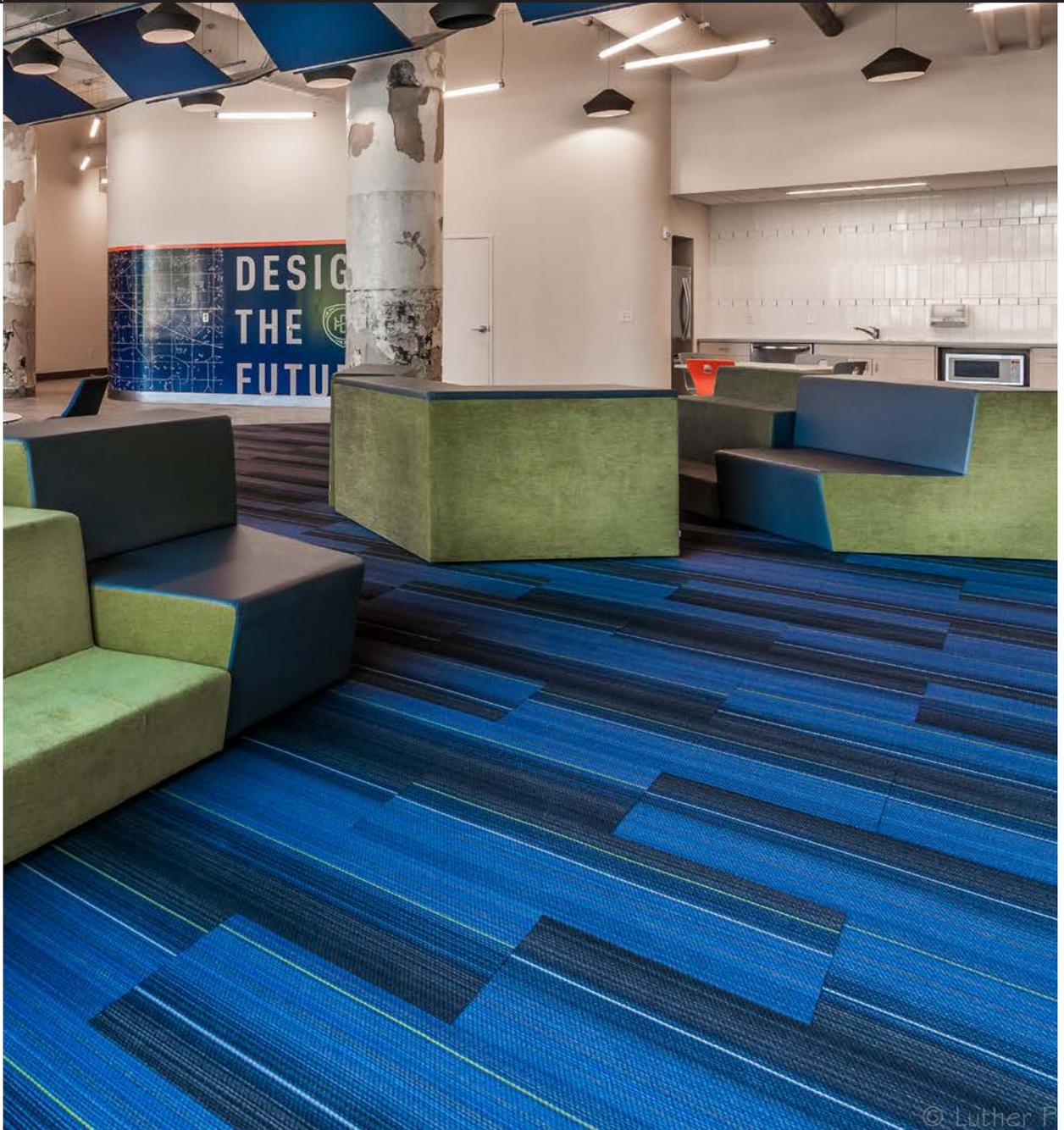




**J+J** FLOORING GROUP

*Crosstown High School (CXH)*  
MEMPHIS, TENNESSEE

**kinetex** *Textile Composite Flooring*





Umbr Stripe

Crosstown High School (CXH), located in the city center of Memphis, is a unique public charter school that aims to serve 500 students in grades 9-12.

Officially set to open in 2018, the school is aiming to break the mold of conventional high school education, and its facility reflects that exciting goal.

CXH has the aspirational educational goals of preparing students for college and life through personalized learning plans, project-based learning and exposure to a diverse community. It also happens to be housed in an “unconventional” setting that furthers its mission.

The high school is woven into the fabric of a multi-purpose landmark adaptive reuse development called Crosstown Concourse. A former Sears retail and distribution complex originally built in 1927, Crosstown Concourse serves as an innovative “vertical village” for CXH students and the Memphis community. In addition to CXH, the \$200 million, 1.1 million square-foot renovation includes retail, restaurants, apartments

and other ways for the students to explore the rich and diverse cultural offerings of the city.

CXH occupies partial space on three floors – the first, fourth and fifth. The CXH Collaborator space, located on the first floor, opened in the summer of 2017. With completion of the school’s spaces on the fourth and fifth floors by the summer of 2018, CXH will officially welcome its first class in the fall of 2018.

## FLOORING PLAYS A CRITICAL ROLE

CXH and its design partner, ANF Architects, wanted its bold educational focus to come through in its design and visual identity.

“Buzzwords that came up during the initial design phase were ‘techie’ and ‘high tech,’” said ANF Architect Project Coordinator Leigh Barker. “Think of the cutting-edge office designs of start-ups in Silicon Valley. This concept goes right along with the school’s desire to reimagine the world of education, just like start up companies aim to do.”

Forgoing traditional high school colors such as royal purples and hunter greens, CHX's color palette contains modern, vibrant and energetic saturated colors ranging from bright yellow, rich orange to lime green.

J+J Flooring Group's Umbra Stripe was critical in supporting the school's unique brand identity. According to Barker, the firm was originally inspired by the colors of J+J's Kinetex Pop product, which includes not-so-standard colors like lime green and teal. ANF Architects eventually settled on Umbra Stripe due to its sophisticated ombre pattern, its 18" x 36" plank format and the Eclipse Stripe colorway that contains linear pops of vibrant gray, blue, and green hues – the dominant colors of CHX's color palette.

"We needed a flooring solution as innovative as the school," said Barker. "Kinetex offers that, and the colors perfectly match the cutting-edge and non-traditional design look we're trying to achieve."

As a textile composite flooring, which brings together the benefits of a soft surface and hard surface flooring, Umbra Stripe is also meeting the durability, maintenance and noise-reduction needs of the school. To illustrate this, Umbra Stripe has been specified in multiple areas: classrooms, lounge spaces, the office area, and even in a café space.

Umbra's easy maintenance and ability to prevent stains made it a perfect choice for the café area, where food and drink spills can be prevalent. Its acoustical properties were an important factor too. Barker notes, "The high school is in a multi-story multi-use building with various types of tenants, so controlling sound transmission between floors is very important."

When students and staff enter Crosstown High School on their first day, they'll find an energetic and cutting-edge school – from the dynamic curriculum all the way down to the innovative flooring.



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**Leigh Barker**  
Project Coordinator  
ANF Architects

#### THE DETAILS

Location:	Memphis, TN
A&D Firm:	ANF Architects
Kinetex Product:	Umbra Stripe and Boom
Square Feet:	31,536 sq ft



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Umbr Stripe

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