

PKWARE - A CASE STUDY

"I set a really high bar for this project and was positive the timeline and design goals were unrealistic. I am absolutely elated that Milliken exceeded them both. They knocked it out of the park."

– Miller Newton, President and CEO of PKWARE

Milliken™

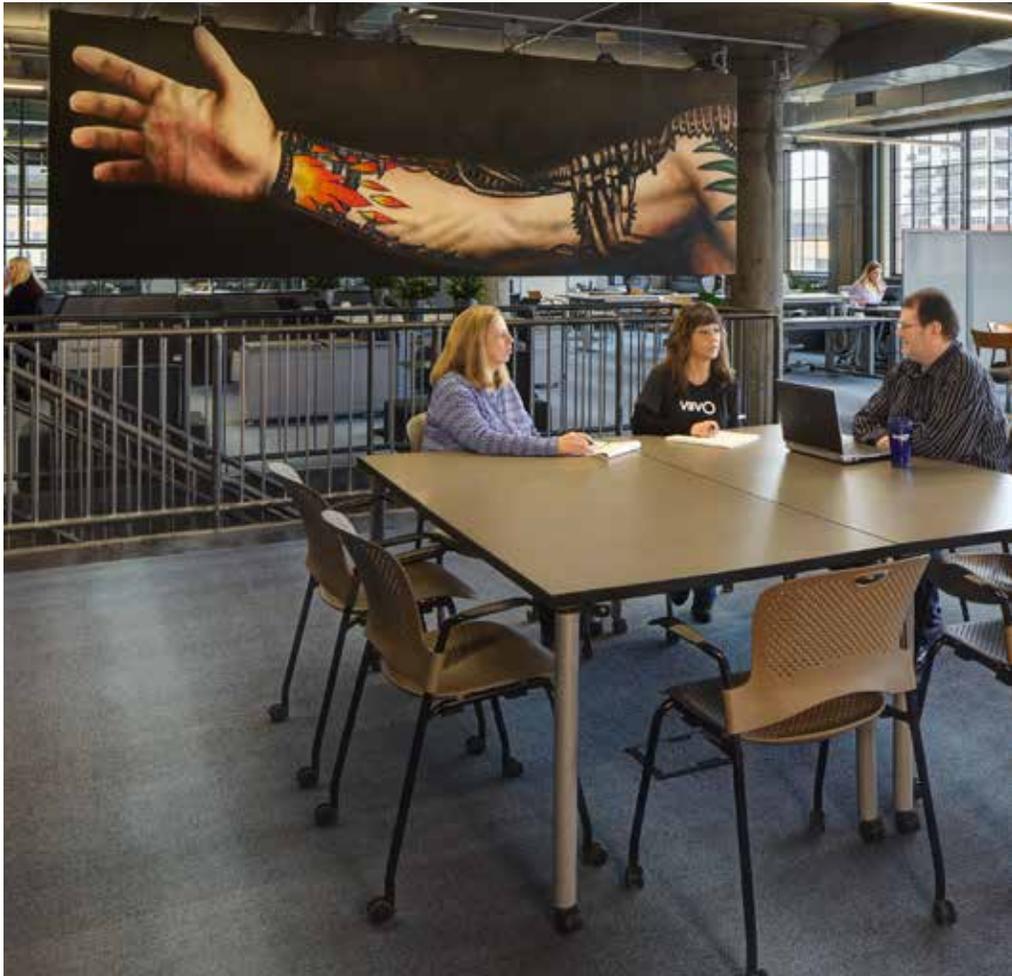


COLOR WASH - Matter - arbitrary in Vermillion, monolithic tile installation

At PKWARE in Milwaukee, Wisconsin, software engineers are uniquely positioned to experience the best of what their industry has to offer – and in turn create the best solutions in their industry.

This project highlights how PKWARE and design firm Chemistry In Place partnered with Milliken to create a flexible and inspiring office, blending work and play for a collaborative environment like no other.

