

BY MDC INTERIOR SOLUTIONS

# installed

VOLUME SEVEN

ANNA REIFLER: OUR NEW DESIGN DIRECTOR | OUT & ABOUT WITH MDC | ELEVATE MED SPA CASE STUDY



BOWDEN IN ATLANTIC



DESIGN UNLOCKED:  
**DISCOVER  
THE NEW  
PATTERNS**

MAHINA IN COAST



MAHINA IN LAKESIDE



MAHINA IN CAVERN



These compelling designs bring a fresh perspective to trusted classics, proving that the perfect update elevates everything.



PERCEPTION IN ESQUIRE



RAPPORT IN SAND



RAPPORT IN CALM



ECHELON IN OCEAN

*Refresh.  
Redefine.  
Repeat.*

ADRIFT IN CALM



ADRIFT IN CALM



ADRIFT IN PAMPAS



ADRIFT IN CALM

We've curated a series of striking patterns to infuse our most popular collections with unparalleled style. This newest assortment—featuring patterns like **Esquire's Fenwick** and **Thom Filicia's Crossway**—transforms into bold, modern focal points.

ADRIFT IN CALM

# The Dual Aesthetic:

## HIGH-END, HIGH-PERFORMANCE CURATION

The moment a client walks into a Med Spa, they shouldn't feel like they're entering a clinic; they should feel embraced by luxury. This was the complex mandate given to the MDC team on the Elevate Med Spa project: to forge a highly refined, welcoming haven that still adhered to rigorous clinical and cleanability standards.

The team addressed this challenge head-on, demonstrating the unparalleled power of MDC's comprehensive portfolio to balance high-end aesthetics with extreme medical-grade performance.

### THE ART OF THE DUAL AESTHETIC

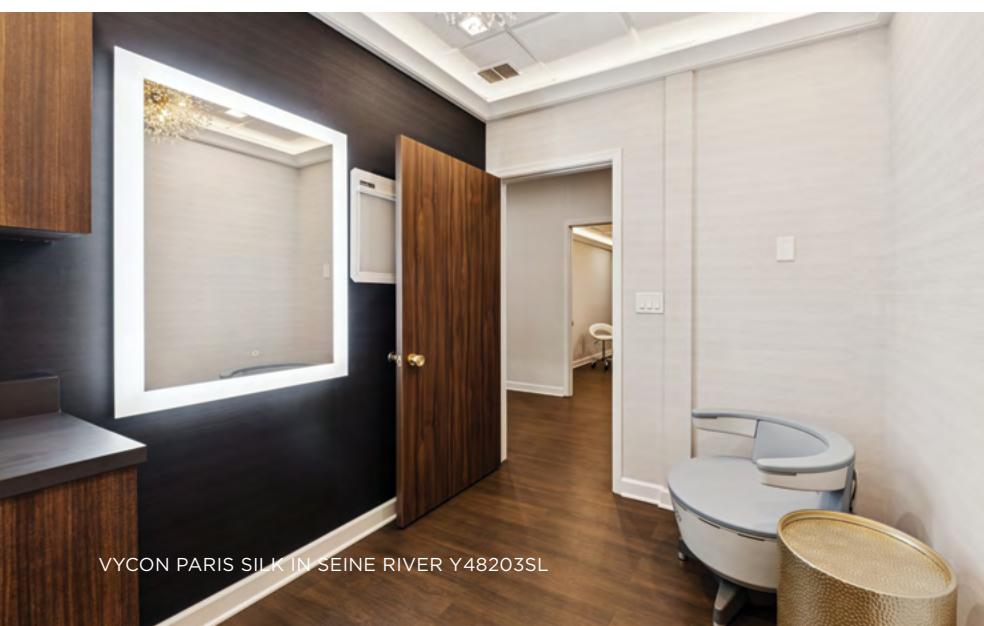
The Elevate experience begins in the lobby, featuring branded graphics, a clever semi-transparent wave safety motif on the glass and a dramatic fireplace wall enveloped in Natural Silk II's Astrid Crush in Night. The remaining space is brightened by the dazzling Vycon's Make It Mylar in White Ice.

For private consultation, the walls are clad in Vycon's Paris Silk Nights in Champagne, which expertly mimics the natural paneling of real silk wallcoverings. The feature wall utilizes the Handcrafted Tama

pattern as distinctive artwork to further the serene vision.

