



DyeLab

A New Palette Takes Root



Shaw Contract revisited the iconic Dye Lab collection with newly curated colorways. Dye Lab tile draws inspiration from natural dyes and mimics the color shifts rendered in naturally dyed textiles, creating an elegant and unpredictable visual.

Dye Lab brings lush intimacy or expansive boldness to the spaces where we work, rest and come together.

COVER: **DYE LAB (5T041)** IN FUSTIC WOOD (41316) | INSTALLED MONOLITHIC
RIGHT: **DYE LAB (5T041)** IN SANDALWOOD (41665) | INSTALLED MONOLITHIC
(Upper Left) Painting by Blayne Beacham Macaulay



Experiment in Color

Dye Lab's palette draws inspiration from nature, a color journey of experiments with natural dyes including madder root, Osage orange, sandalwood and Saxon. Keeping the most beloved colors from the original Dye Lab collection and adding a variety of new shades, an updated palette unfolded with intense, saturated hues, softer washes and a wider range of neutral tones.



THE DESIGN TEAM EXPERIMENTED WITH HUNDREDS OF COLOR TESTS TO BUILD THE COLOR PALETTE FOR THE DYE LAB COLLECTION.







Challenge the Process

We challenged the traditional piece dye process and developed an innovative approach that mimics ancient wash and dye techniques of folding and bundling fabric. The result of Dye Lab's manufacturing process yields an unprecedented depth to the color with artful, random nuances, progressing from light to saturated— an irregular beauty, harmonious with the natural world.

“To create the visual for Dye Lab we confronted our process and challenged manufacturing to forget everything they thought they knew about how a piece-dyed product was made. We altered the status quo and created a product that is truly unique.”

- Ashley Olson, Design Manager, Workplace Studio



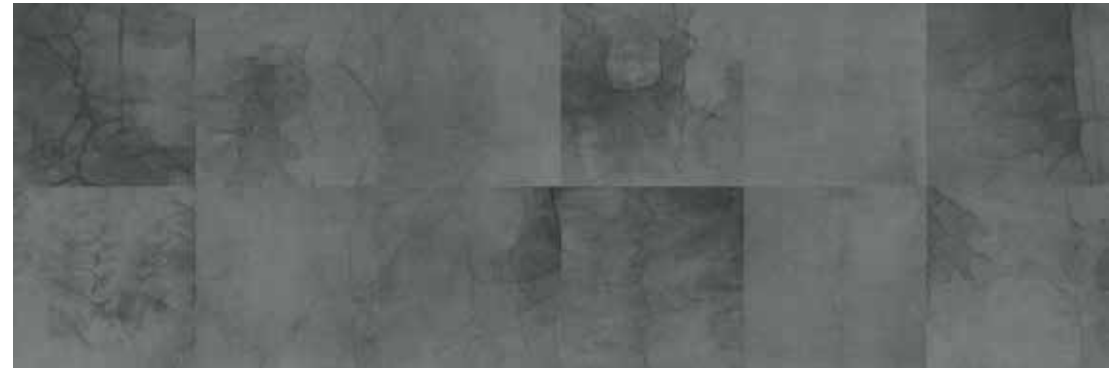


Irregular Beauty

Each color in the Dye Lab collection has many variations and ranges from light to medium to dark, from subtle to rich. Every tile is unique in its shade and marbling.

DYE LAB (5T041) IN BEET (41890) | INSTALLED MONOLITHIC

The collection contains hundreds of mutable variations, subtle ranges of luxe color and texture, so that no two carpet tiles are ever the same.



BLACK WALNUT (41402)

Black Walnut

The green fruit husks and bark of the black walnut tree produces warm, deep taupe to light greys.



FUSTIC SAXON (41396)

Fustic Saxon

When the yellow dye of fustic wood shavings combines with Saxon, the colors shift from chartreuse to bright greens.



FUSTIC WOOD (41316)

Fustic Wood

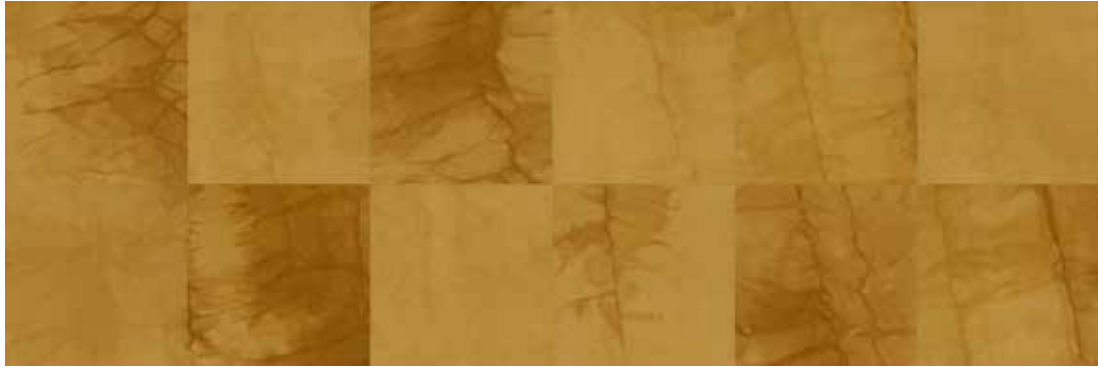
The heartwood of this tropical tree, which is related to the mulberry, produces bright, clear yellow and brilliant green hues.



BLACK TEA (41516), ORIGINAL DYE LAB CLASSIC

Black Tea

A timeless classic, steeped black tea creates intense saturation changes, varying in shade from light ot deep taupe.



