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### **Design Pool, LLC. Releases The Cryptology Collections at NeoCon 2021**

East Hampstead, NH – [Design Pool LLC.](#) introduces *The Cryptology Collections*, a collection of twenty original pattern designs inspired by code, the hidden messages they communicate and the women codebreakers of World War II. Designed by Kristen Dettoni, *The Cryptology Collections* are part of Design Pool’s digital library, the only pattern library created exclusively for interior designers and home to over 600 pattern designs.

*The Cryptology Collections* invite people to take a deeper look at code. Code makers and code breakers both know people don’t need to speak the same language, or any language at all, to communicate a message. They just need to see the same pattern.

Codebreaking pioneer Elizebeth Smith Friedman broke thousands of codes during World War I, Prohibition, and World War II and was the source of inspiration for this collection. Elizebeth and her contemporaries paved the way for women in the sciences, intelligence agencies, and the military. Their work prevented enemy bombings, brought down organized crime, and helped defeat the Nazis. They did this all with only paper and pencil, all for less pay than the men they supervised, and all by looking for patterns.

Kristen Dettoni, Design Pool founder and designer, is excited to debut this collection at NeoCon this fall. “When I first learned about the women codebreakers from this era, I felt an immediate kinship. Like them, I have worked with pattern my whole career and know its power to communicate in our lives. Through this collection, I hope to spark a conversation about what interior designers communicate in a built environment through their choices in materials and patterns.”

*The Cryptology Collections* includes four smaller groupings designed for specific markets.

**Knowledge is Power** is an upholstery collection. This grouping includes a modern tossed floral, striking geometrics and a versatile texture. The sophisticated color palette of neutrals and earth tones is well suited for healthcare interiors. Design Pool partners with New Hampshire-based LDI Interiors to digitally print these designs on EnviroLeather, their luxurious, leather-like line of

wipeable coated fabrics. This fabric uses an innovative technology in performance coatings and formulations and is leading the movement toward sustainable, high performance, less toxic fabrics.

**Top Secret** is designed for commercial flooring. This collection includes an attractive floral, smart geometric, and an energetic stripe pattern. The color palette of dark, grounding neutrals is well-suited for floors. Design Pool partnered with Wisconsin-based Graphic Image Flooring to digitally print these designs on 100% solid polyvinyl sheet flooring. At 1.9mm thick, their flooring provides one of the thickest wear-layers in the world. It is slip and stain resistant, commercially recyclable, and perfect for high traffic areas.

**Radio Waves** is designed with a focus on acoustic panels. The designs include a modern, landscape floral, smart geometrics and a shifting stripe. The colorline is light and airy, with versatile colors and neutrals. Design Pool partners with Phoenix-based printer Image Craft to digitally print these designs. Their unique acoustic panels flatten noise levels while adding visual interest to a room. They are made with recycled materials, have an “A” fire rating, bleach cleanable, and are moisture and microbial resistant.

Lastly, **Classified** includes five patterns designed for wallcovering. Two contemporary floral patterns anchor this collection and are complimented by a stripe and two geometrics with a modern feel. One pattern incorporates QR codes and explores the idea of a direct line of communication between an environment and the person experiencing it. The colorline is sophisticated, while also being fun and animated. Design Pool partners with Virginia-based Chroma Imaging to digitally print these designs on wallcovering. Chroma Imaging offers a wide range of substrates such as textured wallpaper, self-adhesive vinyl, felt, metallic and more.

Design Pool is revolutionizing the way patterns find their way onto products and into interiors. Interior designers eager to integrate sustainable, on-demand printing into their material selection, but are concerned about high minimums and added costs, now have easy access to this technology. Design Pool connects designers directly to their printing partners who have been vetted for quality and service. All printing partners have low-to-no minimum requirements, quick turnaround, and high-quality products.

“While I was intrigued by the work these women did with pattern to crack codes, I was also inspired by their enthusiasm for science and the cutting-edge technology of their time,” reflects Dettoni. “I know they would be as excited as I am about the technological advances in digital printing and its ability to change the way products are manufactured in the US and around the world.”

[NeoCon](#) is the world’s leading platform for the commercial interiors industry. The event takes place on October 4 – 6, 2021 at theMART in Chicago, IL. This will be an in-person event. Find Design Pool on the 7<sup>th</sup> floor of theMART in Booth 7-4049.

Download photos of the collection [here](#).  
Photo credit: Kristen Julianna Photography

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