

For carpet at Reebok there is no kidding around

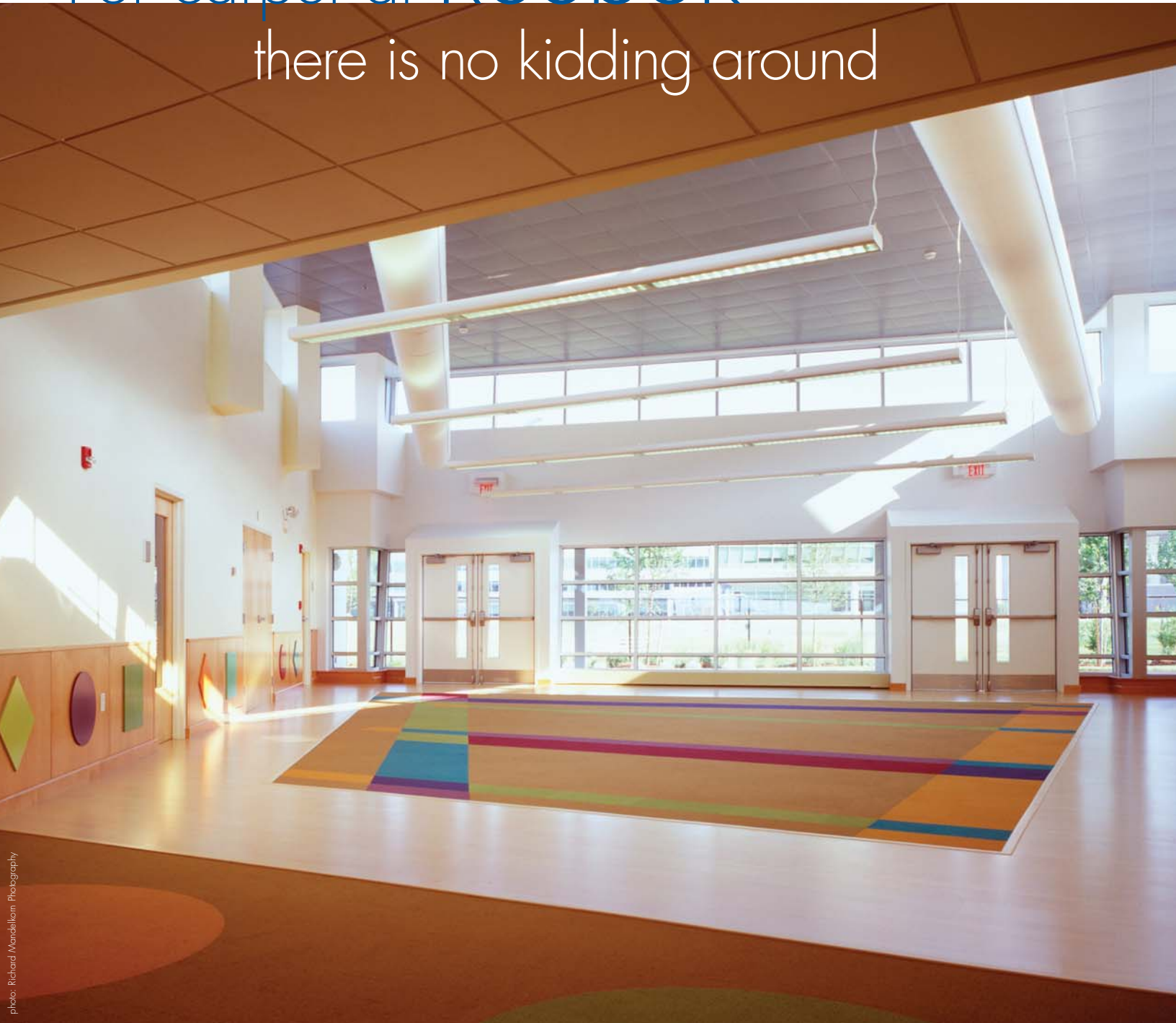


photo: Richard Mandalkom Photography



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photo: Richard Mandalkom Photography

The new Reebok Childcare Center at the company's international headquarters is home away from home for employees' children. After much research into child development and movement, architects and interior designers found that there's nothing better under active little feet than Antron® carpet fiber.

