

ELEVATE Design Collective Unveils Signature Pantone Color in Custom Urban Loft during New York Design Week

Alliance of Top Brands Bring Home Accents to Forefront of Style & Design Conversation

NEW YORK (May 18, 2016) – On Tuesday, May 17 the [ELEVATE Design Collective](#), a first-of-its-kind alliance of six industry-leading home design brands, hosted an exclusive event to unveil the ELEVATE custom Pantone color in a distinct urban loft. Designed by interior designer Jennifer Wagner Schmidt in collaboration with the ELEVATE Design Collective brand designers, the loft showcased custom products from [Delta Faucet Company](#), [Formica Corporation](#), [Hunter Fan](#), [JELD-WEN](#)[®], [KitchenAid](#)[®] and [Schlage](#)[®], each touting the new signature ELEVATE PANTONE[®] Color: Single Malt.

Aiming for a modern, stylish color that is equally soft and calming, the brands' lead designers worked collaboratively with the Pantone Color Institute[™] to create a rich, neutral hue to set the tone rather than dominate the room. Blurring the line between natural and man-made, the Single Malt color boasts a distinctive warm and rustic shade to evoke the essence of simple indulgences like cognac, whiskey and cigars as well as the aromatic notes of leather and coffee.

Each brand incorporated the Single Malt color into a unique selection of products resulting in a suite of signature accents to outfit the ELEVATE urban loft space. Schmidt drew inspiration from Scandinavian designs with clean whites, sharp blacks and a mix of modern and organic lines, textures and materials. Mary Jo Peterson, an interior designer with kitchen design expertise, collaborated with Schmidt to ensure the overall aesthetic translated into a supremely functional kitchen.

Schmidt, owner of JWS Interiors said, “I am thrilled to have had the opportunity to work with a group of such innovative brands to shake up the design space and transform home accents—from faucets, kitchen appliances and countertops to door hardware, doors and fans—into design statements. My vision for the loft was to use the accent pieces as the starting point and really allow that to drive the color story while keeping the overall aesthetic chic, timeless and luxurious.”

In the heart of the home, the open concept kitchen features striking countertops made of modern and sophisticated large-scale 180fx[®] by Formica Group laminate in a custom Bourbon Trail marble design. KitchenAid appliances including the 36” Multi-Door Freestanding Refrigerator, Single Wall Oven with Even-Heat[™] True Convection and 44 dBA dishwasher—all in black stainless—provided smart features and unmatched performance. Rounding out the design, the Delta[®] Trinsic[®] Pro faucet in a brushed steel finish delivers the flexibility and industrial style of a professional chef's faucet and the convenience of Touch₂O[®] Technology, which turns the faucet on or off with just a touch. The Delta Ara[®] Collection introduced a contemporary bathroom design with angular silhouettes found in the faucet and showerhead.

Peterson, owner of Mary Jo Peterson, Inc. said, “With the open concept layout, creating supreme functionality in a kitchen fit for a chef while maintaining a warm and inviting design aesthetic was

paramount for the loft design. Each brand customized a selection of its top products to bring together the ultimate in form and function in the space.”

The living room features the beautifully-crafted Ronan ceiling fan while the bedrooms showcase the contemporary Sentinel and the modern Apple HomeKit Symphony smart fans—all three engineered to perform and designed to inspire by Hunter Fan. Creating a cohesive feel, each room was outfitted with doors from the JELD-WEN MODA™ Door Collection, including a custom three-panel barn door leading to the kitchen pantry. Each interior door was then outfitted with Schlage’s decorative Northbrook Lever with Upland rose in Matte Black to carry the design theme in every detail throughout the home.

Additional product sponsors that contributed to the ELEVATE Design Collective loft include Maxton™ and Cornell™ Maple cabinets from [KraftMaid](#), Italian Alps ceramic wall tile from [Daltile](#), a Brisbane Collection sink from [Oliveri](#) and Ultra Pure White interior paint from [Behr](#). The loft also features a wireless multi-room audio system with S2 and S2R speakers from [Polk Audio’s Omni Collection](#).

To learn more about the ELEVATE Design Collective, the urban loft and the participating brands, visit [ELEVATE Design Collective](#) to receive updates and join the conversation on the [ELEVATE Instagram](#) and [Facebook pages](#).

About The ELEVATE Design Collective

The [ELEVATE Design Collective](#) is a first-of-its-kind alliance of industry-leading brands that have come together to bring home accents to the forefront of the style and design conversation in home remodeling and renovation. The 2016 ELEVATE Design Collective is transforming the look and feel of the entire home with brands including [Delta®](#), [Formica®](#), [Hunter Fan](#), [JELD-WEN®](#), [KitchenAid®](#) and [Schlage®](#). For more information, visit [ELEVATE Design Collective](#) and join the conversation on the [ELEVATE Instagram](#) and [Facebook pages](#).

#