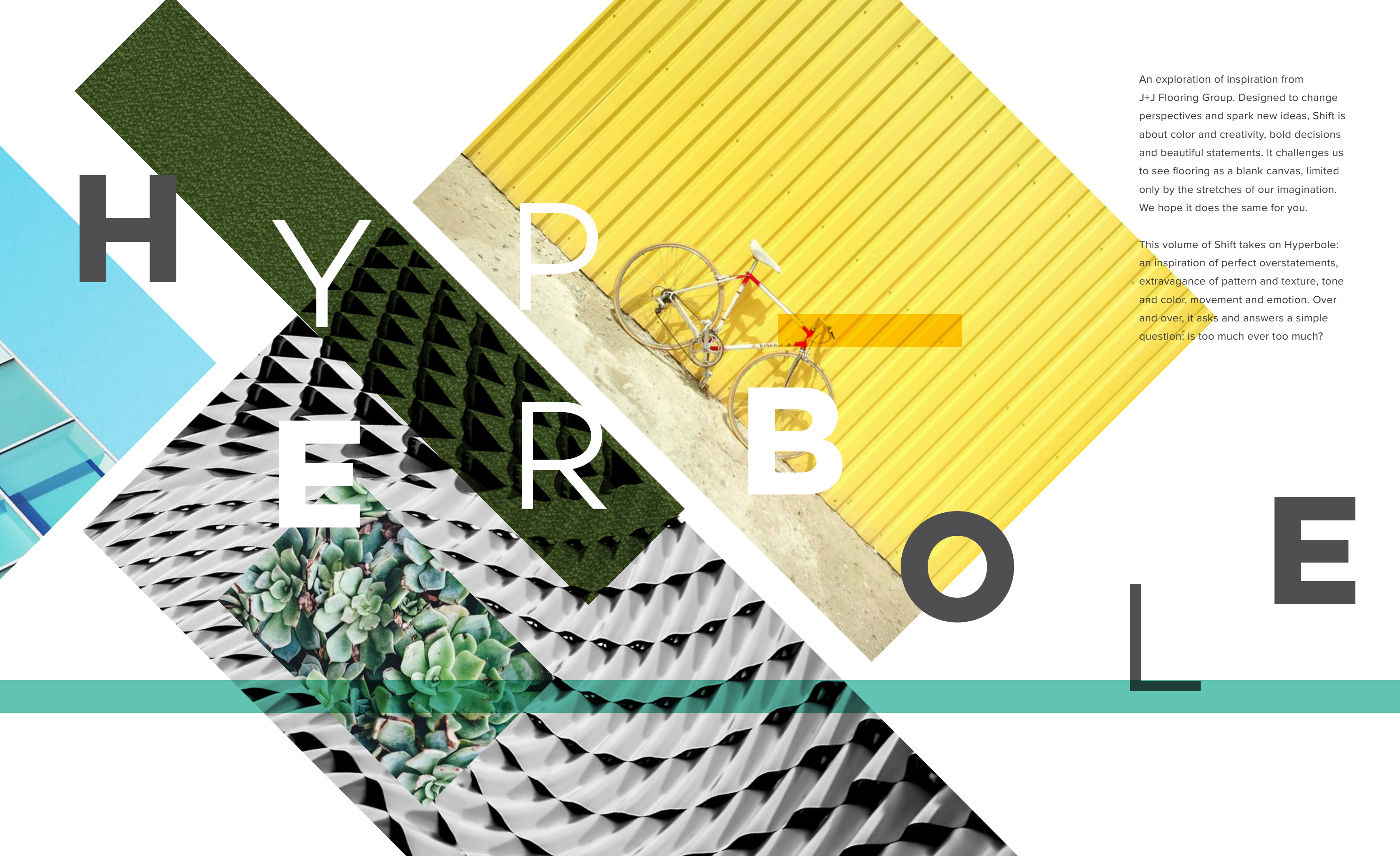


VOLUME 2

SHIFT



J+J



H

Y

P

E

R

B

O

L

E

An exploration of inspiration from J+J Flooring Group. Designed to change perspectives and spark new ideas, Shift is about color and creativity, bold decisions and beautiful statements. It challenges us to see flooring as a blank canvas, limited only by the stretches of our imagination. We hope it does the same for you.

This volume of Shift takes on Hyperbole: an inspiration of perfect overstatements, extravagance of pattern and texture, tone and color, movement and emotion. Over and over, it asks and answers a simple question: is too much ever too much?



HY - PER - BOLE

[POP]

p.4

[PLAY]

p.18

[PROPORTION]

p.32

HYPERBOLIC

[POP]

**An old friend in a new city.
A long-lost item, suddenly
found. A flash of sun on a
rainy day.**

These are small moments of unanticipated delight, happy surprises that shape us and drive us and remind us what it feels like to be inspired. Who knows what's coming down the line, around the corner, on the next page? Don't expect the unexpected; live in search of it.



