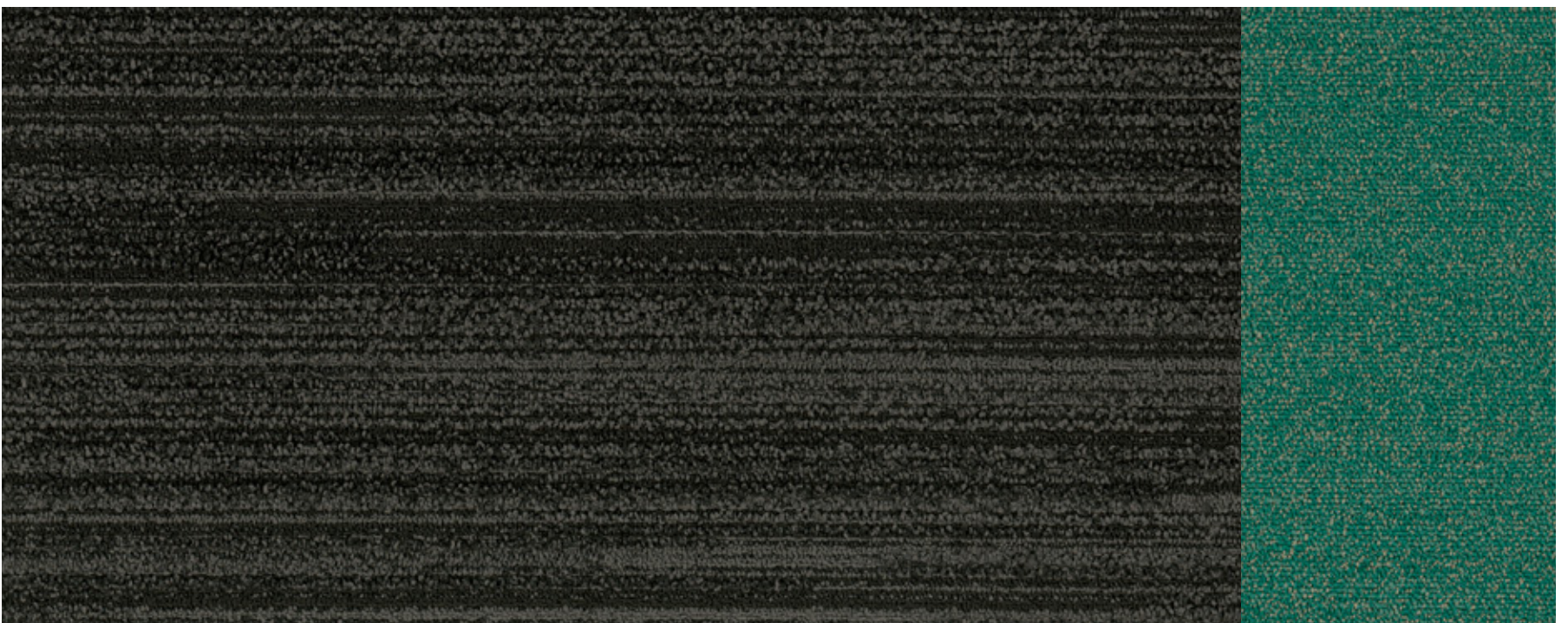
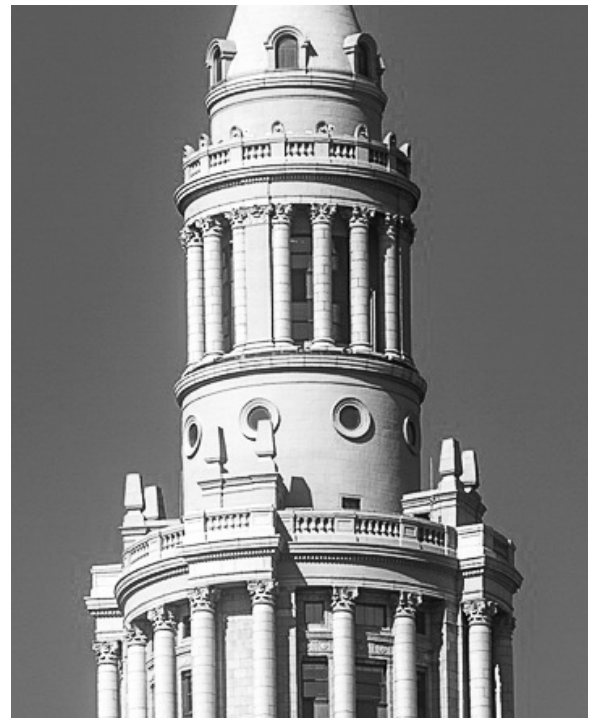
A manufacturing city built on a Great Lake that has grown into a new evolution. And don't forget a touch of Rock 'n' Roll.