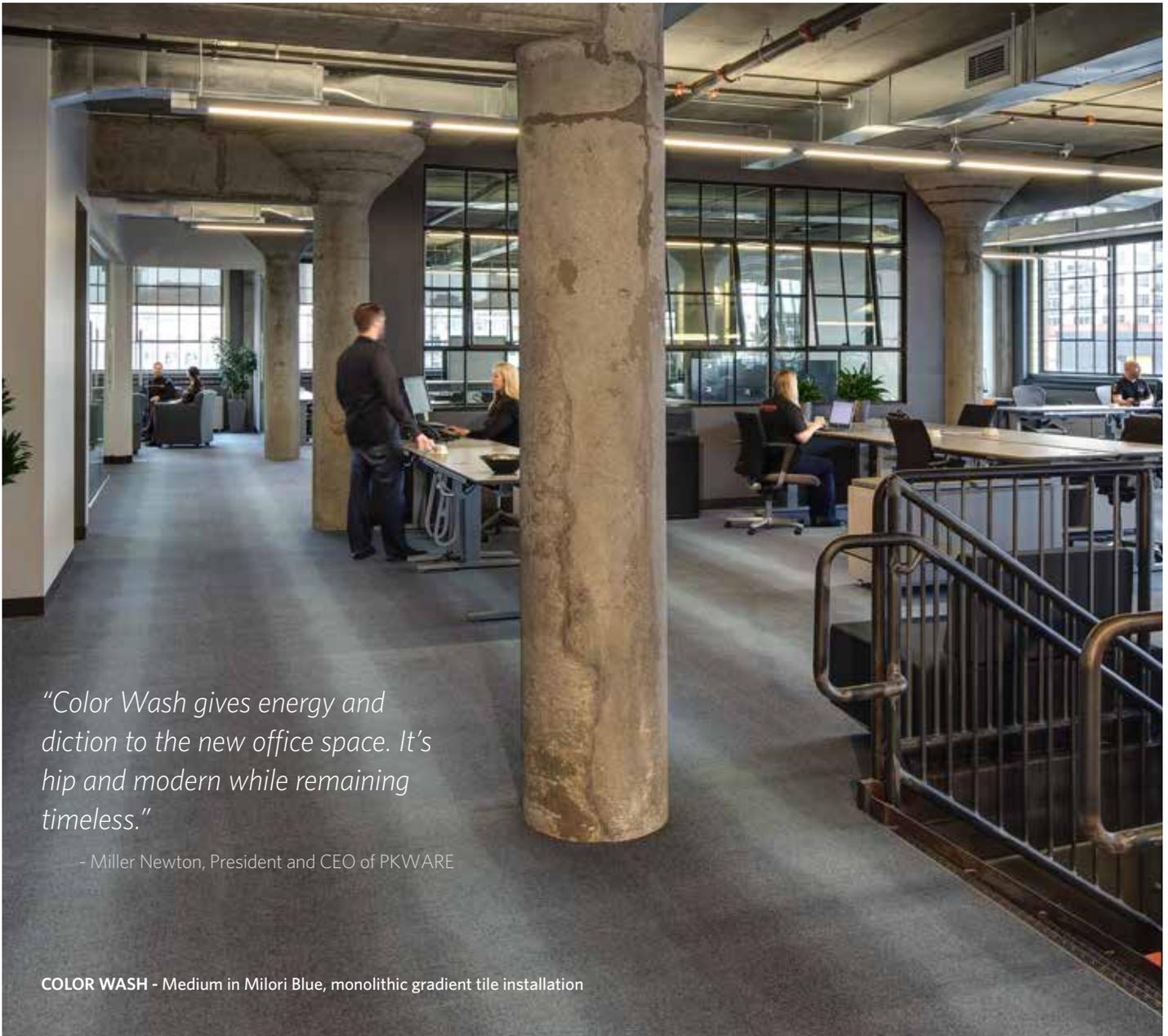
From the beginning, PKWARE President and CEO Miller Newton had a clear understanding of today's workplace: culture is extremely valuable to talent acquisition and employee collaboration – and it is inevitably conveyed in office design. When the opportunity arose to create a new office space, Miller was determined to provide a contemporary, collaborative environment to incubate thought and evoke organic industry-leading client solutions.



COLOR WASH - Medium in Milori Blue, monolithic gradient tile installation

“The new space has changed the way people feel coming to work every day – and the way people work. Communication and collaboration are phenomenal. We are more interconnected as a company than ever before.”

- Miller Newton, President and CEO of PKWARE



"Color Wash gives energy and diction to the new office space. It's hip and modern while remaining timeless."

