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BY MDC INTERIOR SOLUTIONS

VOLUME FIVE

ETTA MILLS DESIGNER INTERVIEW | A WALK THROUGH WINTRY WOODS | POLISHED PERFORMANCE



GRIDLINE CASE STUDY:

Interpreting  
Seattle's Streets  
for Interiors



# Solutions Spotlight

## The Best of 2024

2024 was a year of tremendous growth for MDC! Before we close on this chapter, let's take a quick look back at last year's journey together and celebrate all of the exciting advancements that made it possible.

CHEERS TO 2025!

**The MDC Team**



## A Year of Expanding Horizons

### Connecting with the Industry

We're always working to be your go-to resource for innovative interior solutions, and this year was no exception. We had a strong presence at top trade shows like **HD Expo** and **BDNY**, where we showcased our latest collections, connected with industry professionals and reinforced our dedication to quality and innovation.

### Showcasing Key Product Launches

Key product introductions from the year include the brand-new **Roll A Shade**, offering unparalleled functionality and style in window solutions. Our innovative **MDC Art** collection empowers designers with unprecedented creative freedom, presenting custom digital pieces, sculptural elements, hand

painted murals and more. The introduction of the luxurious **Natural Silks II** collection adds a touch of traditional craftsmanship to our offerings.

### Collection Enhancements

The **Genon** collection features revamped patterns that bring a new level of sophistication to interior spaces. The beloved **Thom Filicia** collection is reimagined with fresh designs and the **Art Metals** collection now includes textured options, inspiring designers with even more depth and intrigue for their projects.

**Dimension Walls** expands its offerings with the introduction of a wainscot panel, adding new design flexibility.

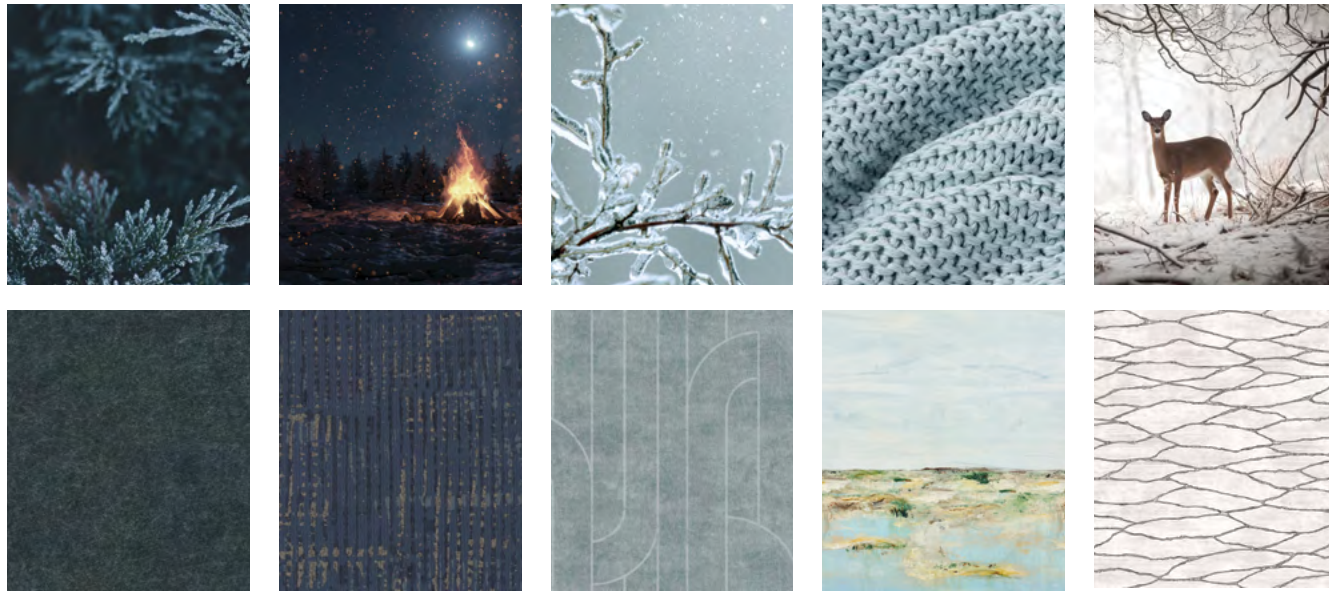
These additions, alongside general ongoing advancements across our portfolio, reflect MDC's unwavering commitment to inspiring the design community with exceptional products and unparalleled customer experiences. We look forward to continuing this journey of innovation in the new year!