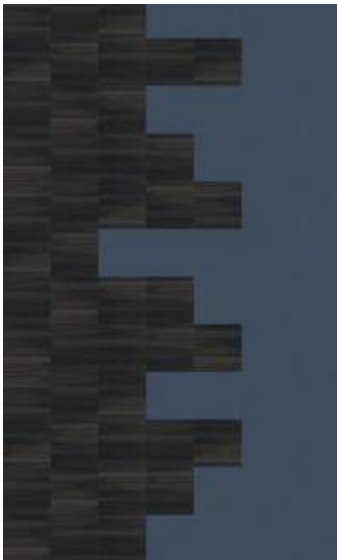




7092 sketch | 2115 template
7091 schematic | 2115 template



7008 index | 1833 album
7608 mache | 452 paste



1813 accelerate | 1597 project
7025 fiction | 1775 irony





7031 chroma | 1956 warm
7008 index | 1837 publication
7009 index | 1833 album
7031 chroma | 1973 vivid



7009 Index | 1829 chapter
7031 chroma | 1971 crisp
7073 skyline | 2067 perspective
7031 chroma | 1952 wash



7031 chroma | 1972 clear
7031 chroma | 1959 tint
7098 grassland | 2089 tranquil
7031 chroma | 1954 delicate







7031 chroma | 1979 tinge
7031 chroma | 1962 pigment
7026 non-fiction | 1776 flashback
7025 fiction | 1767 foreshadowing



7031 chroma | 1975 intense
7031 chroma | 1979 tinge
7073 skyline | 2059 horizon
7074 elevated | 2060 landmark





7026 non-fiction | 1783 tribute
7026 non-fiction | 1777 comedy
7031 chroma | 1977 electric
7031 chroma | 1976 saturation



7026 non-fiction | 1783 tribute
7026 non-fiction | 1777 comedy
7031 chroma | 1975 intense
7031 chroma | 1976 saturation



7026 non-fiction | 1783 tribute
7026 non-fiction | 1777 comedy
7031 chroma | 1973 vivid
7031 chroma | 1976 saturation

H Y P E R

B O L E ■

H Y P E R

B O L E ■

[PLAY]

**When all things are equal,
nuance is amplified. In a sea of
sameness, we find differences
we've never noticed before.**

Against yellow, blue is blue. But against
blue, blue is green or yellow or red or
purple - which begs the question,
“when does a shade of a color become
a different color altogether?” Are two
things ever truly the same?







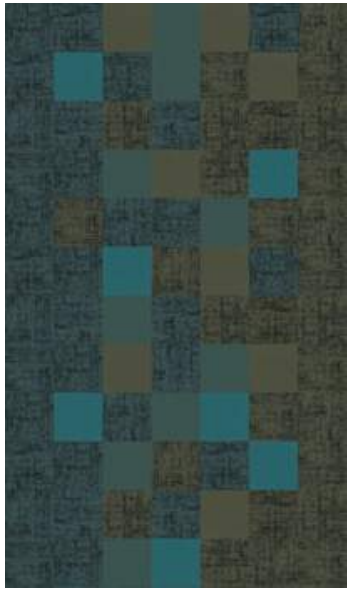
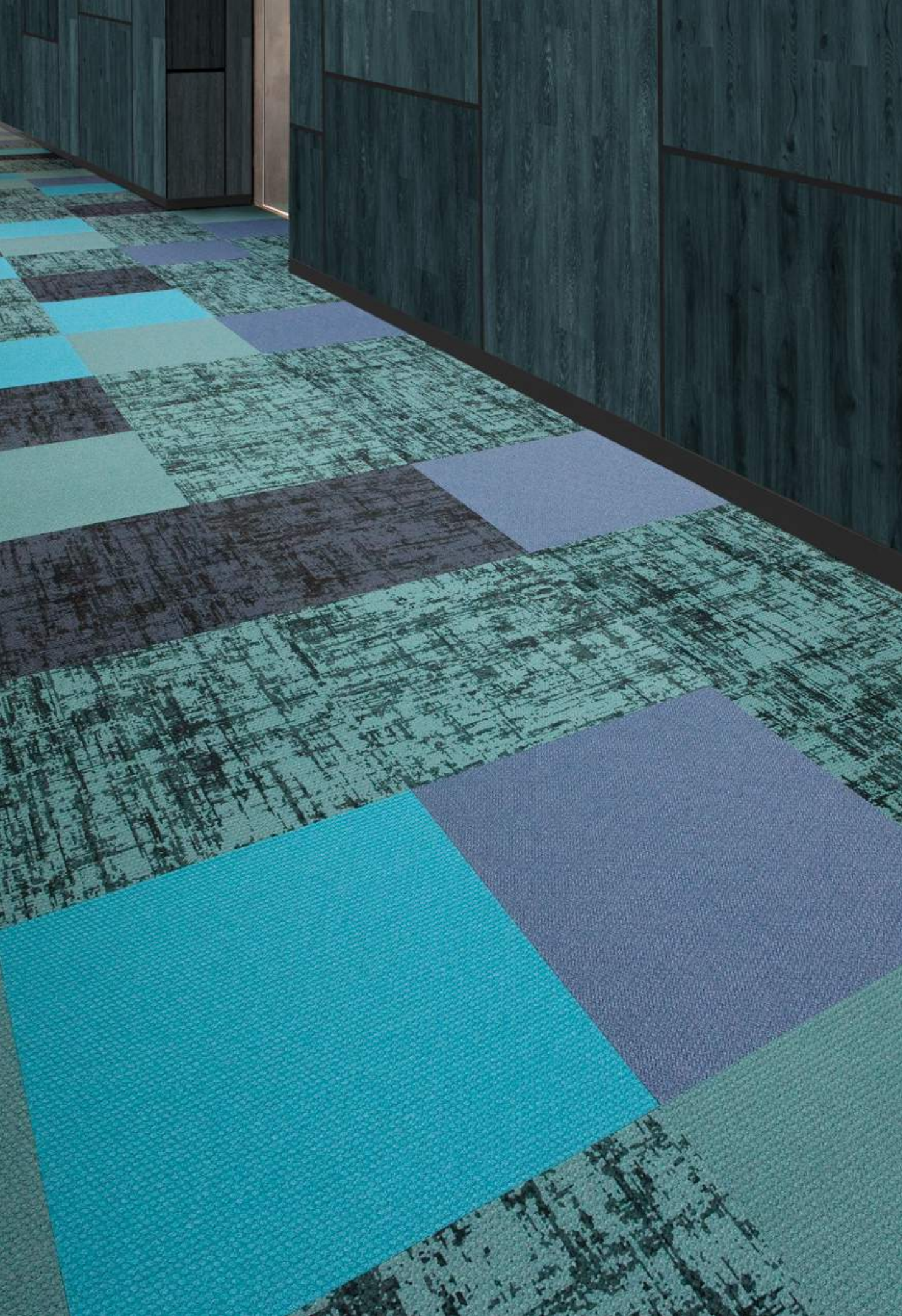
1822 analog mono | 1553 link
1822 analog mono | 1552 correlate
1817 propel | 1706 forge
1817 propel | 1702 guide
1813 accelerate | 1594 gain



