

installed

BY MDC INTERIOR SOLUTIONS

VOLUME THREE

JESSICA REISSIG DESIGNER INTERVIEW | EXPLORE: GENON | SUMMER SCRAPBOOK



AT MDC, WE'RE MORE THAN JUST VENDORS - WE'RE YOUR TRUSTED DESIGN PARTNERS.

Whether you're revitalizing a corporate workspace or adding a touch of sophistication to a boutique hotel, we've got the expertise to elevate your project. From hospitality and corporate to retail and senior living, we're well-versed in a broad range of design needs.

This issue isn't just about celebrating our achievements; it's a glimpse into the exciting future we're building together. We're just getting started, and we're thrilled to have you on this journey. Thank you for being a valued member of the MDC community — let's continue to push the boundaries of design together!

Featured: HANDCRAFTED: Tama in Oceanic.
Cover: GENON CONTRACT: Horizon in Infinite Blue.



“
PUSHING THE BOUNDARIES OF WHAT'S POSSIBLE IN ANY SPACE.
”



DURATEC: Esperi in Truffle.



CULTIVATING INSPIRATION

We've been laser-focused on crafting cutting-edge designs, launching innovative products, and pushing the boundaries of what's possible in any space.

Those bustling trade shows were unforgettable. Your passion for design and the insights you shared were invaluable. They continue to fuel our creative direction. Didn't make it there? No problem! We'll be at BDNY this fall and HD Expo next spring — prime opportunities to explore our latest offerings and delve into your project needs.

SUMMER

SCRAPBOOK



BOLTA: All About Geo in Rose Beige.