THOM FILICIA: ABALONE IN VERDE TFC1178



# WINTER'S COLOR STORY

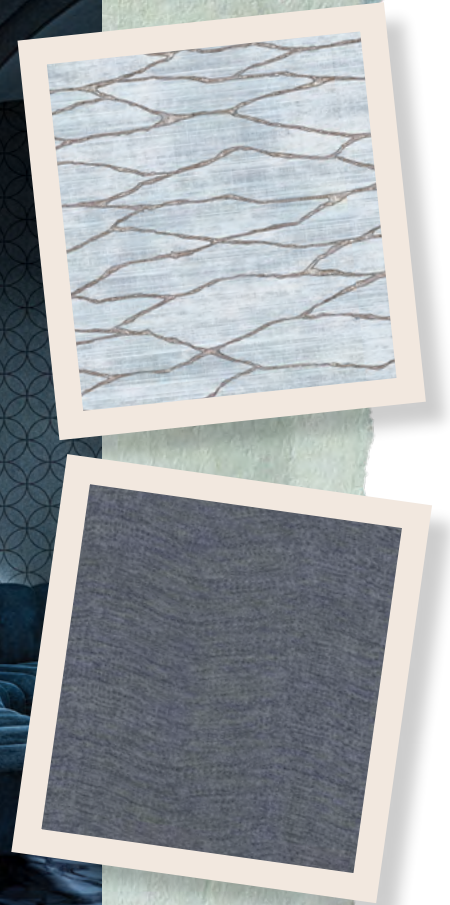


**WINTER UNVEILS A PALETTE** of pale blues, silvers and cool hues, all inspired by the quiet beauty of the season. Frosted tones and shimmering silvers capture the crisp, icy stillness of winter days, while soft neutrals add balance and warmth. These colors offer endless versatility,

complementing both modern minimalism and timeless traditions that transcend the season. We invite you to create an interior canvas that is both understated and exquisite—perfect for crafting interior spaces that exude elegance and a sense of calm.