7026 non-fiction | 1783 tribute
7026 non-fiction | 1784 sincerity
7031 chroma | 1965 rich
7031 chroma | 1961 undertone
7001 big top | 386 feats of strength



7026 non-fiction | 1780 cliff-hanger
7026 non-fiction | 1779 conclusion
7031 chroma | 1956 warm
7031 chroma | 1952 wash
7031 chroma | 1964 shade



1822 analog mono | 1557 correspond
1822 analog mono | 1558 resemble
1816 pop | 1717 cielo
1816 pop | 1718 turquesa
1816 pop | 1716 esmeralda

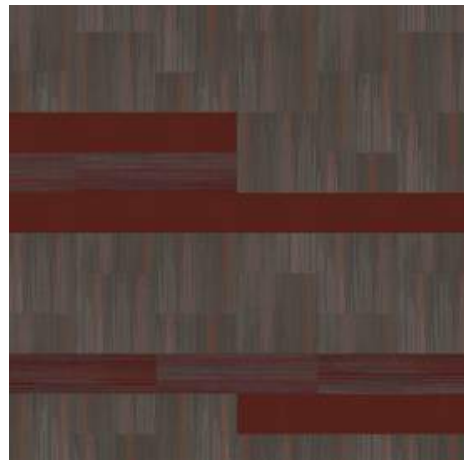


7073 skyline | 2070 vanishing point
7073 skyline | 2064 view
7031 chroma | 1977 electric
7031 chroma | 1959 tint
7031 chroma | 1968 radiant



7008 index | 1835 issue
7008 index | 1833 album
7031 chroma | 1963 hue
7031 chroma | 1973 vivid
7031 chroma | 1980 dimension