OSAGE ORANGE (41202)

Osage Orange

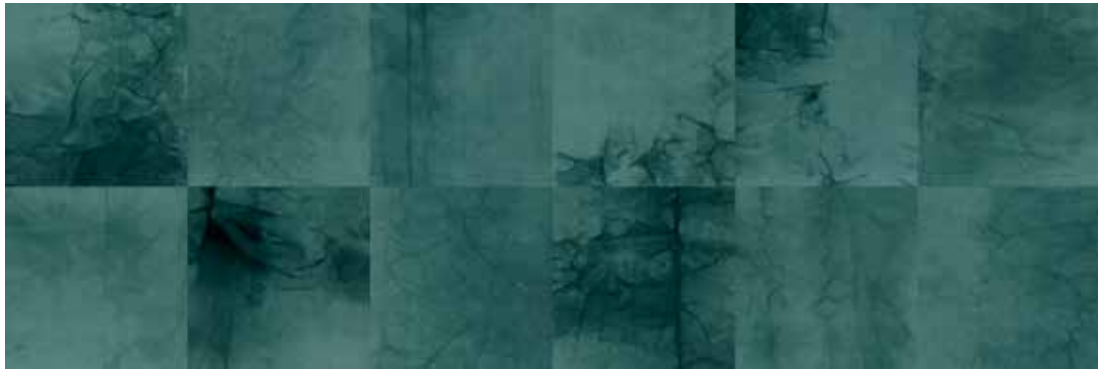
Wood shavings from the Osage orange, a tree native of Arkansas, Oklahoma and Texas, produce a range of vibrant yellows to olive greens.



SAXON (41462)

Saxon

Saxon blue, a derivative of indigo, produces a greener shade than traditional vatted indigo. It is a source for teal, aqua, cornflower, periwinkle, lilac and medium value purple.



KNOTWEED (41491)

Knotweed

The leaves of dyer's knotweed, a variation of Japanese indigo, produce soft teals and deep blues.



IRON (41580)

Iron

This metallic element vastly shifts dye shades, creating a wide range of black, charcoal and grey.



WOAD (41497), ORIGINAL DYE LAB CLASSIC

Woad

Woad, a yellow flowering plant, yields a blue dye ranging from low-saturated teal to deep indigo blue-green.



IRIS (41965)

Iris

Wild Iris petals create colors ranging from deep purples and greens to muted turquoise.



CORNFLOWER (41480), ORIGINAL DYE LAB CLASSIC

Cornflower

The intense blue blooms from the cornflower can be cultivated from the garden to create a medium to dark stormy blue.



INDIGO (41496), ORIGINAL DYE LAB CLASSIC

Indigo

Indigo is the only natural dye that yields a true blue. Yellow extracted in the dye bath undergoes a chemical change, turning blue with oxygen. Colors range from saturated blue to midnight.



HENNA (41535)

Henna

Henna is obtained from the leaves of the henna plant and is often used as a cosmetic stain and for temporary tattoos. It yields beiges and warm greys.



MADDER ROOT (41864)

Madder Root

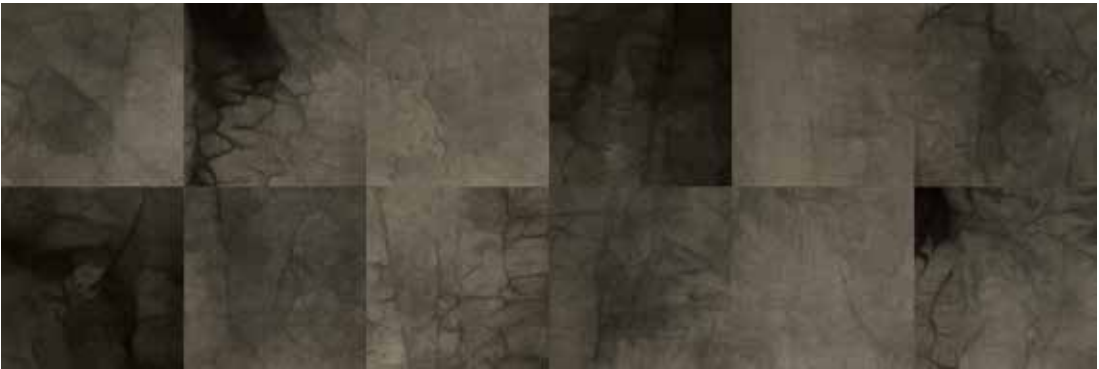
Madder plants make one of the most light-fast natural dyes, and madder roots have been used for thousands of years to create shades of orange, brick and fiery red.



SANDALWOOD (41665)

Sandalwood

A native tree to India and Indonesia, sandalwood yields dyes ranging from pink and salmon to orange and brown shades



SUMAC (41504), ORIGINAL DYE LAB CLASSIC

Sumac

From root to blooms, every part of the sumac garden plant can be used to create dye. Its leaves produce intense shades of warm grey.



BEET (41890)

Beet

This popular superfood is a sustainable natural dye that creates soft to vibrant pinks and purples.



COCHINEAL (41880), ORIGINAL DYE LAB CLASSIC

Cochineal

Cochineal is an insect from which the crimson-dye carmine is derived. The intense red creates surprisingly subtle saturation changes.



LAC (41762), ORIGINAL DYE LAB CLASSIC

Lac

The use of lac dye dates to ancient times. The insect produces a plum purple hue that subtly shifts to deeper shades.



BRAZIL WOOD (41855)

Brazil Wood

This large hardwood tree of Old World tropics yields a rich red dye.

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