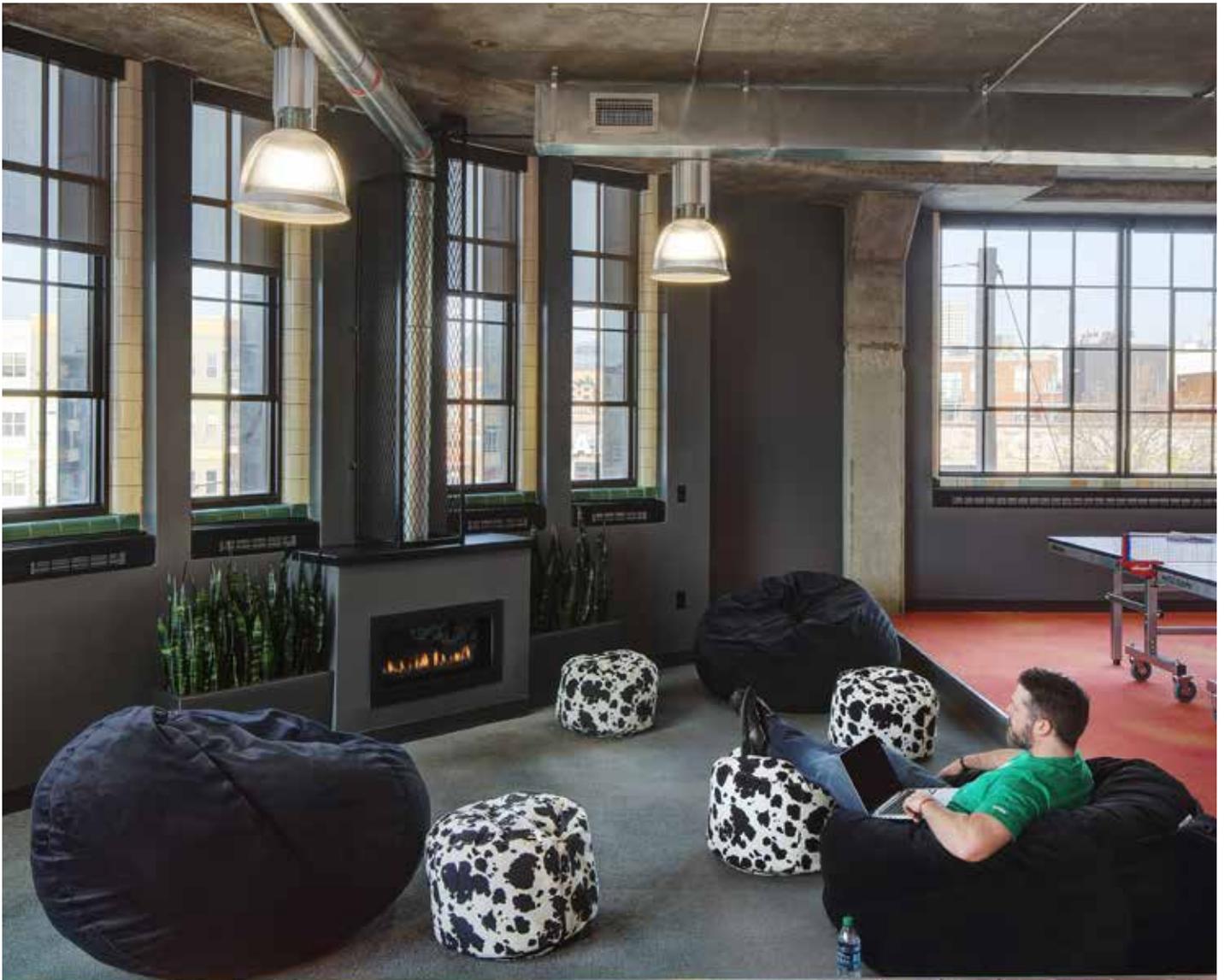
- Miller Newton, President and CEO of PKWARE

COLOR WASH - Medium in Milori Blue, monolithic gradient tile installation

A converted paint and varnish factory with expansive open space was selected to create a factory for their industry, a 'mind factory.' Floor-to-ceiling windows offered panoramic views of the east end of downtown Milwaukee bordering Lake Michigan, and a long rectangular floor plane provided the ground for an open concept workspace.

With no walls, floor covering played a major role in achieving their design goals, many of which were to:

