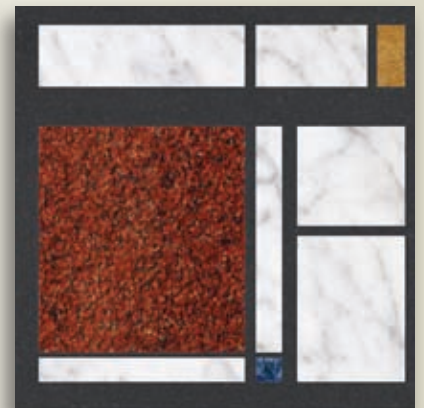


ENTRANCE

Corporate Center



After exploring the new world of contemporary designs — many of which are still on the drawing boards! — publisher Sonna Calandrino, opposite, examines one of Creative Edge Master Shop's large classic designs before it gets packed for shipment and on-site assembly.



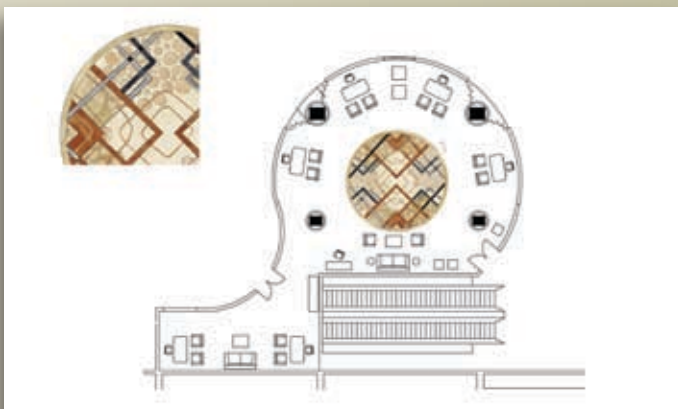
"Luxury meets the "new contemporary"

Grand spaces take a "grand new" approach.

Take, for example, one young designer's contribution to what's being called "the new contemporary" by Annie Aalto, lead designer for contemporary projects at the Creative Edge Master Shop. (See sidebar.)

The new contemporary designs you see on these pages, interspersed with classic Creative Edge installations, were designed for specific spaces by first capturing elements of the theme of the general space, then incorporating them in the floor design. Some designs you see are for private residences, some for common areas like hotels, casinos and entertainment facilities, "... spaces requiring a lot of visual stimulation!" Aalto said.

"The great thing about these new contemporary designs in larger spaces is that they end up being simple to install. They're pre-assembled at the factory, then cut apart as sets to be reassembled for installation on-site. They're also an affordable way to fill a large space with an interesting pattern," Aalto said. (One casino project is 100 feet long.) "These designs make an impact on a huge scale, but I was also thinking how striking it would be to put a modular pattern in a contemporary bathroom." >>



Designs run the gamut of flooring material. “My first love is natural stone, and I integrate materials like stainless steel, aluminum, brass, glass, terrazzo — virtually any hard surface material is an option,” Aalto said. “One design is actually comprised of a resilient flooring, luxury vinyl tile from different manufacturers!”

For one corporate entrance, a designer wanted the motif to run from the outside to the inside with a colorful mix of materials. The result was a truly contemporary mix of elements from the celebrated painting “Starry, Starry Night” and Cirque du Soleil, incorporating limestone, marble, granite, glass, terrazzo and aluminum.

Young designers like Aalto are on the cusp of the new contemporary design. As she puts it, “Fully appointed luxury, but contemporary is a new idea interior designers are starting to get excited about!” 🙌



The versatility and the ability of water jet cutting to interpret all generations of designs is illustrated (clockwise from far left) by a 13-foot long monarch butterfly in flamed granite and brass installed outside the Audubon Insectarium in New Orleans, a fine art interpretation of a compass rose, a contemporary bowling alley in luxury vinyl and a contemporary residential design.

Iowa-based Creative Edge Master Shop is celebrated around the world for its artistic creations as well as its technical proficiency with a process called water jet cutting, which is at the core of translating virtually any design into intricate, perfected works of art for walls and floors. Water jet is a technique that fires fine needles of water and garnet at supersonic speeds to cut and shape the most elaborate shapes with extreme precision. For more on Creative Edge and its artwork, visit past issues of FABULOUS FLOORS at www.fabulous-floorsmagazine.com.



Fully appointed luxury, but contemporary is a new idea interior designers are starting to get excited about!

Private Residence
CUSTOM ATRIUM FLOOR DESIGN
AALTO
DESIGN ©