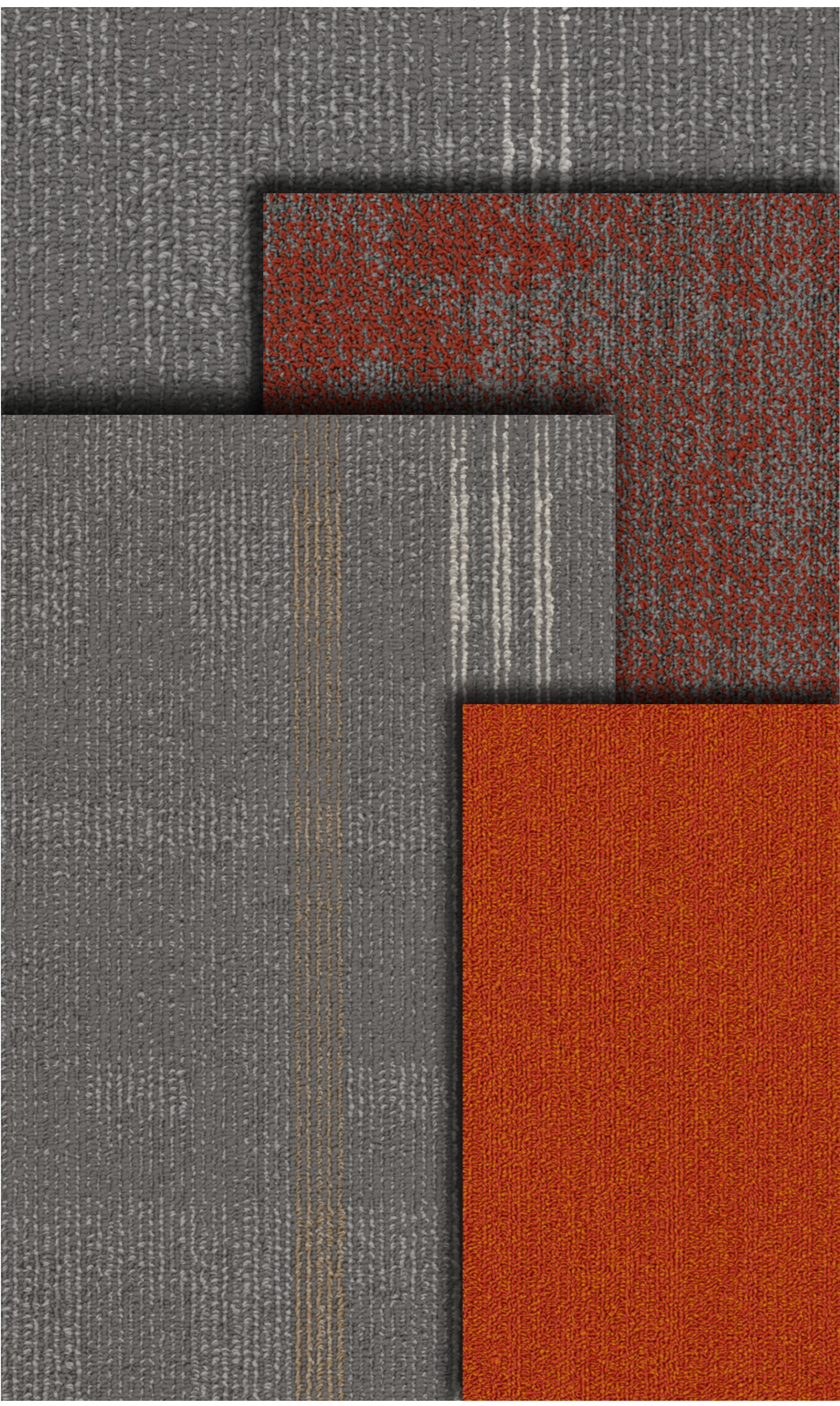




Geometries against a backdrop of sky.













RIPSTOP - RPS59 SPRING STEP  
MICA II - MC708 BLUES CLUES  
MICA II - MC304 DUST STORM



RIPSTOP - RPS52 CROSSCOURT  
INTERLOCK - ITL52 HIKER  
MICA II - MC306 STAR PERFORMER



RIPSTOP - RPS59 SPRING STEP  
RIPSTOP - RPS56 LACE UP  
MICA II - MC306 STAR PERFORMER



SEEP - SEP94 CONCORD / STRETCH - SCH56 SLIP ON / MICA II - MC903 SILVER BELLS

A palette that draws on the sunset  
and the horizon.

BLOT - BOT53 - QUARRY / BLOT - BOT24 - CANARY / BLOT - BOT84 - MATADOR



EF Contract is part of the fastest growing family of companies in flooring. We are committed to beautiful design, uncompromising quality, relentless customer service, and disrupting how the flooring industry does business.

1502 Coronet Drive  
Dalton, Georgia 30720  
U.S.A.

800.451.1250  
efcontractflooring.com

 **EF Contract**<sup>®</sup>  
A DIVISION OF ENGINEERED FLOORS