Natural Silk II
Aditi Crush Sienna

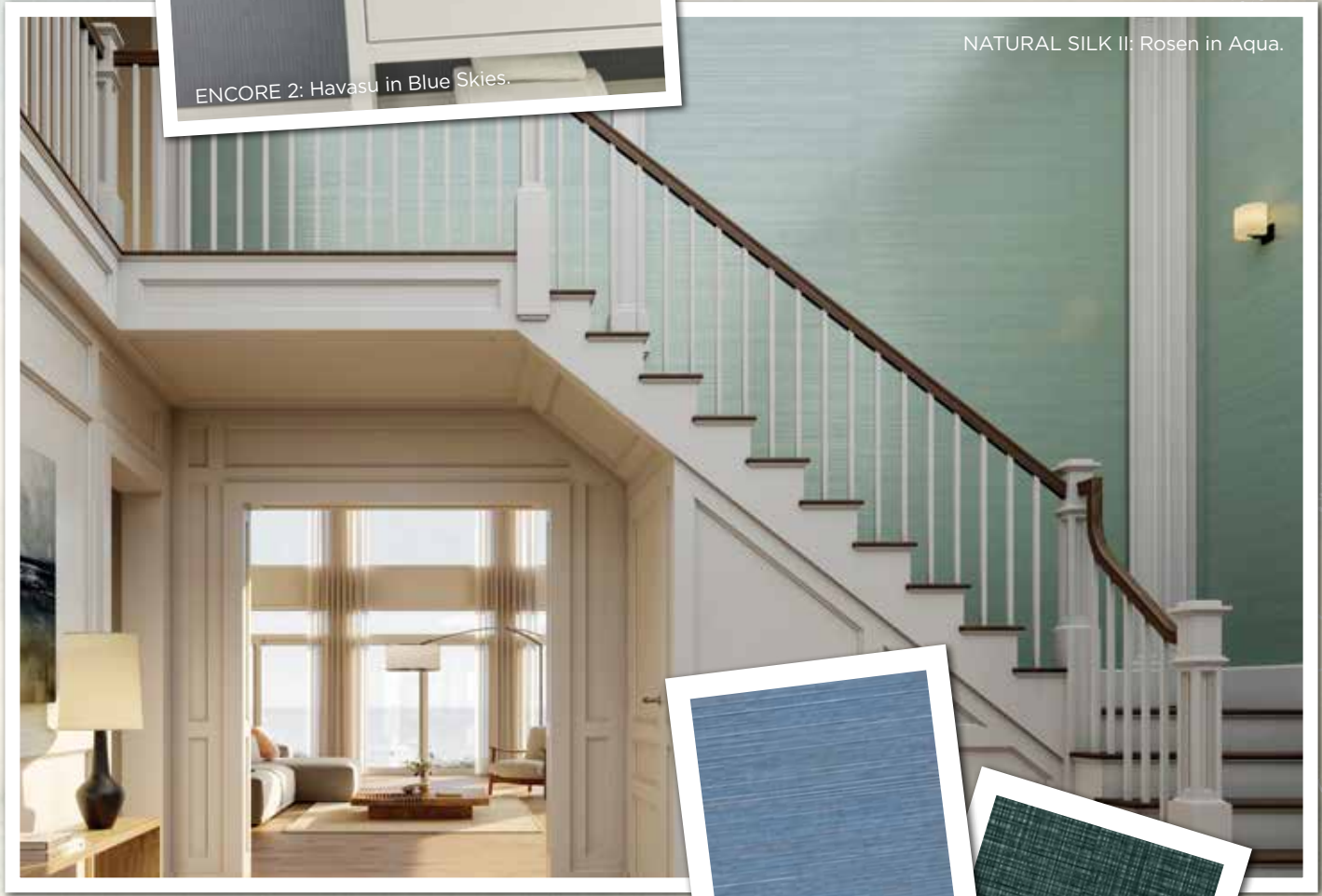


ENCORE 2: Havasu in Blue Skies.



The Natural's Collection
Kashi Weave

A SENSORY EXPERIENCE. This summer, commercial spaces are getting cozy with warm color palettes like terracotta, burnt orange, and mustard yellow. Combine these with soft textures like bouclé fabrics and chunky knit throws to create a welcoming and inviting atmosphere.



NATURAL SILK II: Rosen in Aqua.

OCEAN OASIS. Calming blues, seafoam greens, and sandy beige tones are making a splash in commercial interiors. Think natural light, woven textures, and pops of turquoise to create a serene and inspiring environment.



ESQUIRE: Iris in Pacific.



