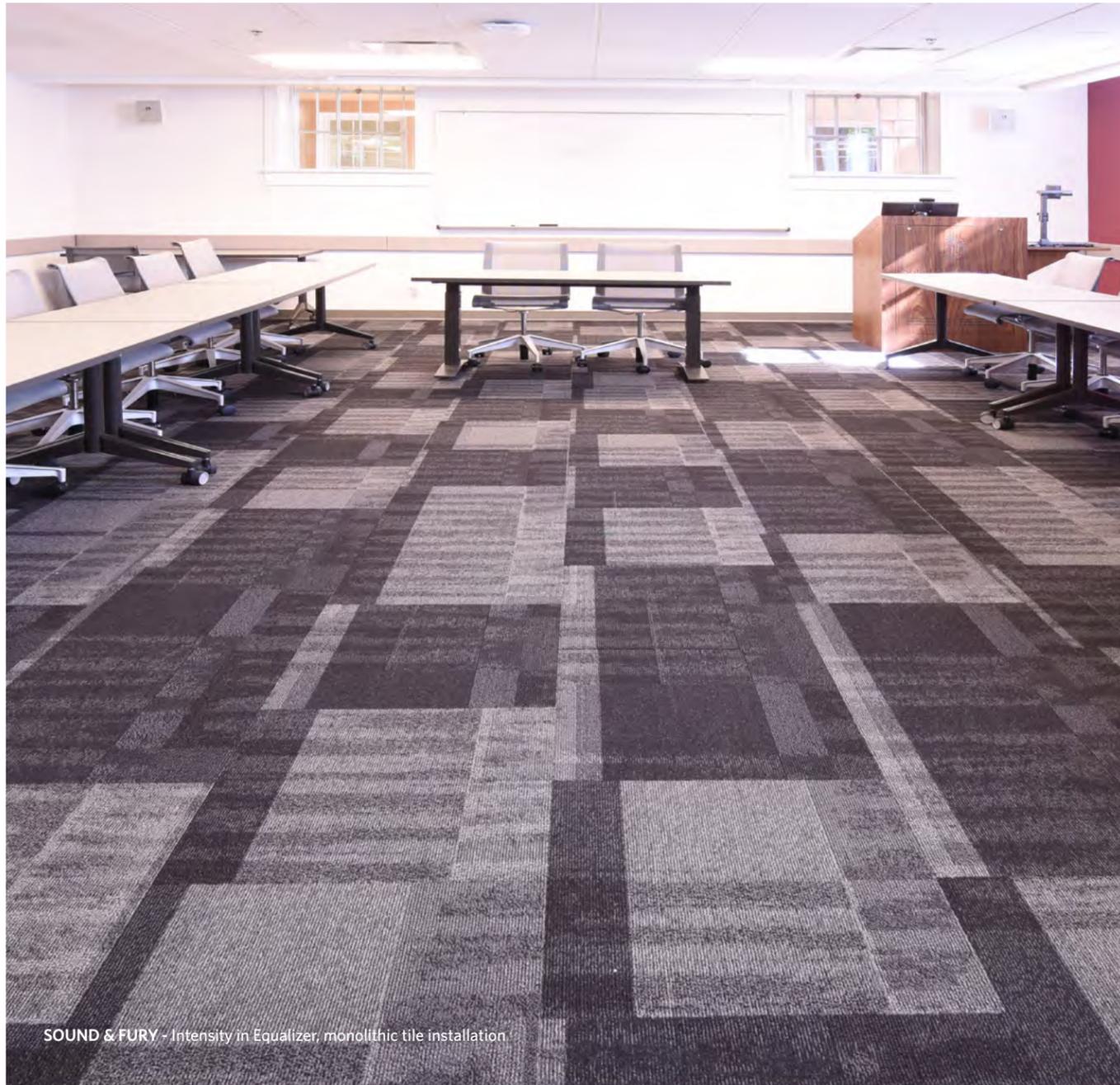




UNIVERSITY OF SOUTH CAROLINA HAMILTON COLLEGE - A CASE STUDY

Renovations and rebuilds are meant to create something useful - interior spaces designed to reach goals and elicit particular responses. The recent renovation at the University of South Carolina (USC) served a purpose that extended beyond its walls, floor, and ceiling: to create an incubator of social work to benefit the greater good.

