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## SUNBRELLA® CONTRACT CREATES HANDS-ON FABRIC EXPERIENCE AT NEOCON

Booth Features Draped Jewel-toned Fabric Strips to Provide Artistic Visuals and Tactile Materiality, Reinforcing Sunbrella Contract as the Right Choice for Fabrics When Performance Matters Most

Sunbrella® Contract, known among architects and designers for exceptionally high-performance fabrics for commercial spaces, will unveil a new booth designed to show how its fabrics are the right choice when performance matters in workplaces, healthcare, education and hospitality spaces at The Mart during NeoCon on June 10-12 in Chicago. Visit booth # 7-7054 to learn how the wide variety of Sunbrella Contract patterns, colors and textures open up endless possibilities for creating inspiring commercial spaces.

The 2019 Sunbrella Contract booth will use Sunbrella Contract fabric strips in a variety of colors and lengths to create a striking, imaginative visual effect on the show floor. Up close, attendees are invited to touch the fabric, feeling its weight and texture, examining the weave patterns and noticing the brilliance of the colors. The hanging strips lining the exterior of the booth will be made from Sunbrella Contract Canvas fabric in eight solid colorways – Rust, Mahogany, Aruba, Navy and Hot Pink – while the interior walls will be neutral colors.

“We used color blocking to create a more minimalist, visually abstract look from afar,” said Tracy Greene, Sunbrella Contract design director. “But when you’re closer to it, you can see the effect is produced by all these different colored fabric strips working together. There is more to it than may appear at first glance.”

Inside the booth, guests have the opportunity to create, engage or rest. The center island will hold vibe trays with fabric samples in trendy color stories for visitors to experience. Visitors will also be able to view large-scale photography of Sunbrella in workplace, healthcare, education and hospitality spaces. Guests are also invited to rest by sitting on cubes upholstered in five different Sunbrella Contract fabrics, which will feature stripes and abstract patterns.

The booth's color inspiration drew from international influences such as Milan Design Week and the Museum of International Folk Art. For commercial markets, Greene is currently looking toward color stories with elegant jewel tones and more saturated palettes with pops of color.

"From healthcare to corporate interiors, we're seeing more practical implementations of color for both wayfinding and branded, psychographic interiors," Greene said. "Offering a variety of patterns and textures in rich, beautiful colorways helps our customers deliver more impactful commercial interiors for their clients."

Sunbrella Contract combines the highest quality fiber and color pigments with state-of-the-art manufacturing processes to create a performance fabric designers can trust to last that is fade resistant, easily cleaned, and water and stain resistant. Sunbrella Contract fabrics can be used in the following applications:

- **Workplace:** Surviving long workdays requires comfort and inspiration for balance. Each workplace is different, but any employee can benefit from a space that influences positivity and productivity. Sunbrella Contract fabrics are available in a variety of colors and patterns to inspire and set the tone for the day ahead.
- **Healthcare:** Clean and comfortable spaces go a long way in promoting quality of care. It's no secret hospitals, doctor offices, senior centers and other healthcare environments need to have a high focus on hygiene and sanitation. Sunbrella Contract fabrics are safe and easy to clean with soap and water, and even bleach if needed.
- **School:** From the lecture hall to the student center, our fabrics hold up to all the sitting, shifting and spilling around the school campus. Heavy duty, highly durable and abrasion resistant, Sunbrella Contract fabrics withstand all the comings and goings.
- **Hospitality:** From restaurants to hotels, hospitality design should be anything but lackluster. Sunbrella Contract's fade-resistant fabrics are crafted to maintain their rich color and appearance over time, so your spaces remain inviting and enticing.

For more information about Sunbrella Contract, visit the Sunbrella booth # 7-7054 or any of the 19 Sunbrella Contract partner booths at NeoCon. [sunbrellacontract.com](http://sunbrellacontract.com)

## ABOUT SUNBRELLA CONTRACT FABRICS

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Sunbrella has revolutionized the way the world thinks about how beautiful fabrics look, feel and perform, and Sunbrella Contract fabrics are no exception. With sophisticated styles, beautiful color palettes, soft feel and ultimate cleanability, Sunbrella Contract fabrics give commercial interior designers the material they need to create the extraordinary.

The Sunbrella Contract line of fabrics are the right choice when performance matters most for workplace, healthcare, education and hospitality, providing endless possibilities to create inspiring commercial interior and outdoor spaces.

Versatile in style and function, Sunbrella Contract fabrics offer outstanding durability, fade resistance and ease of cleaning while also offering peace of mind. Sunbrella Contract fabrics meet or exceed all ACT voluntary performance guidelines, including abrasion in high traffic/public spaces, where abrasion resistance is crucial.

Introduced in 1961, Sunbrella fabrics are manufactured and marketed by Glen Raven, Inc., a 138-year-old family-owned company based in North Carolina with operations worldwide. For more information on Sunbrella and Sunbrella Contract fabrics, including inspiration, fabric collections and where to buy, visit [sunbrellacontract.com](https://sunbrellacontract.com).