



An Expert's Guide to Wallcoverings

By Colleen DeHart

Light-bending metallics. Intricate fabrics. Bold colors. Timeless wood grains. Deep texture. The options for transforming walls or ceilings are vast when you work with **MDC Interior Solutions**. "These spaces are a blank canvas where you can design extraordinary spaces," says **Dan Brandt**, director of product and marketing for the Chicago-based company.

A world leader in interior wall designs, the MDC family has been making statements with wall coverings of all kinds for almost 50 years. The company's roots began as a family business and remained that way until just last year, and family values are still evident in the way MDC does business. "We pride ourselves in giving a personal touch. No matter where a customer is located, we have MDC professionals in every major metropolitan area, ready to assist with the specifying firm or onsite at the project," Brandt says. "We want to act in a consulting role, making sure projects have the right materials and are used effectively."

That also means staying up on the latest trends. "The industry is always changing, and it's incredibly exciting to supply the materials to transform these unbelievable spaces," he says. A decade ago MDC introduced its **Dimension Walls** collection. It's been used to turn ordinary spaces into works of art ever since, with its vast array of deep textures and exceptional finishes.



This MDC Interior Solutions project uses **Square in Burnished Brushstroke** from the **Dimension Walls** collection.

How Do Wall Coverings Make Design Flexible?

It's about complementing your vision, not overtaking it. That's why MDC makes Dimension Walls panels to order. Clients can choose from more than 70 textures and 46 finishes—solid colors, metallics, wood grains, fabrics, painted metals, and more. "We offer a great deal of design flexibility. Designers looking to specify clean architectural spaces often select our high gloss white, allowing the true nature of the texture to speak for itself," Brandt says.

Wallcoverings are a cost-effective solution for spaces that operate with short-term leases. "We're seeing end users select decorative materials that are budget-friendly without sacrificing aesthetics. Many spaces are going from 10-year leases to three and people are looking at creative ways to enhance shorter term spaces," he says. Dimension Walls panels are listed at \$5.99 per square foot—five times less than many other deeply textured options. And a little can go a long way. The panels can add elegance and dramatic appeal to any project.

MDC panels are highly durable, making them ideal for any wall or ceiling location, even in high-traffic areas. "When you have a specialized, beautiful finish there is always concern over abuse potential," Brandt says. "This product can go anywhere. The panels can be touched and interacted with without concern over long-term wear." They're a popular feature in restaurants underneath the bar, too. The panels will last for years and are easy to maintain in commercial settings.



Wayfind from MDC comes in 40 standard colors with a two-sheet minimum. Custom colors are available with an 80-sheet minimum, and MDC can also be contacted for custom designs.

What about Brand Customization?

Wallcoverings are liked among designers in the restaurant, hospitality, corporate, and health care industries and used to make a signature statement. "In the past we wanted walls to blend in; now we have the ability to come up

with something extraordinarily visual to match a brand identity," Brandt says. Clients turn to MDC for bold designs to become a piece of art on their walls, often combining metallics with lighting to create shadows. "It is very dramatic looking."

MDC designers also work with companies to incorporate brand logos and colors into the panels. "It's a subtle little reminder to visitors," Brandt says. When one popular fast-food chain went to them, MDC designers turned a scan of the restaurant's hamburger boxes into a unique texture to line the



walls of its corporate offices. "We can take anything from a line drawing, camera-ready art, or logo and put it into the actual texture. The options are endless." Customized panels have a six-week turn around.

How Do I Install MDC Dimension Walls?

The panels are often referred to as an "installer's dream." They are lightweight and can be easily rolled up and shipped directly to a job site—no heavy crates or dock entrance necessary. A single installer can cut the panels with a utility knife and glue them to the wall using a contact adhesive, minimizing disruption. "It's as quick and easy to install as any other wallcovering would be," Brandt says.



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When used on a ceiling, the panels can be glued or dropped directly into the ceiling grid, making them an ideal solution for renovating a space. Other options for adhering the panels are available. MDC consultants work with installers to determine the best solution for each project.

What Sustainable Offerings are Out There?

If you're looking for environmentally



friendly options for your project that don't slack on performance or aesthetics, MDC can help. The company also has panels made from 50% recycled content and 40 non-PVC finishes, including many of the same options as its traditional line, including metallics. "There is no visual change in the end product. That is part of what we love

about it," Brandt says. The recycled, non-PVC panels are slightly more expensive at \$6.99 per square foot, but they're important. "Anytime we can minimize our impact, recycle, and improve our process, it's a win," Brandt says. "We are always looking for new and innovative ideas. It's part of our culture." **gb&d**

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