*Milliken*TM



The College of Social Work at USC promotes social well-being and social justice through a multidimensional mix of teaching, research, and service. For the first time, USC united the College's various factions together under one roof, preparing to welcome more than 600 undergraduate and graduate students to a shared space designed to nurture social progress and benefit the lives of others.

Two structures comprise Hamilton College - the Pendleton or Armory Wing, and the Pickens Wing. Combined during the renovation, the pair of buildings now boasts more than 57,000 square feet of classrooms, office space, conference rooms, and computer labs.

"Due to the accelerated construction timetable, we were keen to take opportunities to accelerate the process. Milliken Moisture Pro 90's rapid drying capacity saved us time and helped us meet our deadline."

- Jared Culler, Sales Representative, Bonitz

When it came time to plan out the design, providing the College of Social Work with a solid foundation was of utmost importance. The project's time constraints - to be complete for the 2015-2016 school year - meant that opportunities to expedite the construction were prioritized.

USC commissioned The Boudreaux Group to direct the design, renovation, and construction of Hamilton College, which is included in the National Register of Historic Places. The goal: achieve LEED® Silver certification.

Attracted by our myriad offerings with unparalleled performance, Dana Herron, an interior designer at The Boudreaux Group, turned to Milliken for the project's flooring needs. Five collections were selected for the project: Southern Analog, Sound & Fury, Landmark, Theory 2.0, and Elevation. University colors with garnet accents were strategically incorporated, without overwhelming the space, to honor the school and the historic building while enlivening it with current upgrades.

In addition to providing the right aesthetics to outfit the new College of Social Work, Dana prioritized performance from the floor covering down to the adhesive underneath. Bonitz, the nation's largest independent, employee-owned flooring contractor, was selected to manage the carpet tile installation.

“Milliken offers an incredible caliber of adhesive, which excels in challenging, high-moisture environments. Moisture Pro 90 offers extensive benefits at an incredible value.”

- Jared Culler, Sales Representative, Bonitz

Unlike other adhesives, Milliken’s Moisture Pro 90 can withstand high-moisture content in the subfloor that often delays construction, and emits very little odor - imperative for fast-tracked installations, particularly in schools where indoor air quality is a prime concern. The adhesive expedites construction due to its quick drying time. The Hamilton College renovation was slated for a swift turnaround, which made Moisture Pro 90 the optimal selection.

Milliken’s Moisture Pro 90 adhesive also offered unprecedented performance and protection against moisture. Moisture Pro 90, a durable, low-VOC, water-based adhesive, is specifically engineered to combat concrete subfloor moisture and high levels of humidity. In addition, Milliken’s cushion backing boasts premium acoustical properties, fostering a prime learning environment in the building’s classrooms.