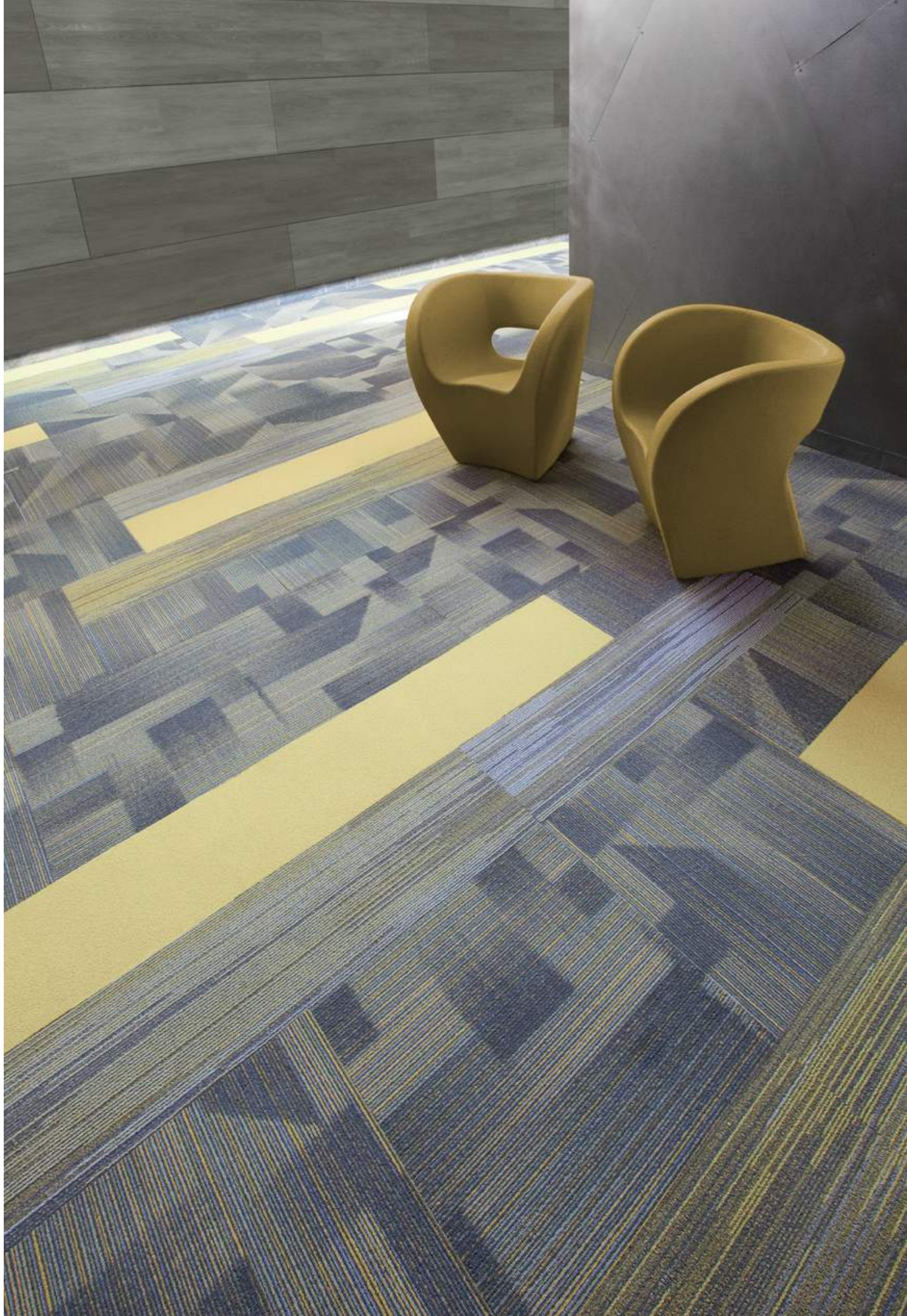




7025 fiction | 1772 fantasy
7009 index | 1836 works
7031 chroma | 1982 brilliant



7025 fiction | 1767 foreshadowing
7009 index | 1830 postscript
7031 chroma | 1979 tinge





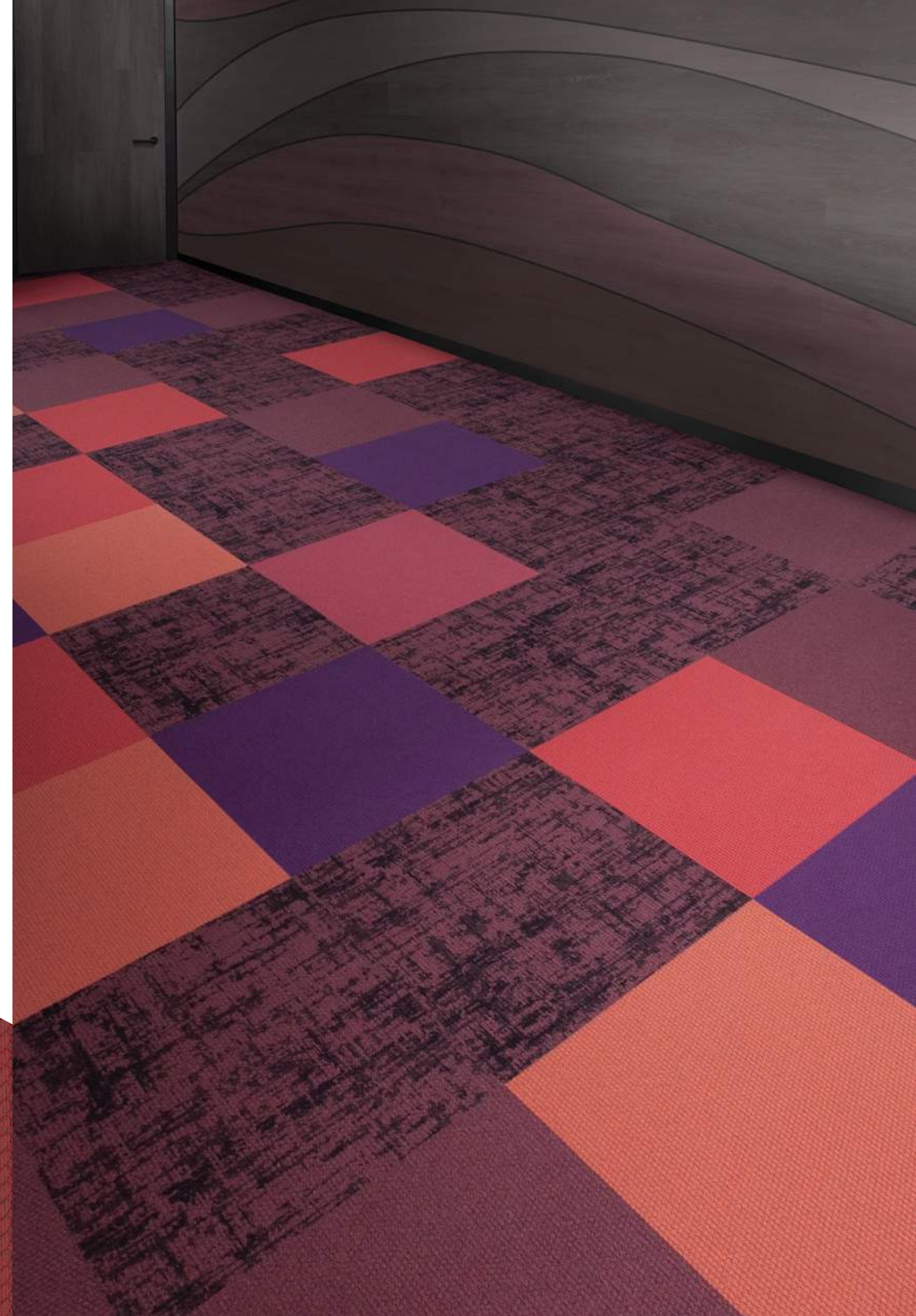
7074 elevated | 2062 site line
7074 elevated | 2059 horizon
7031 chroma | 1982 brilliant
7031 chroma | 1979 tinge
7031 chroma | 1966 dye