In clinical zones, Type II wallcoverings deliver performance, mimicking sophisticated textile while ensuring durability and bleach-cleanable resilience.

Roll A Shade is integrated into the space as well, with select window shades offering a seamless aesthetic appeal in combination with natural light control and added privacy when needed.



### ENGINEERED FOR EFFICIENCY AND COMFORT

MDC's expansive product suite didn't just achieve aesthetic goals; it simplified the entire build and improved the guest experience. Our single-source model offered immediate efficiency. MDC recounts, "Our partnership helped to accelerate the process and saved significant time and billable hours by centralizing resources under one roof." This flexibility extended to the budget, too: Door Skins were used instead of costly door replacements, allowing funds to be reallocated towards "statement finishes."

**Key functional specifications ensured patient comfort and enduring protection:**

- ACOUSTIC COMFORT:** Zintra Baffles absorbed sound in the hard-surfaced transfusion room, creating a soothing setting for patients during treatments.
- CORRIDOR PROTECTION:** Duratec wall protection guaranteed the high-traffic corridor (shared with an MRI clinic) remained pristine, resisting heavy wear and tear.
- CLIENT CONFIDENCE:** Backlit LED mirrors from Howard Elliott were sourced for the guest rooms, providing optimal light for clients viewing their results.

In the end, this project created a seamless establishment where every surface was a thoughtful choice. The combination of high-performance solutions not only enhances the ambiance of the location but also fosters a more welcoming, functional locale for clients and staff alike.



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# zintra®

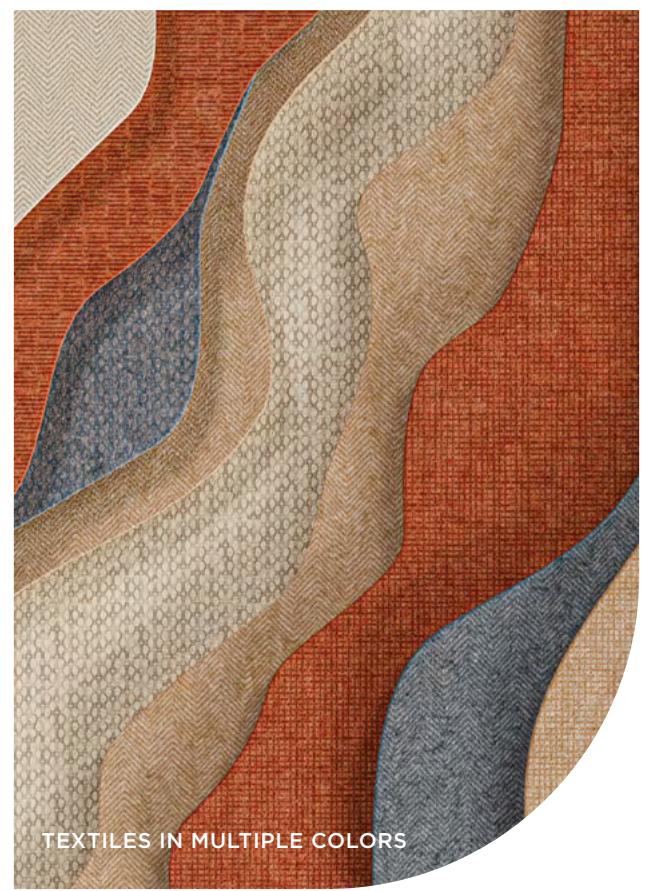
Zintra's new styles redefine acoustic performance with captivating textures and sophisticated forms for every environment.



ETCH BILLOW IN PEBBLE



ETCH DEMI IN LINEN



TEXTILES IN MULTIPLE COLORS

## ACOUSTIC ARTISTRY, REIMAGINED

Zintra introduces a new era of acoustic design with the launch of its Textiles collection plus new Etch patterns and High Density Baffle Systems. These innovative solutions seamlessly blend exceptional sound absorption with stunning visual artistry. Explore textured illusions with Etch, experience rich fabric aesthetics with Textiles and discover the dynamic sculptural possibilities of High Density Baffles for walls and ceilings, all designed to redefine acoustic performance in modern spaces.



