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SHOWROOM ENTRY

## Momentum Features Silica at NYC Showroom Launch

by Brad Powell

**Momentum Group** (Momentum Textiles, LoomSource, and Textus), one of the big names in textiles in the U.S. took the occasion of the recession to open a NYC showroom in Gramercy Park (257 Park Ave S., 14<sup>th</sup> Floor). Recessions can open the doors a little wider for reasonable rents, but

Momentum had a greater urgency: to introduce its “revolutionary product **Silica**.”

October 13, 2010, was the launch date and customers and members of the New York design community celebrated the showroom opening and received demonstrations and an opportunity to see, and touch, Silica.

*Silica* is a proprietary fabric developed by Momentum over the past two years to create an environmental alternative to vinyl and polyurethanes. The result is claimed to be the “the industry’s first and only environmental alternative to vinyl and polyurethane.” Success came quickly in the form of a **Best of NeoCon Gold** award-winning product. It is made without solvents or PVC (polyvinyl chloride) and consists of



SILICA



FABRIC DISPLAY AREA

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ROGER ARCINIEGA DEMONSTRATING THE INK ERASURE CAPABILITIES OF SILICA TO JENNIFER BUSCH

51% silicone and 49% PLA. It is ink erasable with water as well as inherently anti-bacterial and anti-fungal. Silica exceeds 365,000 double rubs.

The new showroom was designed by **Conant Architects** and, an increased presence for Momentum Group in New York while putting some direct muscle behind the East Coast promotion of *Silica*. "Opening this showroom is important to supporting the way A&D firms operate in New York," said Momentum CEO **Roger Arciniega**. Often, firms have limited resource library space especially in New York. "Our showroom can serve as an extension of their design studio and resource library by providing collaborative workspace as well as access to full sampling of

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Mi Junren, Deputy Chief Architect, Beijing Institute of Architectural Design

Wang Degang, Owner, W2 Architects, Nanjing

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all three of the Momentum Group brands,” said **Eddie Elizondo**, Marketing Director for Momentum Group.

The new space features enhanced resources for the design community in New York including the ability to view samples under various lighting conditions as well as comfortable touch-down spaces. The showroom’s high ceiling provides an expansive, loft-like

feeling and the large northwest facing windows offer greater access to natural light. Keeping furniture and surface finishes neutral enables the large samples of Momentum Group fabrics to add texture, dimension and color to the space.

“The sophisticated design of the showroom offers Momentum Group a clean canvas to display their variety of

innovative fabrics,” said **Lance Amato**, Associate, Conant Architects. We focused on showcasing the extensive range of the company’s three collections while maintaining the Momentum Group’s overall brand aesthetic. In addition, the space was designed to be flexible for all of Momentum’s collaborative initiatives; transitioning from an educational seminar one day to a private conferencing space the next”.

“In addition to providing superior services to the local design community,” said Mr. Elizondo, “our New York showroom also facilitates meetings between key vendors in our supply chain and the Momentum Group Design Studio. Moreover, it simplifies meeting with media outlets in the New York market for our Marketing team making the new showroom valuable to both our customers and company.” ■



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#### Momentum Group Showroom

257 Park Ave South, 14<sup>th</sup> Floor  
New York, NY 10010

800-366-6839, press 2

Hours: M – F 9 a.m. to 5 p.m.

<https://www.themomgroup.com/>



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