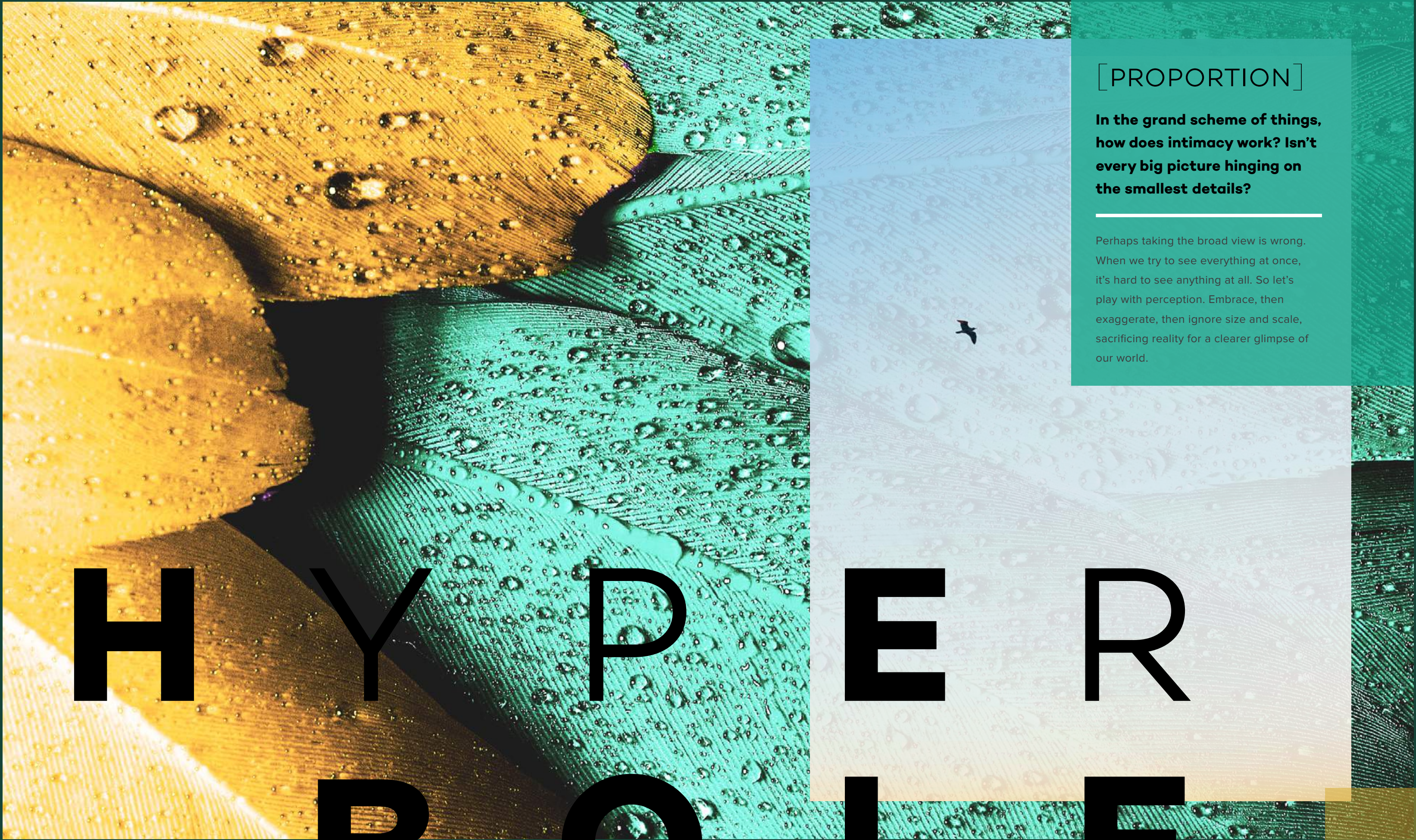


7073 skyline | 2055 beacon
7073 skyline | 2066 silhouette
7031 chroma | 1958 glow
7031 chroma | 1970 bright
7031 chroma | 1975 intense