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# Meet Anna Reifler

## The Mind Behind MDC's Next Big Trends

At MDC, we are delighted to welcome our new Design Director, Anna Reifler, a visionary whose passion for design will have a profound impact on our company. In her new and exciting role, Anna is already making strides, combining a sophisticated eye with a forward-thinking approach that will shape our brand vision and propel innovation across our organization.

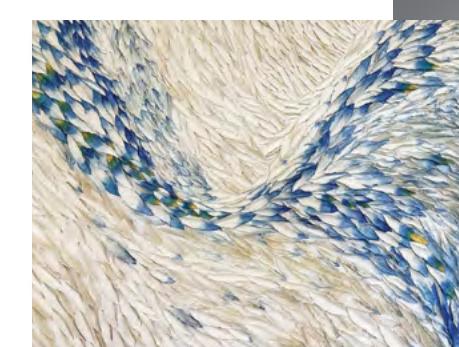
### The "Arctic Waters" Vision

Anna's "Arctic Waters" mood board is a masterclass in modern serenity. Far from being a mere collection of samples, it weaves a narrative of tranquility and elegance, inspired by the powerful calm of arctic settings. As she explains, the board was created to "evoke a sense of calmness and refined elegance inspired by the natural beauty of icy landscapes." It's a true sensory journey, a delicate interplay between organic and industrial, crafting a cool, refreshing atmosphere that feels both soothing and restorative.

This striking balance is most evident in her deliberate pairing of contrasting textures. She layered the rough, natural feel of Jute Weave with the smooth, metallic finish of Aged Metal. "The mix of rough and smooth textures was intentional to create a rich sensory experience," Anna says, emphasizing her focus on creating depth and interest through contrast. The serene color palette of deep blues, grays and whites further reinforces this vision, drawing inspiration from the "tranquil yet powerful essence of arctic environments."



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### A Design Philosophy in Perfect Balance

Anna's design philosophy is rooted in harmony and purpose. Describing her aesthetic as modern, elegant and nature-inspired, Anna works to ensure every space feels both luxurious and accessible. She believes this balance is best captured by her use of Art Metal Hammered in Arctic. This specific piece, she notes, "symbolizes the fusion of natural beauty with artistic craftsmanship, illustrating the importance of unique textures, the blend of form and function and a nod to timeless elegance."

For Anna, timelessness is just as important as being on-trend. She sees the "Arctic Waters" collection aligning with modern movements like biophilic design and sustainability, while its classic colors and versatile elements give it a lasting appeal.

“ The mix of rough and smooth textures was intentional to create a rich sensory experience. ”

### Driving Innovation at MDC

Anna's move to Design Director has been a compelling one, offering her the opportunity to further shape and refine our creative vision. Her core mission is to continue elevating MDC as a premier distributor by cultivating a culture of collaboration and originality. She is enthusiastic about leveraging these partnerships to "encourage innovation and creativity, ensuring we deliver cutting-edge designs and solutions." For Anna, this is more than just a job; it's a chance to build a legacy of excellence and creativity, one collaborative project at a time.

- 1 Jonathan Mark Designs | Dylan in Chicago
- 2 Esquire | Aurum in Deep Sapphire
- 3 The Naturals Collection | Shocco in Arctic Blue
- 4 Handcrafted | Celestine in Lapis
- 5 The Naturals Collection | Jute Weave in Denim
- 6 The Naturals Collection | Hirap in Azure
- 7 The Naturals Collection | Basket Weave in Snow
- 8 Howard Elliott | Round Gray Marbled Iron Pod Vase
- 9 The Naturals Collection | Admiral in Aged Metal
- 10 Art Metals | Hammered in Arctic
- 11 Zintra | 1/2" Panel in Cobalt
- 12 Unique Effects | Agate in Moonmist
- 13 Dimension Walls | Crack Me Up in Off White
- 14 Len-Tex Contract | Arboreal - Enchanted
- 15 Bolta Contract | Northern Lights in Aurora Blues

“I have found that among its other benefits, giving liberates the soul of the giver.”