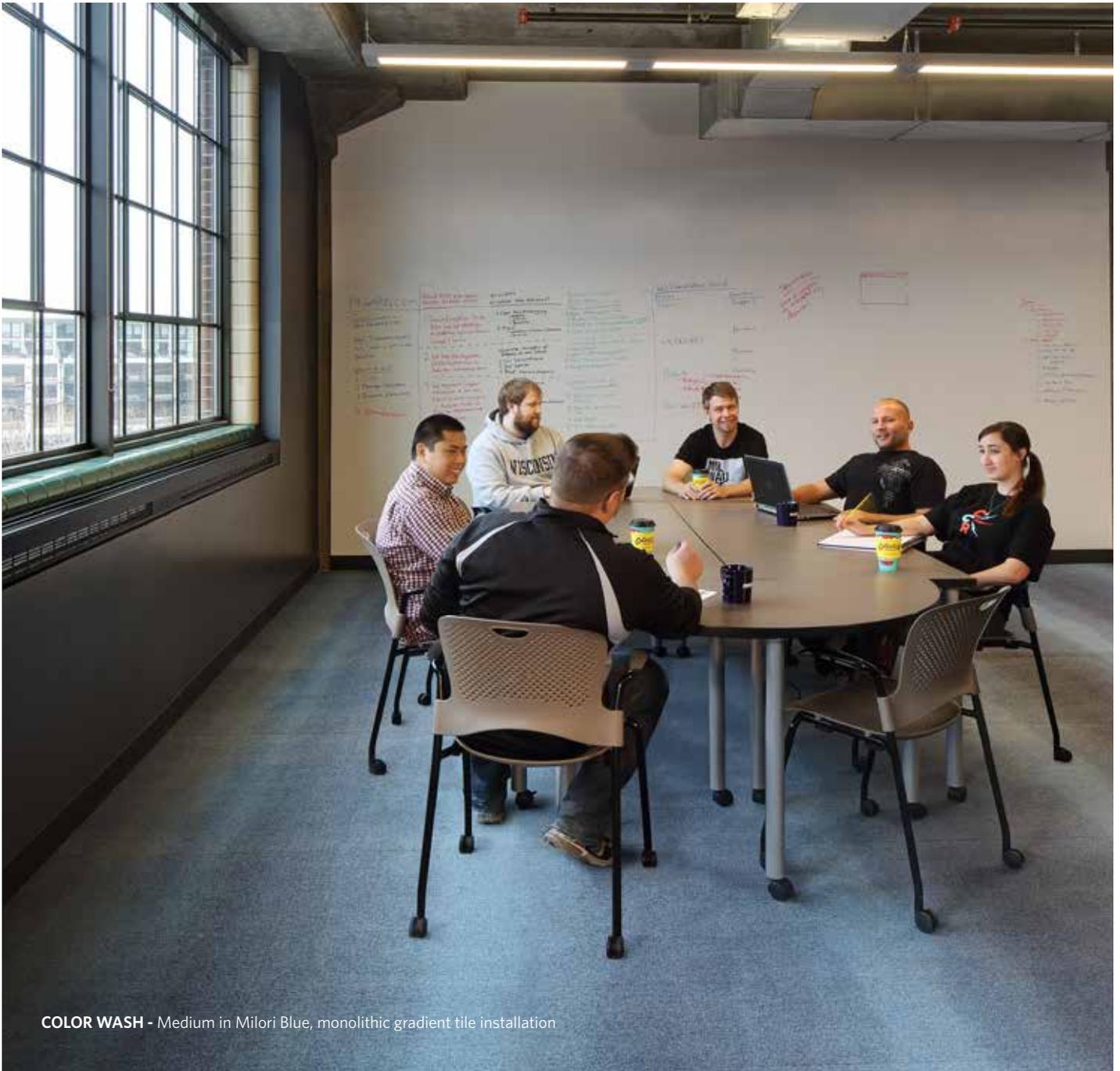
- Visually connect the expansive open office from one end to the other
- Feature a large-scale pattern with movement in energetic, yet not overwhelming, colors that complement concrete columns original to the space
- Facilitate flexible, fluid workspaces that allow teams to merge for deeper communication
- Absorb overhead lighting to provide more low light, a critical element when designing software for long periods of time



COLOR WASH - Matter - arbitrary in Conte (fireplace area) and Vermillion (outside), monolithic tile installation

After considerable research, it became clear Milliken's vibrant Color Wash collection was the ideal flooring solution. Large nuanced patterning in two designs - Matter and Medium - offered subtle movement and intrigue while connecting the expansive space, and a 1-meter x 1-meter carpet tile size minimized seams for the aesthetic of broadloom.

Perhaps the most culturally relevant, the watercolor stripes of Medium were installed vertically, which might appear counter intuitive but has deep purpose. The layout physically connects the CEO's office to the entire space, creating physical channels for the flow of information and ideas between all employees.



COLOR WASH - Medium in Milori Blue, monolithic gradient tile installation

Additionally, Milliken carpet comes standard with built-in PVC-free cushion backing. The cushion not only reduces noise in a large space, but also extends the life of the carpet by up to 50 percent.

With the former office space lease quickly ending, PKWARE was faced with a tight deadline - 60 days from design to occupancy. Although at first skeptical, PKWARE was pleasantly surprised when the floor covering arrived

two weeks earlier than expected without being offered as a Milliken Quick Ship collection.

