

Designers Discuss Creativity; Authenticity at Tricycle Event in Atlanta

Chattanooga, TN, - The connection between creativity, authentic design, and virtual tools was the topic of a panel discussion sponsored by Chattanooga-based flooring software pioneer Tricycle, Inc. The event, titled, *Virtual Tools/Authentic Design*, was held in early June at the Daltile Natural Stone Showroom in Atlanta.

Panelists were first asked what “authentic design” means to them. “Authentic design has meaning. It has a purpose that must be fulfilled,” said Tara Hill, founder/design director at LittleFISH. Royce Epstein, Mohawk director of design segment added, “Authenticity requires design intent and cultural context. It connects us to our humanity.”

Participants explored the role of virtual tools in the design process. While today’s technologies increase productivity and speed, all agreed that authentic design is a process that should not be rushed.

“Technology offers powerful tools for design,” said Justin Frye, senior manager, design and development at Mohawk. “Using these virtual tools, we can take our original ideas and amplify them, ultimately leading to better outcomes. “

This event is part of Tricycle’s *Find Your Yes* campaign highlighting how their digital tools help designers and manufacturers make design decisions faster while reducing cost and waste associated with physical samples.

“Today’s designers need results faster but still want their work to have meaning,” said Aern Hetem, COO, Tricycle. “Given today’s compressed timelines, TRYK digital sampling and online design tools reduce decision time in the early design phase and allow designers to get to their ‘yes’ faster.”

Also participating on the panel: Brenda Dietz, senior interior designer, Stanley Beaman and Sears; Ryan Haney, project architect at Cooper Carry; and Sujeel Taj, product specialist at Tricycle, Inc.

A video of excerpts from the panel discussion and other follow-up materials are available on Tricycle.com and on the Tricycle Facebook page.

About Tricycle Inc.

Founded in 2002, Tricycle is an award-winning digital innovation company based in Chattanooga, Tennessee. Tricycle provides sophisticated virtual sampling and online design tools to the flooring and other industries. The company’s TRYK® simulated flooring samples revolutionized the industry by providing manufacturers and designers with three-dimensional, color-correct digital images that replace actual samples during the early phases of design, saving time, money, and waste. Visit www.tricycleinc.com to learn about TRYK Sustainable Sampling and other products and services from Tricycle.