MAYA ANGELOU

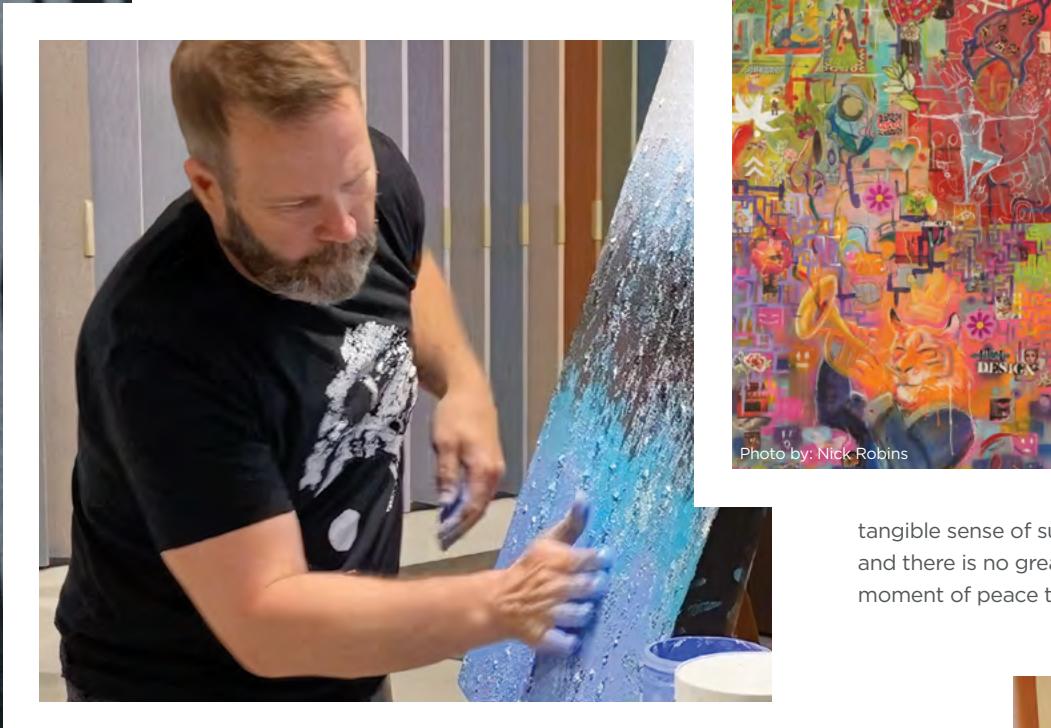
## ACTS THAT MATTER

# Defining Our Legacy Beyond Design

Shaping Spaces, Supporting Families: Our Ongoing Partnership with Ronald McDonald House

### THE ACT OF NOURISHMENT

The MDC team recently gathered to honor our commitment to the community by supporting the Ronald McDonald House. Our staff was delighted to host a delicious, freshly prepared brunch on site, personally serving families who are navigating challenging times. This hands-on act of service, combined with our financial donation, ensures that comfort and nourishment are readily available for those who need it most.



### Art for Advocacy: Supporting Critical Causes with DIFFA Chicago

#### THE ART OF GIVING

The intersection of art and advocacy provides a powerful canvas for change, a truth vividly demonstrated by the work of celebrated artist Darren Jones, whose philanthropic efforts we are immensely proud to support. To promote MDC Art and benefit a critical cause, we commissioned a captivating piece from Darren, displayed at our NeoCon showroom. This artwork was then generously donated to DIFFA Chicago's annual "Art for Life" fundraiser.

#### RAISING FUNDS AND AWARENESS

This signature event serves as a critical lifeline, channeling the collective efforts of the design community toward essential funding for HIV/AIDS education and care, along with mental health resources in the Chicago area.

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# A LOOK BEHIND THE SCENES WITH Natale Adgnot



We recently had the pleasure of sitting down with Natale Adgnot to get a behind-the-scenes look at the meticulous process that informs her stunning sculptural work. Her exquisite relief wall pieces were a highly-anticipated highlight at BDNY, showcased in collaboration with MDC Art, where we are pleased to offer her work for sourcing. By uniting challenging materials like thermoplastic horsehair and fine papers, Adgnot crafts works that are as intellectually rigorous as they are visually compelling, offering profound suitability for large-scale hospitality and commercial spaces.



