

LANGHORNE CARPET COMPANY

“The Foundation of Fine Interiors”

NEWS RELEASE

DESIGN STUDENTS AND CONSERVATION GROUPS BIG WINNERS WHEN MORROW DESIGN COMPETITION AWARDS ARE PRESENTED AT 6 PM, FRIDAY, APRIL 27, AT THE MARKETPLACE DESIGN CENTER ***Nutter Administration Business Development Head Among Participants***

PHILADELPHIA, PA (April 23, 2012) – The next generation of premier Philadelphia area designers will be announced at 6 p.m., Friday, April 27, when the winners of Langhorne Carpet Company’s inaugural Morrow Student Design Competition are announced at a ceremony at the Marketplace Design Center. The winning patterns, which will kick off Langhorne’s Conservation Collection, will be revealed to the public following the ceremony and ultimately woven by the legendary Bucks County mill and sold to customers around the world.

Winning teams receive cash prizes and non-profit organizations, including the Philadelphia Zoo and Pennsylvania Horticultural Society, will share in all sales proceeds for the benefit of conservation education. Karen Randal, Director, Office of Business Attraction and Retention for the Nutter Administration, will underscore the importance of the event in attracting top student talent to Philadelphia and revitalizing its once thriving textile industry.

Twenty teams of students representing six area colleges and art institutes submitted original designs as part of the rigorous competition that began eight months ago. Their research included site visits to the legendary carpet mill in Penndel, as well as special tours of the Zoo and Philadelphia Flower Show. Among the competition’s numerous creative and technical criteria, the teams were required to submit at least one pattern evocative of the fragile plant kingdom and another representing the world of threatened wildlife. In addition, they needed to demonstrate that their proposed carpet designs could be woven on the mill’s Jacquard Wilton looms – the gold standard of global carpet making dating back to 18th century England using hand-cut punch cards to “program” the looms. The panel of judges will also take into consideration the market appeal of the designs and input from representatives of the Zoo and Horticultural Society.

Bill Morrow, Langhorne’s President and a member of its founding family, has personally provided the nearly 50 student designers an in depth behind-the-

scenes mill tour. “Every student has been intensely interested in our dedication to the time honored methods of Jacquard Wilton weaving and use of the finest wool. As one of the remaining mills of its kind in the U.S., we are as excited as the students and honored to sponsor this competition,” said Morrow. “Every team will have a great addition to their portfolio upon graduation as a result of the competition and the winners will forever be able to boast they have their own line.”

Judges include Philadelphia decorator Bennett Weinstock, an Architectural Digest Top 100 member; New York-based designer Alex Papachristidis, Elle Décor “A List” member, and Hilary Jay, Executive Director, DesignPhiladelphia.

Design teams represent: Philadelphia University, Tyler School of Art at Temple University, Drexel University, Arcadia University, University of the Arts, and Art Institute of Philadelphia.

Sponsors include The Marketplace Design Center, British Wool Marketing Board, DesignPhiladelphia, ASID. The Pennsylvania Horticultural Society and the Philadelphia Zoo provided competition assistance.

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