7945 weathered steel | 343 molten
7993 titanium | 538 miraculous
7993 titanium | 537 strong
7993 titanium | 557 bold
7993 titanium | 558 powerful





[PROPORTION]

**In the grand scheme of things,
how does intimacy work? Isn't
every big picture hinging on
the smallest details?**

Perhaps taking the broad view is wrong. When we try to see everything at once, it's hard to see anything at all. So let's play with perception. Embrace, then exaggerate, then ignore size and scale, sacrificing reality for a clearer glimpse of our world.

HYP
ER
BO
LF





7031 chroma | 1975 intense
7018 inception | 1749 perfect concept
Z061 median 743
Z064 briar 201



7019 inception | 1742 generate
7031 chroma | 1964 shade
Z061 median 1741
Z064 briar 201



Z061M median 1744
7019 inception | 1736 idea
Z063 bramble 201
7030 etched | 1993 ingrain





7031 chroma | 1964 shade
7031 chroma | 1956 warm
Z064 briar | 202
Z063 bramble 202



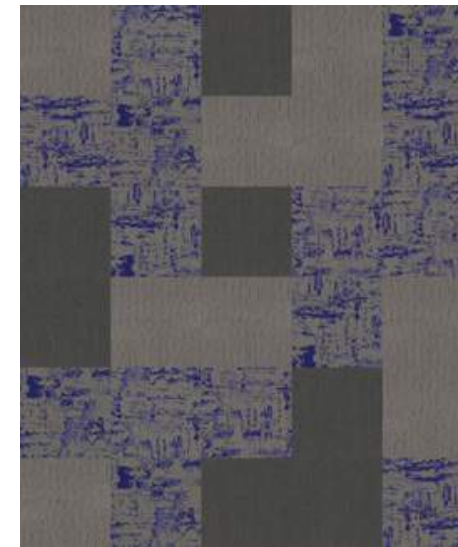
Z062 patina II 201
Z062 patina II 202
Z064 briar 201