***“I want the viewer to wonder how the artwork was made or what it’s made of.”***



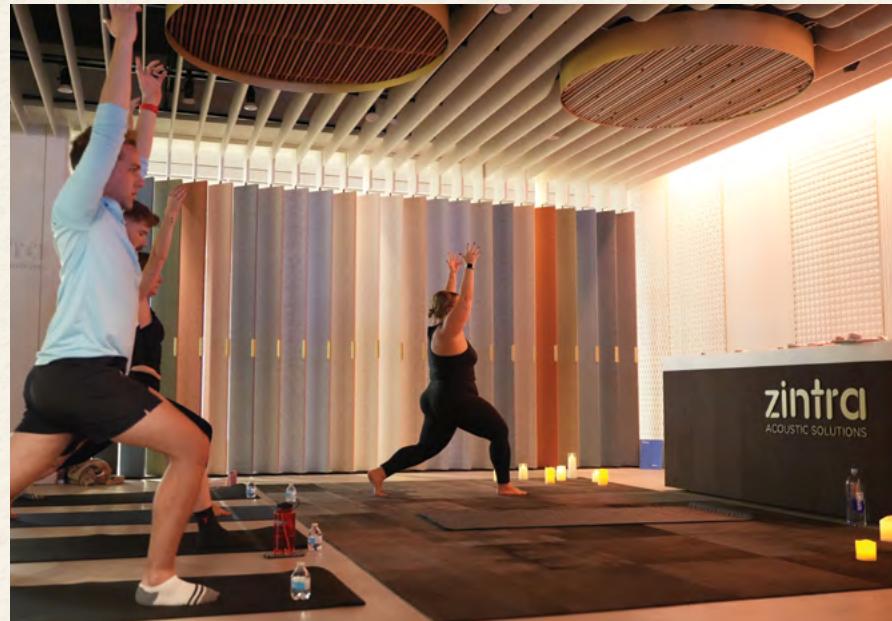
Natale's stunning sculptural relief wall pieces emerged from an artistic necessity: overcoming the constraint of two-dimensional work. This impulse, coupled with a fundamental question about material choices, pushed her to evolve, leading her to use challenging, juxtaposed materials to create truly unique three-dimensional forms. Her core objective is elegantly direct: to engage the viewer through sheer curiosity, making them ask, "what is that?"

Her meticulous creative process is a refined balance between precision and surrender. The structural integrity and precise awareness of composition are deeply inherited from her past in haute couture and graphic design. This "designerly approach" establishes the clear parameters needed to explore freely. However, this precision is consciously tempered by the philosophy of wabi-sabi and her time internalizing quiet restraint in Tokyo, allowing her handmade art to communicate strength, wisdom and refinement.

The key technical challenge lies in translating a fluid line drawing into a stable physical element. Natale ensures that the finished sculpture achieves a dynamism that the drawing alone could not; if the sculpture doesn't offer something new, the puzzle hasn't been solved. Her aesthetic, which frequently features gold as an accent, is therefore focused on motion and dimensionality.

This focus on dynamism makes her work exceptionally suitable for large architectural settings. Because the pieces are "changeable from different angles and lighting situations," shifting natural light transforms the shadows into a living, moving part of the piece. This effect compels viewers in grand corridors and lobbies to slow down and enjoy their surroundings, fulfilling Natale's drive to create something that other people can enjoy.

# out & WITH MDC ABOUT



Left to Right: Chicago-area designers take a moment of zen during a yoga flow; Fun was had by all at the recent DIFFA event!

## Showroom Sanctuary: Finding Balance

This special gathering, part of the “Do It For DIFFA” fundraiser, saw the design community connect over both wellness and industry strategy. Hosted in the MDC Chicago showroom, the event offered designers a moment of mindful movement.

It was a perfectly refined way to underscore our commitment to the holistic well-being of our industry partners while simultaneously raising essential funds for DIFFA Chicago’s unstructured grants.

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Photos by: Nick Robins



Chicago designers celebrate a big win in Bingo.

## A Night of Design & Delight

MDC recently joined forces with Tarkett and Haworth for a spirited and successful Drag Bingo networking event for the Chicago design community. This lively gathering was a testament to industry partnership, with our engaging sales staff managing the check-in and ensuring the fun flowed! Co-Organized by Chicago Account Executive Alison Kulisek, the atmosphere was energized by highly creative, custom-made rainbow fans, a fun and playful detail that proved design and delight always go hand-in-hand.