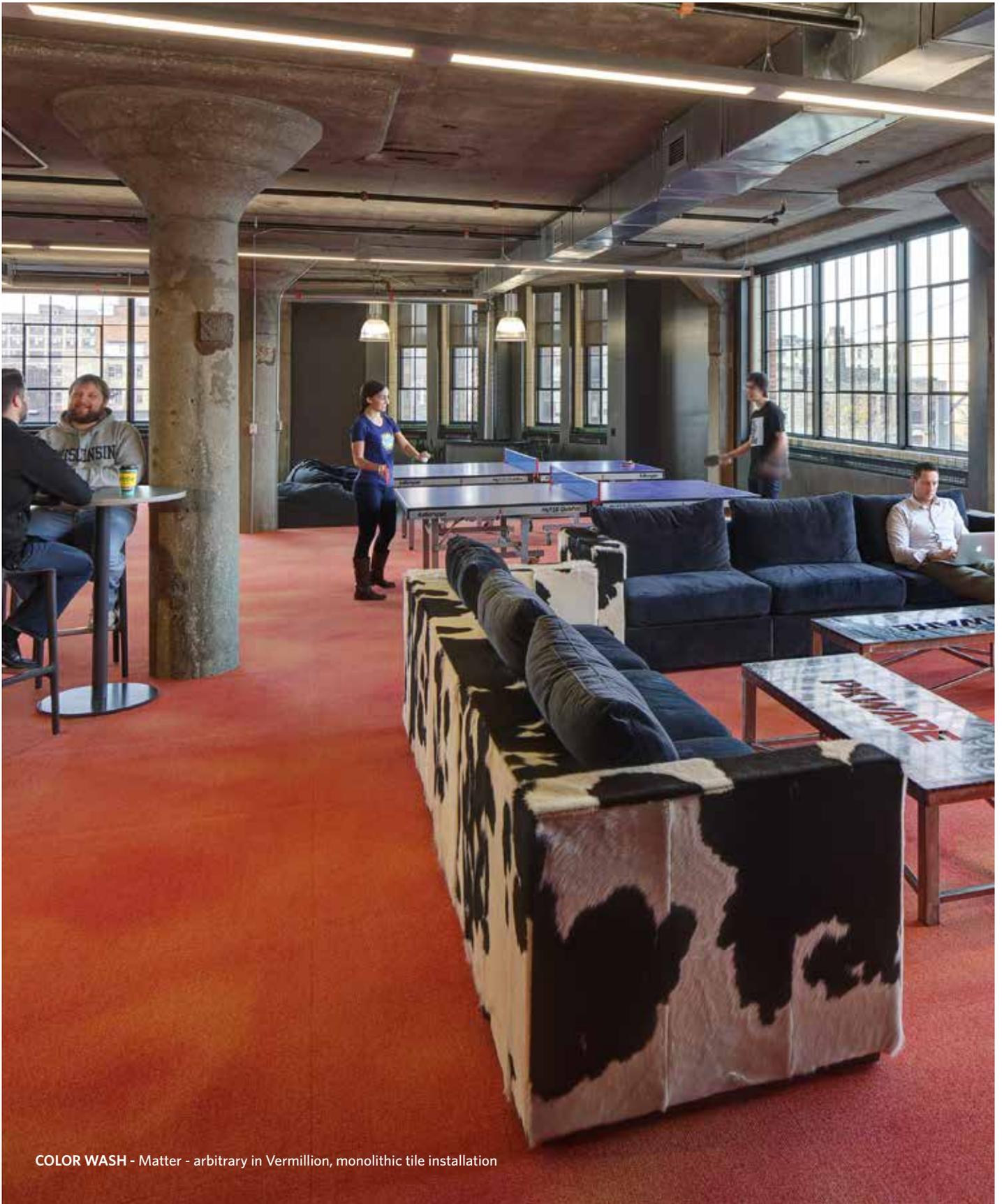
Miller attributes the success of the project to quick timing, quality materials, and a layout that supports the collaborative culture at PKWARE. The new space is sparking incredible responses from employees to potential hires - achieving its intended goal and more.



COLOR WASH - Medium in Milori Blue, monolithic gradient tile installation

“Milliken was the only manufacturer in the market with designs remotely close to PKWARE’s needs. It truly points to the uniqueness of their products.”

- Patricia S. Algiers, Principal Designer and Owner of Chemistry In Place



COLOR WASH - Matter - arbitrary in Vermillion, monolithic tile installation



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On the cover: COLOR WASH - Medium in Milori Blue, monolithic gradient tile installation

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