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Design Pool, LLC. Debuts *Swallowtail Farm Collection*

At NeoCon 2023, Design Pool, LLC is debuting a new collection of pattern designs, the *Swallowtail Farm Collection*. These fourteen patterns include florals and textures that work well on their own and coordinate seamlessly with each other. Each pattern comes in six to nine colorways that all coordinate with current Sherwin-Williams healthcare color palettes.

The idea for this collection hatched after Kristen Dettoni, Design Pool's founder and lead designer, spent time with herbalist Lauren Pignatello from Swallowtail Farm & Creamery in Maine. Pignatello runs a commercial dairy with her family in rural Maine and has been a practicing herbalist since her late teens. She has an infectious love of the outdoors and the gifts nature bestows on us. Early in the design process, she shared her knowledge with Dettoni about plants, flowers, and herbs traditionally used for their medicinal value. Dettoni then sketched these plants and developed her artwork into pattern designs.

Dettoni has years of experience designing patterns for commercial interiors and knows that in healthcare settings, images of nature have been known to positively impact patient experience. With this in mind, she created a series of patterns that not only contain images of nature, but specifically with nature known to have healing properties. "I love the idea of patterns having a hidden layer of meaning to them. Healthcare interiors are the perfect place to use upholstery that both looks beautiful and tries to inspire feelings of calm and healing," said Dettoni.

In this collection, she highlights six medicinal plants including Yarrow, Queen Anne's Lace, Roses, Bee Balm, Lady's Mantle, and Elderberry. All the designs contain Design Pool's signature digital texture which give the effect of a woven cloth, even though it is digitally printed on high-performance coated fabric.

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.

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 online library of over 800 patterns can be printed on various materials such as vinyl flooring, faux leather upholstery, acoustic panels, wallpaper, and more.

NeoCon is the world's leading platform for the commercial interiors industry. They describe their event as "the annual gathering place for the commercial design world's manufacturers, dealers, architects, designers, end-users, design organizations and media." The event takes place June 12 – 14, 2023, at theMART in Chicago. Attendees can find Design Pool on the 7th floor of theMART in Booth 7-3050. This event is free for attendees.

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