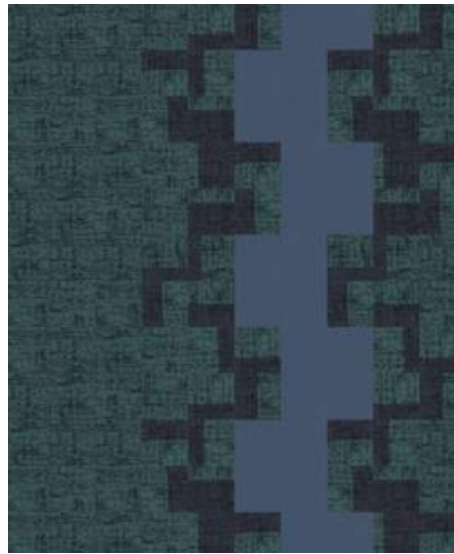




7949 cameo II | 2005 shaft
custom | teal
Z062 patina II | 200



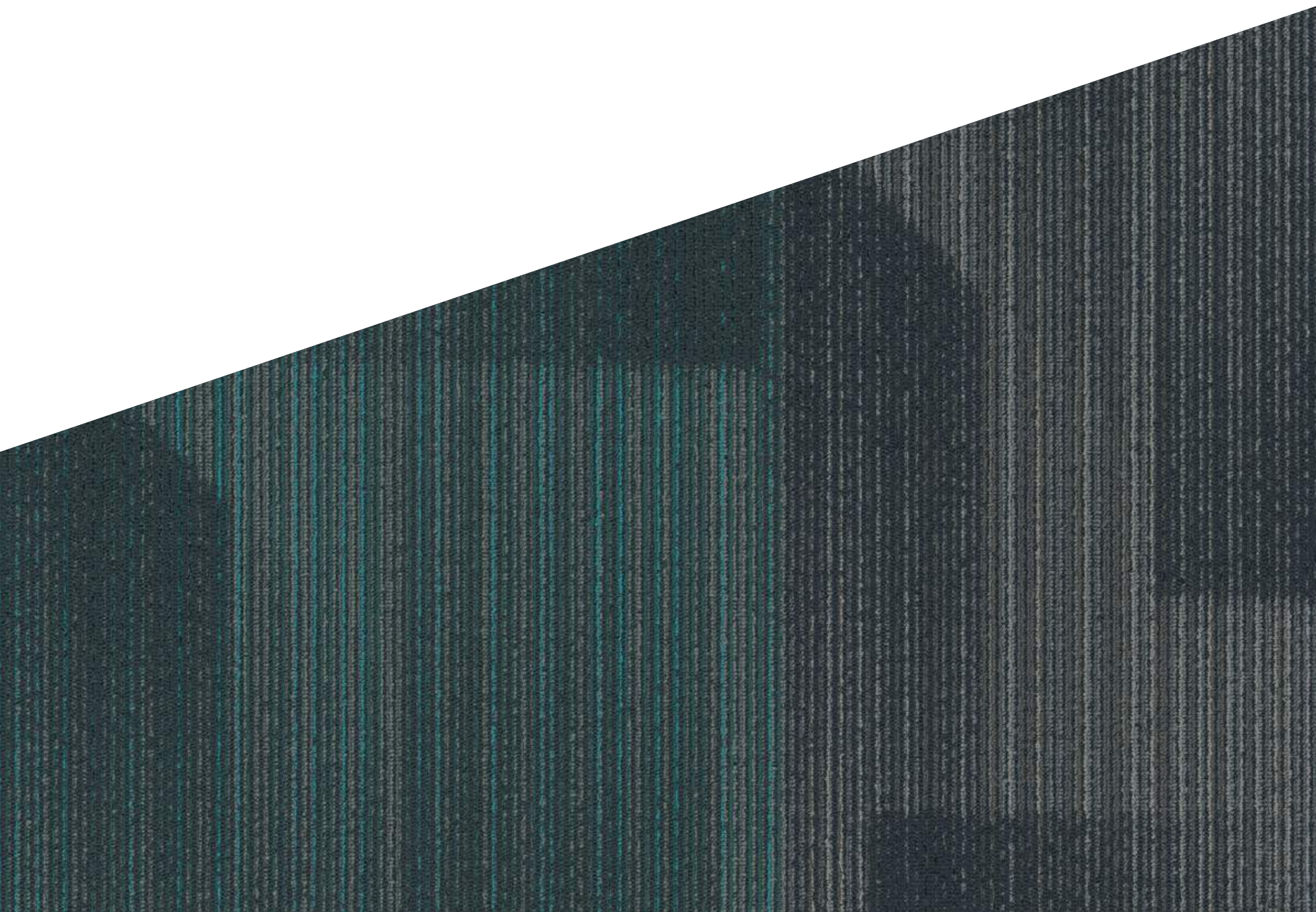
7027 mineral | 1798 graphite
custom | blue
7993 titanium | 538 miraculous



1813 accelerate | 1597 project
1821 analog | 1546 equate
1822 analog Mono | 1558 resemble



7945 weathered steel | 325 azurite
7956 milkyway | 2014 badwater
7956 milkyway | 2016 darwin wells



[POP]

Perhaps exaggeration in the right moments isn't exaggeration at all. Our portfolio of products brings extravagance of pattern and texture, tone and color, movement and emotion, to any space. Explore, and be inspired.



7008 index | 1829 chapter
7025 fiction | 1774 parody



7031 chroma | 1951 cool
7031 chroma | 1969 primary
7031 chroma | 1971 crisp
7026 non-fiction | 1777 comedy



7031 chroma | 1975 intense
7015 string | 1585 phenomenon



7202 city blocks II | 2099 palace square
7949 cameo II | 1995 norman



7031 chroma | 1975 intense
7031 chroma | 1979 tinge
7073 skyline | 2059 horizon
7074 elevated | 2060 landmark



7031 chroma | 1978 vibrant
7031 chroma | 1982 brilliant
7026 non-fiction | 1777 comedy
7026 non-fiction | 1783 tribute

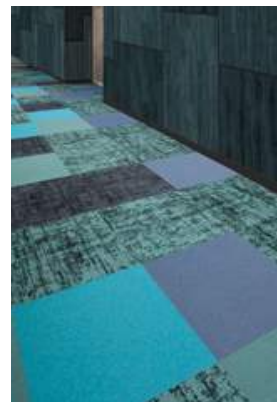
[PLAY]



7026 non-fiction | 1783 tribute
7026 non-fiction | 1784 sincerity
7031 chroma | 1965 rich
7031 chroma | 1961 undertone
7001 big top | 386 feats of strength



7026 non-fiction | 1780 cliff-hanger
7026 non-fiction | 1779 conclusion
7031 chroma | 1956 warm
7031 chroma | 1952 wash
7031 chroma | 1964 shade



1822 analog mono | 1558 resemble
1822 analog mono | 1559 match
1816 pop | 1717 cielo
1816 pop | 1718 turquesa
1813 accelerate | 1597 project



7073 skyline | 2070 vanishing point
7073 skyline | 2064 view
7031 chroma | 1968 radiant
7031 chroma | 1976 saturation
7031 chroma | 1959 tint



7073 skyline | 2058 overlook
7009 index | 1828 volume
7031 chroma | 1970 bright



1822 analog mono | 1556 regard
1817 propel | 1705 nudge
1816 pop | 1712 rojo
1816 pop | 1711 anaranjado
1816 pop | 1713 violeta
1813 accelerate | 1600 quick

[PROPORTION]



Z064 briar 201
Z061 median 1743
7019 inception | 1733 thought
7031 chroma | 1954 delicate



