

# News Release



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## **INVISTA AWARDS THE ANTRON® CARPET FIBER DESIGNED TO PERFORM AWARD GRAND PRIZE TO BUTLER ROGERS BASKETT FOR MAJOR LEAGUE BASEBALL'S HEADQUARTERS**

**KENNESAW, GA (May 4, 2010)** – INVISTA, maker of Antron® carpet fiber, presented the Antron® Carpet Fiber Designed to Perform Award grand prize to Butler Rogers Baskett for its design of Major League Baseball's headquarters. Butler Rogers Baskett is being honored tonight at a ceremony at the Gramercy Park Hotel in New York City.

Entries were evaluated on the ability of the design to withstand the test of time, the innovative use of carpet, and how well the design met client business objectives and challenges relative to performance, aesthetics and sustainable benefits.

"We are excited to award the grand prize to Butler Rogers Baskett because carpet played a significant part in the overall design objectives and aesthetics for the space," said Diane O'Sullivan, global marketing director of INVISTA's commercial flooring segment. "One of the first places designers are turning to for performance and inspiration is carpets made with Antron® fiber, because they know the carpets can perform beautifully."

The Major League Baseball headquarters in New York manages day-to-day operations for professional baseball. Butler Rogers Baskett designed a space to capture the spirit of the sport by incorporating references to baseball in a sophisticated, non-literal manner. They achieved this by using subtle allusions to the sport, such as bench-seating to reference dugouts, and flooring to represent the grass and dirt zones found on a baseball field, reinterpreted in a combination of carpet and terrazzo. "Shirt," by Lees, a brand of the Mohawk Group, made with Antron Legacy™ nylon, inspired the designers with its textured and quiet appearance, and the randomly spaced colored stripes provide a sense of movement and reference the pinstripes found on many uniforms. Performance was of utmost concern to the client, and designers achieved this through the use of high-performance materials.

"The designers displayed their intuitive knowledge of baseball's subtleties and successfully incorporated a "Let's play ball" theme into the space without kitsch or iconography," said judge Ellen Dickson of Bailey Edward Architecture. "The interior design is solid from concept to execution, including the selection of carpet constructed of Antron® fiber to ensure performance and durability for years to come."

Judge Marcia Drenten King of Forest City Enterprises added, "The carpet selection complemented the other architectural elements, resulting in a 'home run' space."



Since 1983, the Antron® Carpet Fiber Design Award, now the Antron® Carpet Fiber Designed to Perform Award, has recognized design firms in the United States and Canada that continue to push the envelope in innovation and creativity in using carpet in commercial design.

Judges for the Antron® Carpet Fiber Designed to Perform Award were Josie Briggs of NBBJ, Ellen Dickson of Bailey Edward Architecture, Linda Goldstein of CI Select, Holley Henderson of H2 Ecodesign, Marcia Drenten King of Forest City Enterprises and Dennis Fortune of McGill University.

***About Antron® carpet fiber***

Antron® carpet fiber is constructed with exceptional fiber engineering using type 6,6 nylon polymer and treated with DuraTech™ soil resistance treatment. Carpet of Antron® nylon is tested against the Antron® Performance Standards Program, the highest fiber performance standard for carpet durability. For more information on Antron® carpet fiber, please call 1-877-5ANTRON or visit [antron.net](http://antron.net).

*INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including ADI-PURE®, ANTRON®, AVORA®, C12™, COMFOREL®, COOLMAX®, CORDURA®, CORFREE®, DACRON®, DBE®, DYTEK®, FRESHFX®, LYCRA®, PERFORMA™, POLARGUARD®, POLYSHIELD®, POLYCLEAR®, SOLARMAX®, STAINMASTER®, SUPPLEX®, SUPRIVA™, TACTEL®, TACTESSE®, TERATE®, TERATHANE® and THERMOLITE®. For more information, visit [www.INVISTA.com](http://www.INVISTA.com).*

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