ZINTRA KALEIDO ETCH PANELS IN MIDNIGHT



BOLTA CONTRACT VELVET ARCHES IN PACIFIC SILVER BBVA03



ESQUIRE TONDRA IN AVENS MTN1202

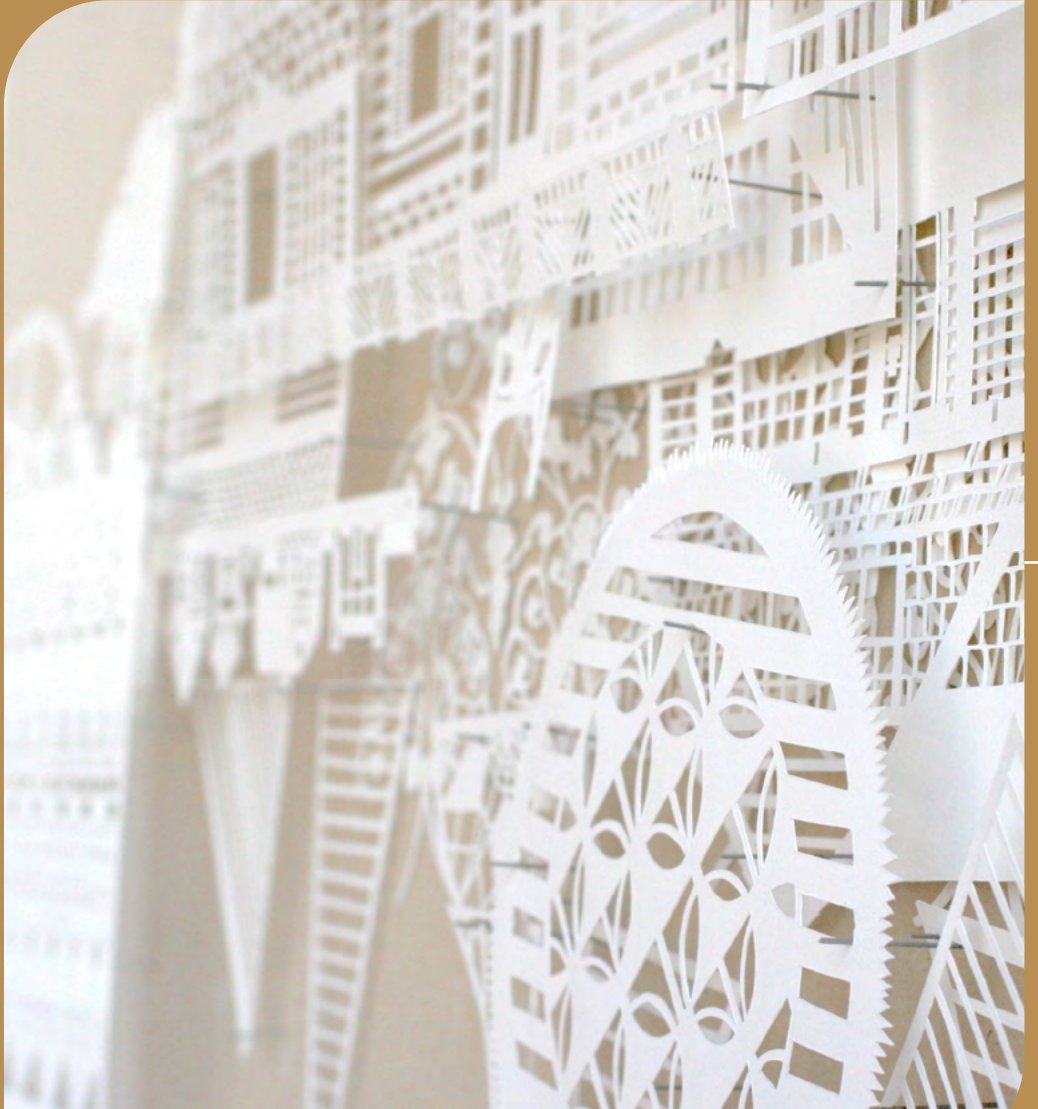


# Unleash Your Vision

At MDC Art, we believe that art has the power to transform environments, creating spaces that inspire and elevate the human experience. Our approach goes beyond simple curation—we partner with you to bring your design vision to life through customized art solutions tailored to your project.

# MDC ART

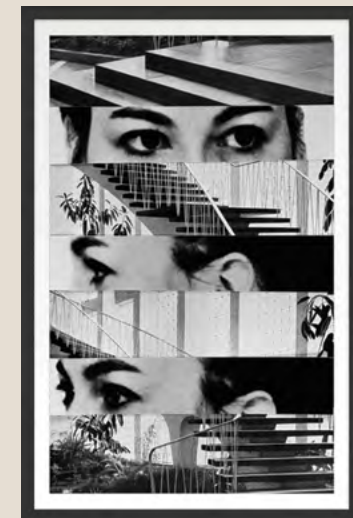
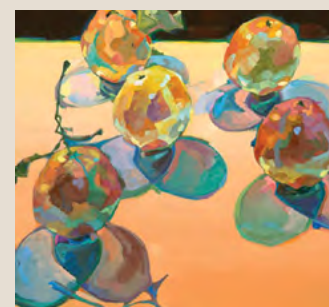
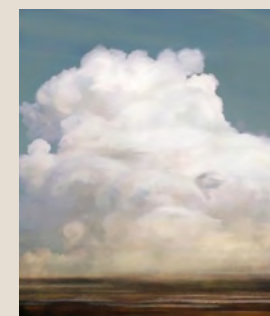
An all-new comprehensive range of art solutions to bring your vision to life. The art of possibility awaits!



Create Your Space



# The Magic of What's Possible



MDC Art offers bespoke artistic solutions, combining traditional painting with cutting-edge digital studio and 3D design capabilities. Our seasoned experts provide full creative support, delivering exceptional quality from concept to completion. Whether you desire captivating paintings, stunning digital prints or immersive 3D installations, our versatile team can bring your vision to life. We cater to diverse market segments, offering both full-service and self-service options to suit your needs.

Explore MDC Art.





NVOLVE MIRADA IN DESERT ROAD  
ENV1231



NVOLVE ARCHAEO IN SUN BLEACHED  
ENV1087

# Etta Mills

## a JOURNEY of INNOVATION

### in Wallcovering Design

**E**tta Mills isn't your average wallcovering designer. Her artistic spirit, ignited by a love for printmaking that started in high school, has blossomed into a career that's demonstrably influencing the innovative direction of Versa Designed Surfaces' collections like Esquire, Duratec and Nvolve.