Taniya Nayak - Hinge



The Natural's Collection
Hinata Sisal



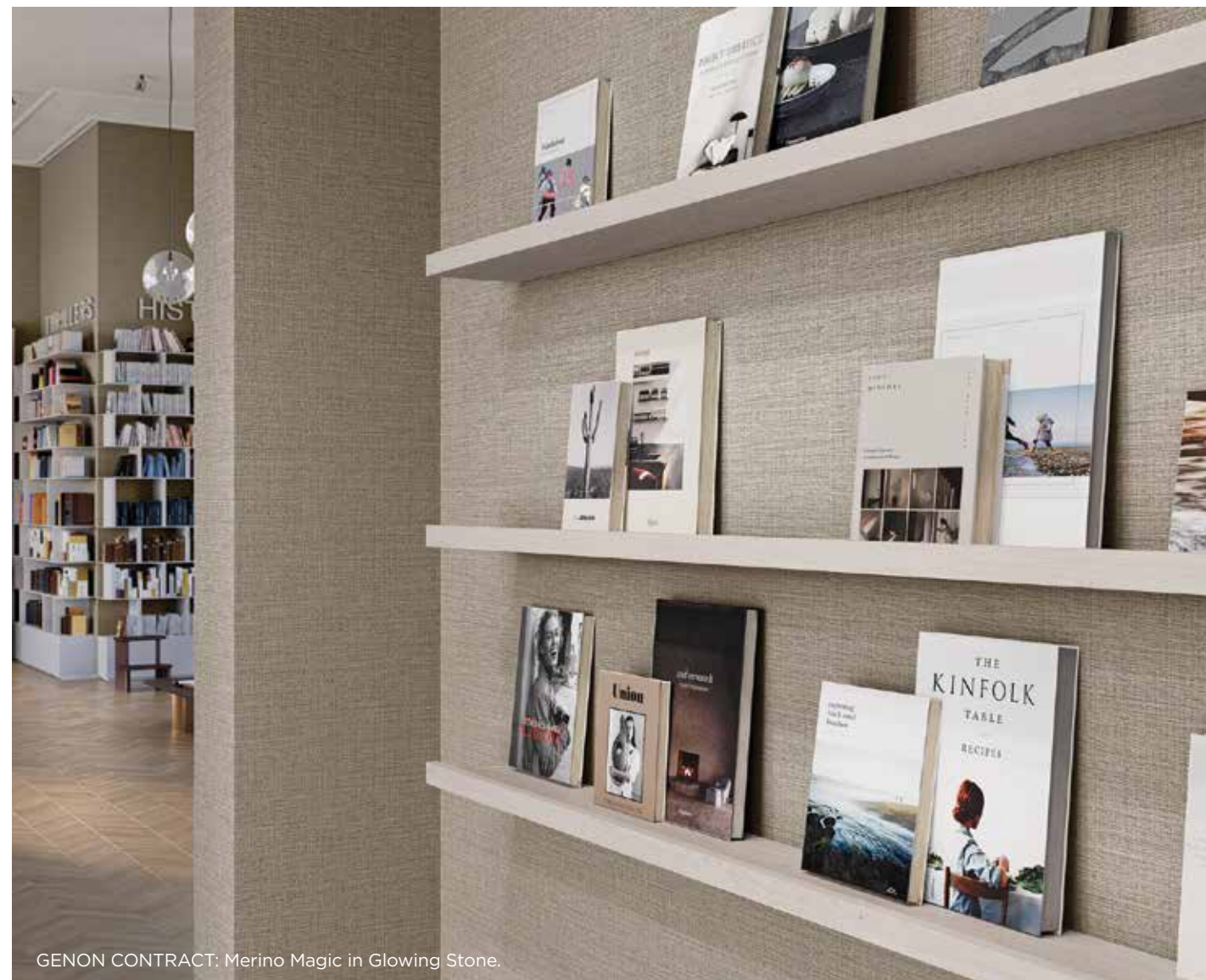
Len Tex Contract
Midas Marina

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ESSENTIALS



GENON CONTRACT: Branch Out in Rosewood.



GENON CONTRACT: Merino Magic in Glowing Stone.



GENON CONTRACT: Luxe Linen in Shimmery Mink.



GENON CONTRACT: Molten in Charred.

Discover the seamless blend of our traditional Essentials patterns and our Statements patterns collection, redefining sophistication for the discerning eye.

DESIGN EXCHANGE WITH

JESSICA REISSIG

WE RECENTLY had the pleasure of engaging with our Design and Marketing Director, Jessica Reissig, for an in-depth conversation about her comprehensive design philosophy. From sourcing initial inspiration through the complete realization of a wallcovering collection, this interview unveils the intricate processes behind the development of some of our wallcoverings.



MDC: Thank you for joining us today! To begin, could you share the inspiration behind the development of Genon Essentials and how it reflects the current trends in wallcoverings?

Jessica: We created Genon Essentials as the go-to collection to answer the dilemma of how to dress your walls. We had some key points behind the vision for the collection: focus on elegantly executed, quality staple designs with style, all beautifully colored and balanced with value-driven price points.

MDC: As the Design and Marketing Director, what is your approach to integrating market trends with your creative vision for new collections?

Jessica: The beauty of the commercial wallcovering market is that it is evolving. You are investing in spaces that need to last for years, not just one season, so often, actual lasting trends build upon previous trends rather than a complete pivot. This progression allows us to evolve and design alongside the natural passage of design trends and create collections that seem more timeless.

MDC: Genon Essentials, Bolta, and Vycon are known for their distinctive styles. How do you ensure that each brand maintains its unique identity while contributing to the overarching vision of the mill?

Jessica: Each brand has its distinctive personality: Genon Essentials with core, elegant products, Bolta's three personas of Raw, Bold, and Glam, and Vycon's fashion-forward, edgy character. Each collection needs a balance of staple products for corridors and backdrop designs alongside exciting, dramatic patterns for focal points. We can change the design interpretation to meet each brand's vision and personality.

MDC: Sustainability is a growing concern in interior design. How does Genon Essentials address this, and what sustainable practices are integrated into its production?