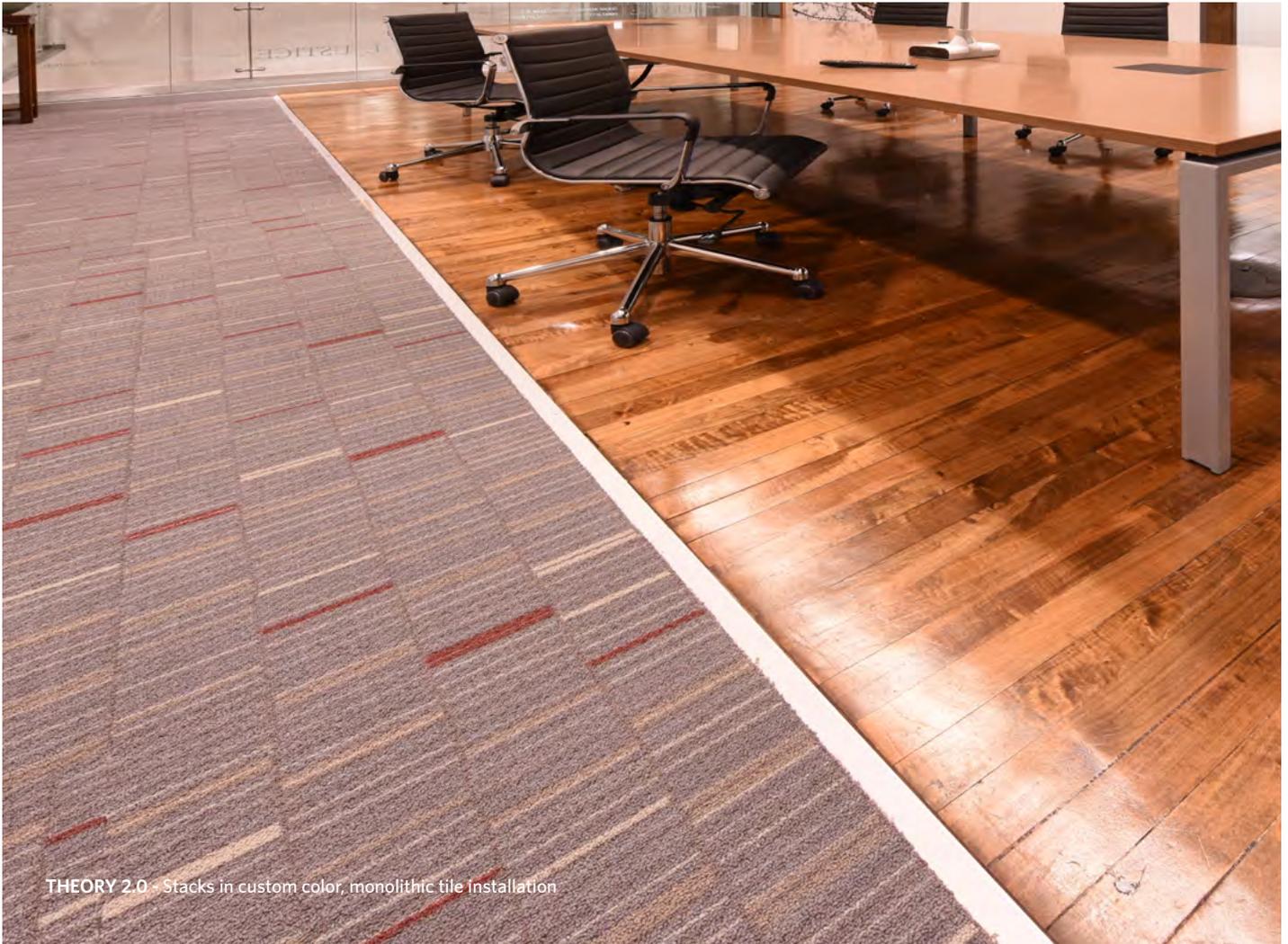
USC and the Boudreaux Group were impressed with the high performance guaranteed by flooring installed with Moisture Pro 90. The adhesive is resistant to vinyl plasticizer migration from previous flooring materials, a pronounced benefit in renovations like this one, with the original building constructed in 1941. Moisture Pro 90’s performance is further amplified when paired with Milliken carpets, which are free of plasticizers and enhanced with AlphaSan technology, which drastically reduces the growth of bacteria, mold, and mildew that would otherwise result in carpet odors or staining. Moisture Pro 90 is also in line with USC’s prerogative to practice sustainability, as it is Carpet & Rug Institute Green Label Plus approved.



SOUTHERN ANALOG - Panoramic in Diffuse, monolithic tile installation

“I wanted to create a juxtaposition of classic and modern. It was important to preserve the historic charm and grace of the building while injecting it with a contemporary sensibility. The darker hues in some of the patterns, highlighted by USC school colors, created movement – a flow between old and new.”

- Dana Herron, Interior Designer, The Boudreaux Group



THEORY 2.0 - Stacks in custom color, monolithic tile installation

Milliken's floor covering and advanced adhesives helped USC achieve its goal efficiently and effectively: a LEED silver-certified space endowed with a modern yet historical look that will stand up against moisture, provide optimal acoustics, and endure for years to come.

"Milliken is one of my go-to carpet providers. When I start a project, my focus is to deliver a lasting space that is fresh and functional – Milliken products always deliver both."

- Dana Herron, Interior Designer, The Boudreaux Group



Visit millikencarpet.com for more information.
Customer Concierge 800.824.2246 (USA and Canada)

On the cover: **SOUND & FURY** - Intensity in Equalizer, monolithic tile installation
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