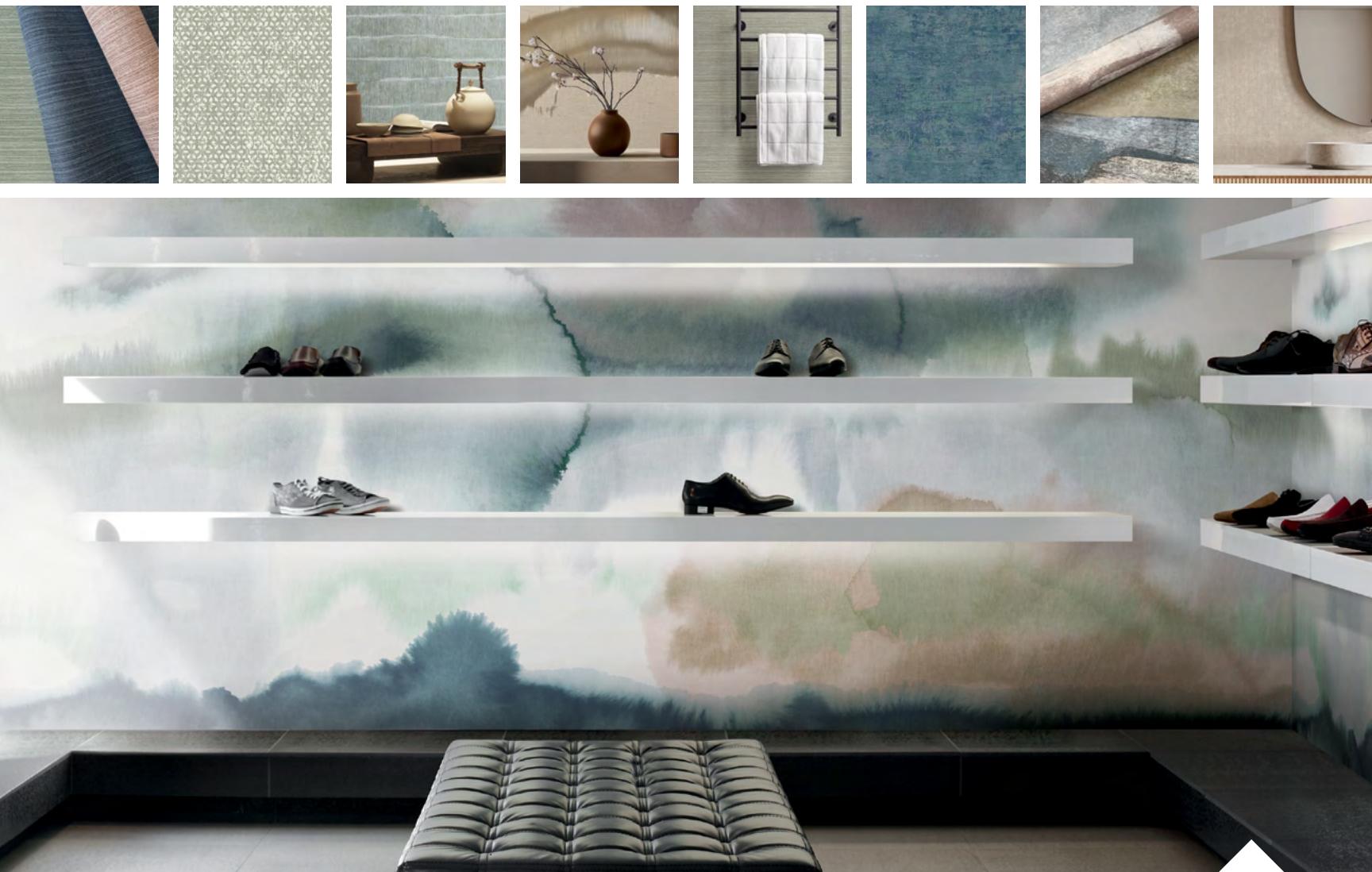
MDC Account Executive Alison Kulisek (pictured left) smiles with event co-hosts.



# MDC

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INTERIOR SOLUTIONS



Featured: Mahina MHN1805

## 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.

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