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Textile Science Rules Brentano's NeoCon TexLab

Making new contract performance fabrics from the Affinity collection fun and cool

Wheeling, Ill. (April 2014) — Brentano Design Director Iris Wang's favorite analogy likens dyeing polyester yarns to making noodles, and in her "kitchen tests," she cooks up everything from red wine stains to permanent ink marks and bleach-soaked samples. Now that's called science, and at NeoCon, Wang and her team are setting out to prove that the science behind textiles is both fun and cool. Last year Brentano debuted their flagship showroom. This year they will debut the Brentano TexLab in suite 1040A. Science rules!

The catalyst for the TexLab, the fall 2014 **Affinity** collection, expands and advances Brentano's strongest product lines with several distinct, cohesive collections within a collection. Polyurethane faux leathers (now with inkSafe finishing), performance fabrics and new tech-y textiles for acoustical wall panels and fire retardant draperies all embody the Brentano Design Studio's natural attraction to pattern and color. Further analysis reveals that "affinity" applies to the conditions in the TexLab in more ways than one.

mathematics : a transformation in space

Featuring specimens of Brentano's new fire retardant draperies, the TexLab will demonstrate how dramatic patterns, both large and small scale, can transform a space.

chemistry : the tendency of two substances to attract

Or not. Available in a very attractive, bright and neutral palette, Brentano's next generation of polyurethane faux leathers resist ink marks with inkSafe finishing.

anthropology : not a blood relationship

On exhibit, Brentano's performance line, with artistic additions from Affinity, includes fabrics with healthcare finishes to repel liquids of all kinds.

physics : a change in internal energy

Joining Brentano's dynamic line for the first time, beautiful acoustical wall panel fabrics liven up an interior while doing their part to absorb sound waves.

biology : the degree of interaction

The TexLab opens for interactive tours Monday, June 9, at 9 a.m. in showroom 1040A, and Design Director Iris Wang will host a reception that evening from 4 to 6 p.m. for all textile and design nerds.

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Left to Right: Aquarelle 4530: Avery 07, Wyeth 01, Demuth 05, O'Keeffe 02, Nilsson 06, Audubon 03, Hopper 08

New upholstery **Aquarelle** from the fall 2014 Affinity collection makes an artistic addition to Brentano's line of performance fabrics. A contemporary interpretation of a traditional ikat, 54" stripe Aquarelle marries the delicate appearance of watercolors with the tough performance of GreenShield finishing and abrasion resistance of over 50,000 double rubs (Wyzenbeek).

About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor, Crypton, Nano-Tex and GreenShield fabrics. Please visit www.brentanofabrics.com for more information.

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