Jessica: All of our products are printed with sustainable practices. They are on a low VOC, non-phthalate substrate and use 10% recycled content. We are one of the few manufacturers that does not have to label our products related to chemicals of concern under California Prop 65. We recycle half of all our HAPS-free inks, which offer the best printing results with less water and energy usage. Third-party EPD and HPDs are also available for all products.

MDC: Could you walk us through the design process for a new wallcovering collection? From concept to completion, what are the key stages?

Jessica: The new Genon Essentials collection went through four key steps:



concepting, design development, color development, and final presentation. We assessed the needs in the marketplace and created a mood board to establish the overall aesthetic. Next, design development included everything from the visual elements to technical requirements and creating the proper tooling to execute. We then developed the colors for each design, which is always one of the most fun parts and the key to successful execution! Lastly, we shared the direction, mood, and inspiration through imagery and marketing pieces that inspire the designer to see our vision.

MDC: Looking ahead, what trends do you predict will shape the future of wallcoverings in the next few years?

Jessica: The most prominent direction for trends isn't one thing, but it's the combination of how a designer puts all

the pieces together, making it more personal to the designer, the customer, or the brand. Some examples of significant trends that seem likely to continue for the next few years include chunkier, organic, natural, and textural materials

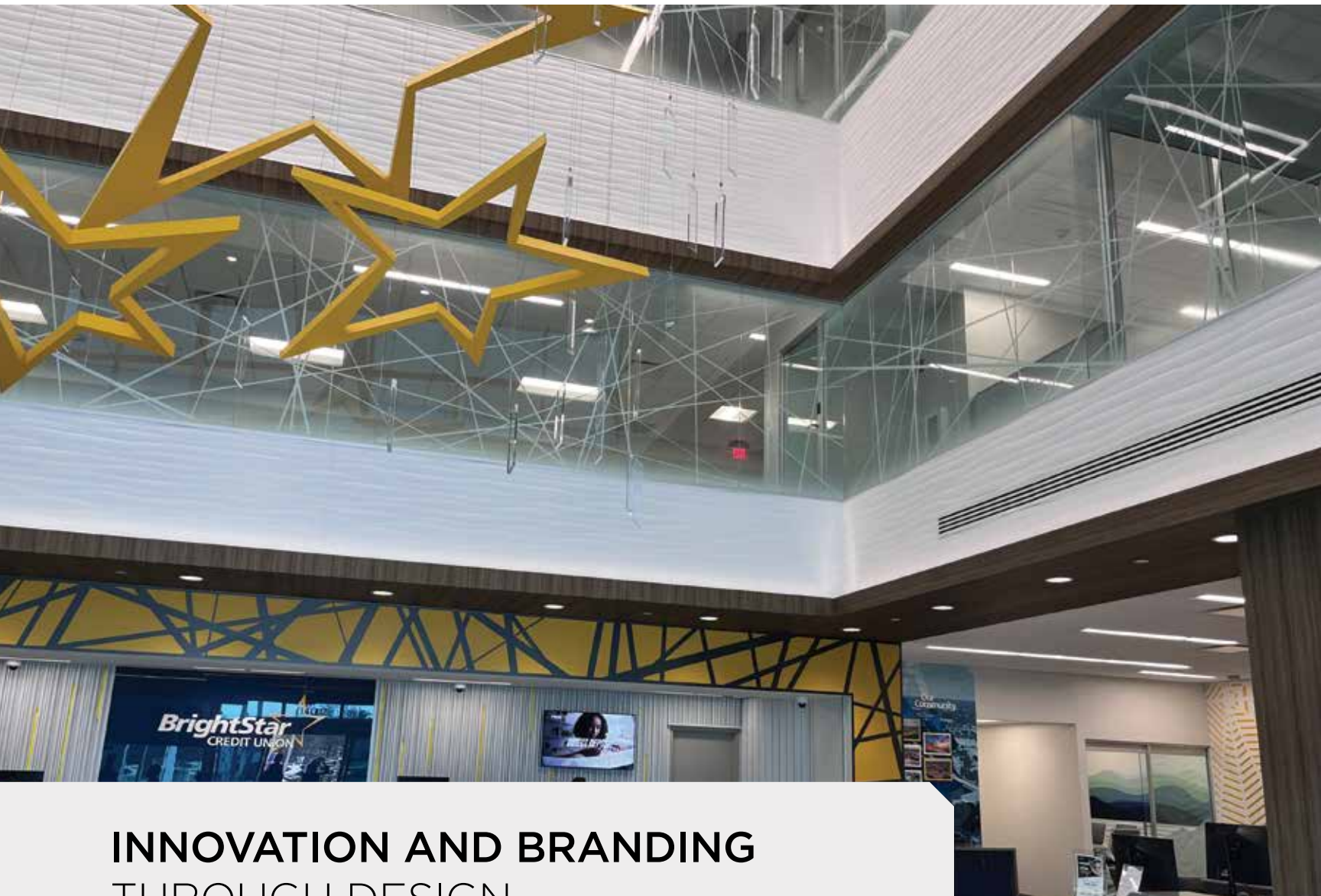
that are imperfect. On a recent trip to Milan, we noted the sophisticated color of nuanced neutrals with warm undertones seemed to overtake grays and felt new.

