

Carnegie

Carnegie and Gensler Partner on Upholstery Collection Inspired by Activewear

New York, NY – This year at NeoCon, Carnegie will introduce *PFRM*, an energetic upholstery collection and the result of the company’s first collaboration with Gensler.

PFRM draws its inspiration from the strength, durability and boldness of modern athletic apparel. The eight-pattern collection aims to deliver function, comfort and durability through high-performance material technology.

“Activity and wellness are weaving their way into creative spaces for work, play and live,” noted Lee Pasteris, design principal at Gensler. “Everyday spaces are increasingly being designed to encourage collaboration, connectivity and even competition.”

“Working in tandem with Gensler we wanted to bring that essence of movement and performance materials into a textile collection for furniture” noted Mary Holt, Executive VP, Creative, at Carnegie.

The *PFRM* collection translates the spirit of sport activities and clothing to an upholstery collection that feels fresh, youthful and athletic. The designs are offered in colorways varying from energetic brights to soothing monochromes, with a tactile nature that invites you to touch them. The collection incorporates cutting edge fiber, knit and lamination technologies.

Throughout the yearlong design process, the teams set high performance goals for the new collection. All *PFRM* patterns meet rigorous commercial standards for the office, hospitality and healthcare markets, while maintaining Carnegie’s core values of quality, integrity and responsibility.

Media Contact

Gina McNamee, DADA Goldberg
gina@dadagoldberg.com; (212) 673-3232

Carnegie

About Carnegie

Carnegie is a leading manufacturer and innovator of textiles in North America. Since 1950, the family-owned company has established a tradition of firsts, including the development of its own Xorel® fabrics, which provide a durable alternative to PVC materials and Biobased Xorel, the first plant based high performance textile in the world. In addition, Carnegie has built a reputation for its ongoing and comprehensive commitment to the environment through all parts of its business cycle by being a member of the Be Original organization, maintaining a B Corp certification, and by establishing themselves as the first and only interior textiles PVC free company in the industry.



About Gensler

Gensler is a global architecture, design, and planning firm with 45 locations and more than 5,000 professionals networked across Asia, Europe, Australia, the Middle East and the Americas. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry. Gensler designers strive to make the places people live, work and play more inspiring, more resilient and more impactful.

Media Contact

Gina McNamee, DADA Goldberg
gina@dadagoldberg.com; (212) 673-3232