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### **Design Pool, LLC. Returns to NeoCon with New *Swallowtail Farm Collection***

Today Design Pool, LLC announced they will be exhibiting at NeoCon, the world's leading platform for the commercial interiors industry. The event takes place on June 12 – 14, 2023, at theMART in Chicago, IL. This will be an in-person event with onsite and virtual programming.

Based in East Hampstead, New Hampshire, Design Pool is the only pattern library created exclusively for interior designers, with a focus on commercial interior markets. They partner with digital printers using the latest on-demand technology to give interior designers more options when specifying materials. Their printing partners can print any pattern from Design Pool's online library of over 700 patterns onto various materials such as vinyl flooring, faux leather upholstery, acoustic panels, wallpaper, and more.

In addition to introducing NeoCon attendees to their unique online platform and showing them how to use it, Design Pool will be launching the new *Swallowtail Farm Collection*. *Swallowtail Farm Collection* is a collection of patterns designed by Kristen Dettoni of Design Pool for upholstery in healthcare interiors. The inspiration for this collection was to bring the healing power of medicinal herbs and plants into healthcare interiors through beautiful color and pattern, ultimately fostering an atmosphere of health and wellness.

Dettoni began her design process by partnering with experienced herbalist Lauren Pignatello from Swallowtail Farm & Creamery in Maine to learn about the medicinal properties of various herbs and flowers. Pignatello shared her knowledge of different plants and explained which were historically used to treat illnesses. Next, Dettoni sketched plants and flowers before using those sketches to create fourteen different patterns in seamless repeat. The *Swallowtail Farm Collection* highlights six medicinal plants including Yarrow, Queen Anne's Lace, Roses, Bee Balm, Lady's Mantle, and Elderberry. All the designs are finished with Design Pool's signature digital texture. This effect gives the finished upholstery the look of a textured woven cloth, despite being digitally printed on high-performance coated fabric.

These fourteen patterns include florals and textures that work well on their own and coordinate with each other. Each pattern in the collection comes in six to nine colorways and already fits into a healthcare palette. During the design process, Dettoni referenced the current Sherwin-Williams healthcare color palettes, so all color options coordinate with these popular colors.

Design Pool partnered with New Hampshire-based printer LDI Interiors to digitally print these designs on EnviroLeather PRINTS, their luxurious, leather-like line of wipeable, coated fabrics. These fabrics use innovative technology in performance coatings and formulations and lead the movement toward sustainable, high-performance, less toxic fabrics.

Design Pool will be unveiling *Swallowtail Farm Collection* at NeoCon 2023. Find them on the 7<sup>th</sup> floor of theMART in Booth 7-3050. This event is free for attendees.

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