Z064 briar 202
Z063 bramble 202



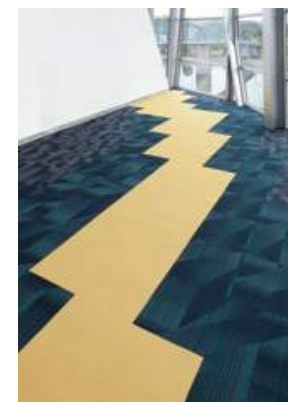
1826 strata | 1852 sediment
Z061 median 1744
7031 chroma | 1977 electric
7018 inception | 1744 generate excitement



Z061 median 1744
7031 chroma | 1961 undertone



7099 craftwork | 2199 sculptor
7099 craftwork | 2204 painter
custom | pink



7074 elevated | 2071 panorama
7073 skyline | 2070 vanishing point
7031 chroma | 1970 bright



J+J FLOORING GROUP

broadloom + modular carpet

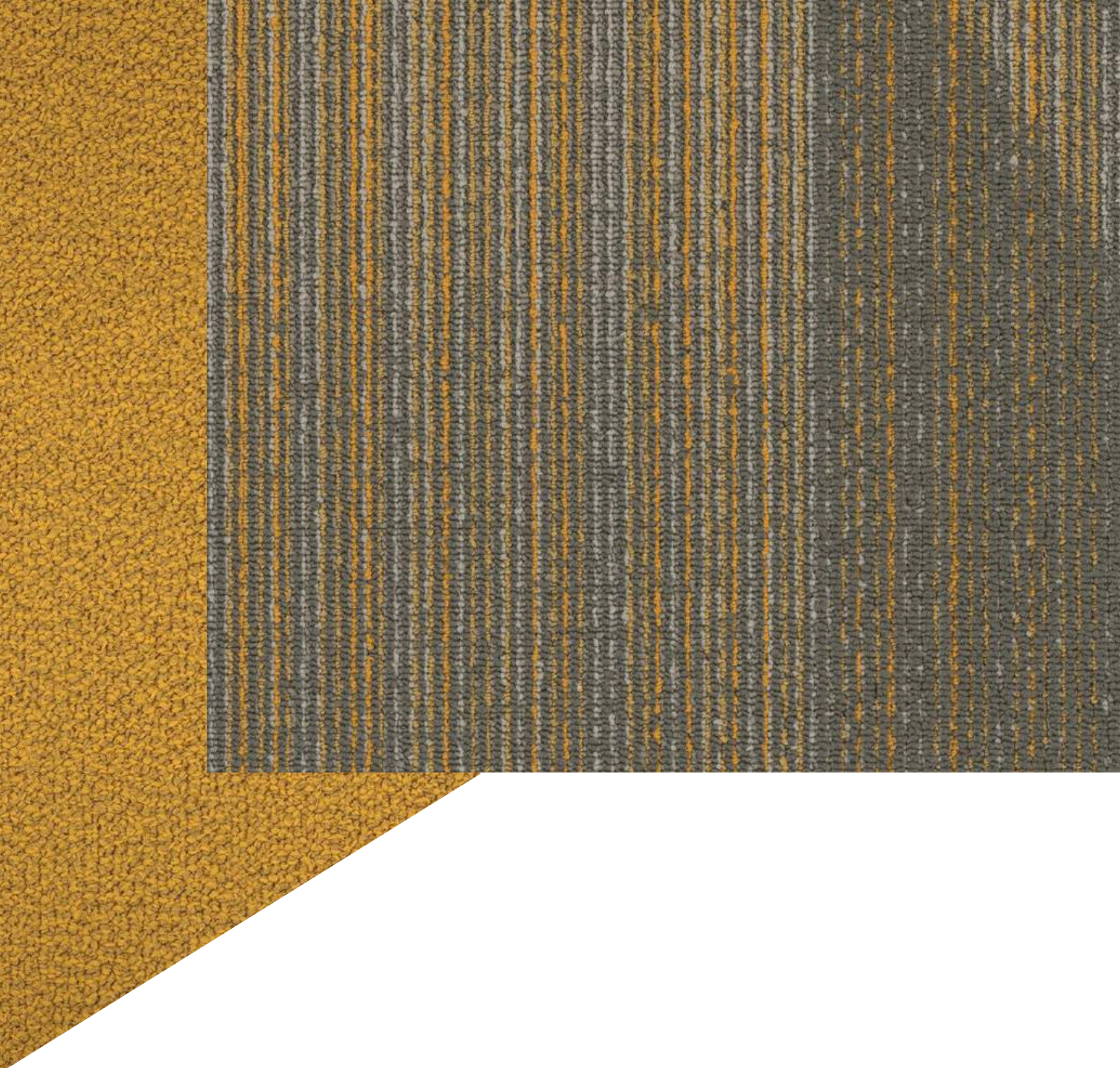
J+J offers inspired broadloom and modular commercial carpet solutions with an unwavering commitment to quality and performance.

kinetex

Award-winning Kinetex is a textile composite flooring that combines the key attributes of soft-surface floor covering with the long-wearing performance characteristics of hard-surface flooring.

lvt

With some of the most advanced Luxury Vinyl Tile products on the market, our leading edge collections were thoughtfully selected to coordinate with J+J carpet and Kinetex products. They can also make a strong design statement all on their own for any project application.



jjflooringgroup.com

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