MDC: Finally, for aspiring designers interested in wallcoverings, what advice would you give them to thrive in this dynamic field?

Jessica: Don't solely chase trends; be aware of them

and allow your personality to create a more individual interpretation. Try to find a way to connect to what you're working on, to feel energized and inspired by the colors you are creating. Everything doesn't have to be your taste, but you should feel connected to everything you do.

"DON'T SOLELY CHASE TRENDS; BE AWARE OF THEM AND ALLOW YOUR PERSONALITY TO CREATE A MORE INDIVIDUAL INTERPRETATION."



INNOVATION AND BRANDING THROUGH DESIGN

Bright Star Credit Union, a cornerstone of Southern Florida's financial community, partnered with DEI to develop their new corporate headquarters in Cooper City, Florida. The project aimed to construct a three-story building that would not only serve as a functional headquarters, but also as a focal point of the city, attracting community members and potential employees alike.

The key challenge was designing a space that encapsulated Bright Star's brand — approachable and playful, yet mature and reliable. Selecting the right materials was crucial to this balance, leading to the partnership with MDC and our representative, Chrissy Van Winkle, whose guidance was instrumental.



Per DEI, MDC's product selection for the project was meticulous. Zintra Acoustic Panels brought an aesthetic and functional edge, improving both visuals and sound quality. The warmth of our Zintra Sticks and Baffles, alongside the sophisticated Type II wallcoverings, cultivated an inviting yet professional atmosphere. Our Glassboards, customized to Bright Star's branding, also added a modern, organized touch. Overall, these products met Bright Star's need for a design that could evolve with trends while upholding the credit union's ethos.

MDC's trend-forward and sustainable approach, too, perfectly dovetailed with Bright Star's objectives. The credit union aspired to a timeless design that resonated with their brand and would remain relevant through shifting design trends. The project thus leveraged MDC's innovative solutions to ensure a durable and adaptable interior design.

According to the client, the collaboration with MDC was seamless. They stated that our customer service was exemplary, especially calling out Chrissy's consistent support, from product inspiration to final selections. Challenges were met with flexibility and a collaborative spirit, ensuring the project stayed on course.

The project culminated in a space that balanced contemporary flair with timeless elegance. The client stated that MDC's contributions were integral to this, providing a cohesive visual appeal that aligned with Bright Star's brand. Post-completion, employee and customer feedback has been overwhelmingly positive. Employees appreciate the vibrant and inviting new workspace, which has reinvigorated their enthusiasm for office-based work. Customers have also noted the welcoming and modern ambiance, which positively impacts their experience.

In conclusion, the Bright Star Credit Union project, with MDC's contributions, is a testament to how strategic design and branding can create a space that serves functional needs while fostering a strong connection with employees and clients alike.

Do you have a project that requires a custom installation? If you can dream it, we can make it! Reach out today to our Customer Care Team at info@mdcwall.com to get started.