#### FROM ART STUDENT TO DESIGN LEADER

As a teen living in Louisville, Kentucky, Mills was introduced to the captivating world of printmaking, becoming enthralled by the ability to create repeatable images through plates. This fascination continued into college, where a silkscreen class exposed her to the intricacies of pattern design. The process of transforming hand-drawn elements into vibrant, layered patterns through digital manipulation sparked a lifelong love for creating rich, textured surfaces. These formative experiences continue to guide her approach to wallcoverings, where each pattern becomes an opportunity for artistic exploration.

#### BALANCING BEAUTY WITH FUNCTIONALITY

Function and form find perfect harmony in Mills' design philosophy. This is evident in collections like Esquire, designed for environments demanding both durability and style. The design process begins with a meticulously chosen piece of art serving as a foundation for visual appeal. Her team then works collaboratively to translate this artwork into a compelling wallcovering, all while maintaining rigorous technical standards and manufacturing capabilities. Through methodical quality control checkpoints and production trials, they ensure both functionality and ease of installation. This meticulous process allows the team to meet performance standards without compromising on design quality.

#### SUSTAINABILITY AT THE CORE

Mills recognizes the growing importance of environmental responsibility in design. The move towards PVC-free patterns in the Duratec line especially reflects this commitment. The development of a proprietary construction for these wallcoverings not only helps to meet aesthetic demands, but also allows for additional design enhancements. This innovation aligns with Versa's ongoing focus on sustainability, demonstrating a continuous effort to find solutions that benefit both design and the planet.

The Nvolve collection, too, also exemplifies Mills' approach to sustainable design. The PVC-free substrate offers a unique matte aesthetic, readily adapting to embossed textures. This material's functionality allows the design team to create visually captivating and eco-friendly wallcoverings.

#### DESIGNING FOR ENDURING APPEAL

Sustainability extends beyond material selection for Mills. She emphasizes designing products with enduring appeal. Classic neutrals and timeless aesthetics are incorporated throughout palettes, while signature patterns feature graceful compositions that allow for nuanced color blends. This focus on longevity ensures the continued relevance of her collections, guaranteeing they won't become dated too quickly.

Versa's commitment to sustainability extends beyond the design team as well. Water-based inks are utilized throughout production, minimizing environmental impact. Additionally, a reclamation system is employed for leftover inks while utilizing recycled content in both vinyl and PVC-free products.

#### STAYING AHEAD OF THE CURVE

In a constantly evolving industry, Mills emphasizes the importance of staying curious and engaged with cultural trends. Fashion, entertainment and technological advancements all serve as inspiration for her designs. Additionally, the team actively collaborates with trend forecasters and closely follows developments in both commercial and residential design sectors. By translating this information into balanced and lasting products, Mills ensures that collections like Esquire, Duratec and Nvolve remain both innovative and timeless.

#### THE FUTURE OF WALLCOVERINGS: A CANVAS OF POSSIBILITIES

Mills sees wallcoverings continuing to play a versatile role in interior design. In some settings, they may serve as subtle background elements, contributing to a luxurious ambiance. In other settings, digital printing technology makes it possible to create high-impact designs in the form of murals and large-scale prints, transforming wallcoverings into focal points. This trend towards statement wallcoverings is expected to continue, and Mills aspires to fulfill these diverse applications with fresh and contemporary designs across all Versa collections.

Etta Mills' journey exemplifies the intersection of artistic passion, technical expertise and a commitment to sustainability. Through her innovative approach, she continues to push the boundaries of wallcovering design, shaping the future of this ever-evolving industry.