CASE STUDY:

Reebok Childcare Center, Boston, MA

corporate

Reebok International Limited in Canton, Mass., is a leading worldwide designer and distributor of sports, fitness and casual footwear, apparel and equipment. Simply stated, their employees take play very seriously.

The Reebok headquarters itself looks like a daycare for adults, but designers took fun and fitness to a new level with the company's on-campus employee childcare center. The 10,000 square-foot Reebok Childcare Center is home away from home for up to 70 children ranging in age from three months to five years old. Having their children nearby is a perk for parents, but the real treat is for the kids who get to play there.

Designers at C&R/Rizvi, Inc. developed the project around the themes of "rigor and quality." At Reebok, fitness is a way of life, and this space would be no exception. However, since children would spend so much time at the Center, the design would have to be exciting enough to retain their interest. And it would have to be as comforting, reassuring and familiar as home.

Upon conducting extensive research into child development and existing childcare facilities, the design team discovered that children perform best in environments that allow freedom of movement and creativity. The result is an open, flexible and comfortable environment for both children and caregivers alike. It also helps to minimize separation anxiety from parents and playmates.

A major design goal was to specify surfaces for the Childcare Center that are safe and comfortable, yet harmonize with the sleek design of the surrounding campus. The team worked from the ground up to find the ideal finishes, beginning with the carpet. "Children spend most of their young lives on the floor, making the floorcovering an important choice for their comfort and ease of play," said S. Ali Rizvi, AIA, IIDA, principal, C&R/Rizvi, Inc.

Carpet was the perfect flooring, providing a soft and warm play space. The design team chose products constructed of Antron® Legacy nylon and Antron Lumena® solution dyed nylon. "Antron® carpet fiber

provides superior cleanability, but carpet tiles prove a smart option for a childcare environment because they can be replaced easily if damage does occur," said Rizvi.

The colorful carpet provided a needed punch of playful colors. The team broke away from the primary color scheme customarily used for children, finding that the colors were overstimulating. Not to mention that so many of their toys were primary colors that it was difficult for the kids to find them on like-colored flooring. Instead, soothing tones like apricot, lavender and chartreuse were chosen to color the active environment.

The reaction of the children and parents was overwhelmingly positive, as was industry response.

C&R/Rizvi was rewarded for its inspiring Reebok design with the 2002 Antron® Design Award Grand Prize. The annual competition honors architects and designers who push the envelope to set new standards of originality in commercial spaces.

The result of the designers' research and diligent specification for Reebok is a facility that allows children to grow up without being boxed in. "Due to the careful attention to the developmental needs of children and the aversion to the clichéd designs of environments for children, this design team created an innovative space for growing and play," said industry expert Robert Blaha of Hellmuth, Obata and Kassabaum, Inc. "I would love to be a kid there!"

Performance

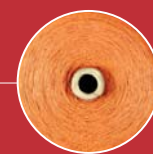


Antron® uses the four hole hollow filament shape which minimizes the soil trapping area of the fiber and enhances soil resistance. The four holes refract and diffuse light to hide the effects of soil, while the smooth outer surface makes it easier for soil to be released during cleaning.

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– S. Ali Rizvi, AIA, IIDA
C&R/Rizvi, Inc.

Color



Available in the widest range of lusters, fiber sizes and dye levels, Antron® gives you unlimited color and design possibilities.

All Antron Lumena® solution dyed nylon is codified to the PANTONE® for architecture and interiors color system. This universal color language and expert color matching system enables you to coordinate carpets of Antron® fiber to paint chips, laminates, fabrics and finishes within the industry.

Antron® offers type 6,6 nylon for carpet because it simply performs better. Antron® is preferred by **2 out of 3** architects, designers, facility managers and owners.*

*2003 Antron® Brand Tacking Study

For more information about Antron® carpet fiber, please call 1-877-5-ANTRON or visit antron.invista.com.

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