THE NATURALS COLLECTION: Cerris in Gilding.



THE NATURALS COLLECTION: Castilian in Bluebell.

designing with natural materials

MDC goes beyond luxury with two collections celebrating the beauty of natural materials. Dive into the exquisite world of silk with our **NATURAL SILK II** collection, offering unparalleled softness and timeless elegance. In perfect complement, **THE NATURALS COLLECTION** showcases the rich textures of sisal, paper weaves, jute, and more, expertly crafted by skilled artisans. Both collections bring a touch of nature indoors, creating a unique and sustainable statement for your walls.



NATURAL SILK II: Anika in Forest.



NATURAL SILK II: Neisha in Claystone.

going natural

WITH THE NATURALS COLLECTION AND
NATURAL SILK II BY MDC

TRANSFORMING EDUCATIONAL SPACES



IN COLLABORATION with Kennedale Independent School District (KISD), Huckabee embarked on a transformative journey to renovate the James A. Arthur Intermediate School, reimagining it as the district's early childhood center campus. The project aimed to meet several key objectives set forth by KISD, including the creation of themed interactive learning environments, expansion of Pre-K and Kinder classrooms, enhancement of safety and security measures, and revitalization of the school's exterior aesthetics.

RECOGNIZING THE IMPORTANCE

of immersive learning environments, Huckabee partnered with MDC to integrate innovative solutions into the project. MDC's digital wallcoverings emerged as a pivotal element in achieving the goal of creating themed interactive learning spaces. By leveraging MDC's expertise and products, Huckabee aimed to design engaging environments that fostered creativity and curiosity among young learners.

The design team at Huckabee meticulously selected MDC's suede substrate vinyl products for their durability and aesthetic appeal. The suede substrate not only provided a durable surface, but also effectively concealed smudges and fingerprints, ensuring longevity and maintaining visual integrity even after printing graphics onto them.

Incorporating imagery into the interior design was a collaborative effort between Huckabee, KISD, and the District's Curriculum group. Each room was meticulously crafted to embody specific experiential learning themes, with graphics playing a crucial role in bringing these themes to life. From vibrant illustrations to educational content such as age-appropriate number lines and bilingual descriptions, every graphic element was thoughtfully curated to enhance the learning experience.

While integrating MDC products and imagery, the design team encountered the unique challenge of ensuring age-appropriate content and bilingual descriptions to meet the diverse educational needs of the school. However, these challenges were seamlessly addressed through close collaboration and meticulous attention to detail.

Feedback from teachers, students, and stakeholders highlighted the significant impact of the design choices on the learning experience. The immersive and engaging environments created through MDC's products were instrumental in enhancing student engagement and facilitating experiential learning opportunities.



In line with sustainable practices, the project incorporated energy-efficient LED light fixtures to promote energy efficiency and reduce environmental impact. These eco-friendly aspects complemented MDC's commitment to sustainability, aligning with Huckabee's design principles of creating smart, fun, and exciting spaces that are also environmentally conscious.

Looking ahead, the success of the James A. Arthur Intermediate School project paves the way for future collaborations between Huckabee and MDC. The partnership between the two entities has proven instrumental in delivering innovative solutions for educational spaces. As

Huckabee continues to prioritize custom digital wallcoverings in its designs, MDC remains a trusted partner, providing not only high-quality products, but also exceptional customer service.

In conclusion, the transformation of James A. Arthur Intermediate School serves as a testament to the power of collaboration and innovative design in shaping educational environments. Through strategic partnerships and a commitment to excellence, Huckabee and MDC have set a new standard for educational design, inspiring future projects and collaborations in the realm of educational spaces.



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INTERIOR SOLUTIONS



Featured: Natural Silk II: Baxter in Dove.

LET'S MAKE IT HAPPEN.

MDC is your trusted source for a variety of interior needs. Backed by a team of experts ranked #1 in customer service, MDC offers high-style designs paired with proven functionality. We pride ourselves on enriching contract spaces, hotels and restaurants with premium wallcoverings, wall panels, paints, mirrors, acoustic solutions and so much more.