# ROLL A SHADE

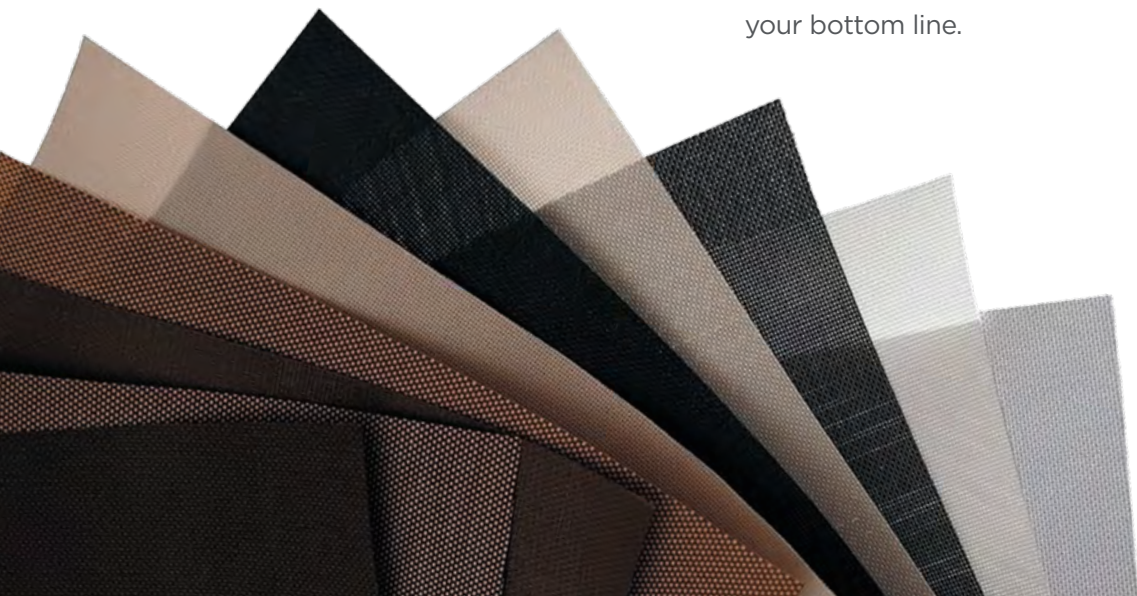
## From Idea to Implementation

With over 30 years on the market, our Roll A Shade collection is your go-to in creating exceptional commercial environments with shade and sun control demands. Our comprehensive approach, from expert project planning to seamless installation, ensures every detail comes together flawlessly.

Precise shade control is essential for optimal comfort and productivity. We offer a wide range of functional options, including manual, stationary and motorized roller shades, to meet your specific needs. Our team will guide you in selecting the perfect fabric to complement your interior design while providing the desired level of light control, energy efficiency and durability.

Our commitment to customization extends beyond aesthetic. Leverage our digital printing capabilities to incorporate your branding or create other stunning visual elements. With a diverse selection of window shades and sun control solutions, we deliver American-made quality and quick lead times.

Experience the Roll A Shade difference: intelligent, energy-efficient window solutions that enhance comfort, durability and your bottom line.



# AVISION TAKES SHAPE



When the design team for Gridline approached MDC, they presented a unique challenge: to translate the angled intersection of Seattle’s street grid into a captivating ceiling design. We provided the ideal solution with our Zintra Beams, offering both the desired wood aesthetic and the necessary sound absorption to create a comfortable and inspiring lobby.



### ADDRESSING CLIENT CONCERNS WITH INNOVATION AND SUSTAINABILITY

For the Gridline team, the natural wood aesthetic was paramount but acoustics couldn't be compromised. Our Zintra Beam system provided the perfect solution, achieving both visual appeal and superior sound control. Made from 100% recycled materials and certified to the Global Recycled Standard, all Zintra products are designed for performance and environmental responsibility. Their Red List Free status further ensures a healthier environment.

### COLLABORATION AND COORDINATION FOR SEAMLESS EXECUTION

From initial workshop drawings to final installation, we maintained close collaboration with the design team, construction crew and electrical team.

For this project, we worked primarily with Abbi Hepworth from AMH Design out of Boise, ID. "We shared renderings, floor plans and dimensions of our design, and MDC responded with a detailed quote that helped us refine our pre-construction pricing. We were excited that their product not only captured the wood look we wanted but also came in significantly more affordable than natural wood ceilings," says Hepworth.

### ENHANCING THE DESIGN WITH CUSTOM ELEMENTS

Beyond the ceiling, we were excited

to contribute to the project further by providing our Digital Clear Acrylic and Digital FRP for vibrant murals in not only the lobby, but also the fitness center and other corridors. These durable and visually striking materials added a unique artistic touch and enhanced the overall design aesthetic.

"MDC sent us a product mock-up early in the process, allowing us to resolve any potential issues ahead of time," Hepworth shares.

### CELEBRATING LOCAL HISTORY AND CREATING A UNIQUE SPACE

By incorporating our products into the Gridline design, the team created a truly unique space that celebrates the history of the nearby Knights of Columbus building and the city's distinctive street grid. The result is a stunning lobby that is both functional and visually captivating.

### A PARTNERSHIP FOR SUCCESS

We were honored to partner with the Gridline team on this exciting project. Our commitment to providing high-quality, innovative products and exceptional customer support allowed us to contribute significantly to the success of this inspiring design.



Read more now!





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INTERIOR SOLUTIONS



## 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.



[MDCWALL.COM](https://www.mdcwall.com)