



1912



1912 Acoufelt + Pophouse

In partnership with Detroit based interior design studio Pophouse, Acoufelt is pleased to welcome '1912', an exclusive collection of QuietPrint™ acoustic panels. The partnership merges Acoufelt's acoustic expertise and manufacturing capabilities with the design intelligence of Pophouse, resulting in a collection that is classic yet purposeful.

Using a narrative-driven approach, the design team at Pophouse composed a collection of five classically inspired patterns in nine fresh colorways. Celebrating craftsmanship, texture and technology, the 1912 collection pulls inspiration from original hand-painted textures, a playful exploration into shape and form, and the rich cultural and architectural landscape of Detroit. The collection's unique play of linework and pattern is derived from Detroit's Art Deco architectural legacy to create a diverse mix of timeless pattern vignettes. Hand-painted works created by the Pophouse design team were then digitally incorporated into the patterns, bringing a unique marbleized texture to the forefront. Layers of delicate linework are paired with organic brushstroke in colorways that feel fresh yet familiar.



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**We can bring form and
function together to
create an environment that
looks as good as it performs.**

Ben Grace

Acoufelt, CEO

“We are impressed and excited by the passion, knowledge and design vision displayed by Jennifer and her design team at Pophouse”, says Acoufelt CEO Ben Grace. “Our holistic approach to product materiality and manufacturing for soundscapes combined with Pophouse’s environmental design intelligence and knowledge of the built environment will play a key role in propelling Acoufelt’s global mission – to improve the human experience by designing for the ears as well as the eyes”.

Jennifer Janus

Pophouse, President

Pophouse President Jennifer Janus recognises the critical role acoustics play in the built environment. “This partnership is important because acoustics remain a crucial design consideration when creating comfortable shared spaces – for productivity, as well as the mental and physical well-being of occupants. By elevating the design of these acoustic products, we can bring form and function together to create an environment that looks as good as it performs” Jennifer explains.





MIST



FOG



STORM



STONE



SAND



BLUFF



SEA



FOREST



CAMEL

Charles

With a bold art-deco attitude inspired by Detroit's Guardian Building, Charles is unapologetic yet regal. His meticulous attention to detail and organized approach connect with the emotion and aesthetic of any space.

Pattern Repeat

Repeatable horizontally

Repeatable vertically with 180 degree turn

Reversible



CHARLES - SAND



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MIST



FOG



STORM



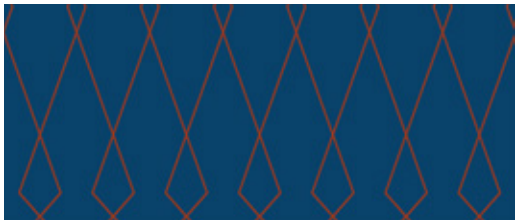
STONE



SAND



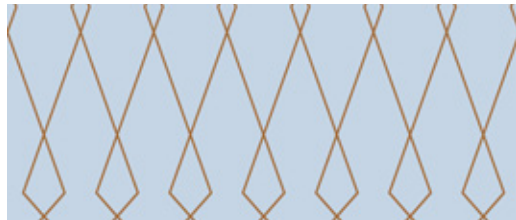
BLUFF



SEA



FOREST



SKY

Bridget

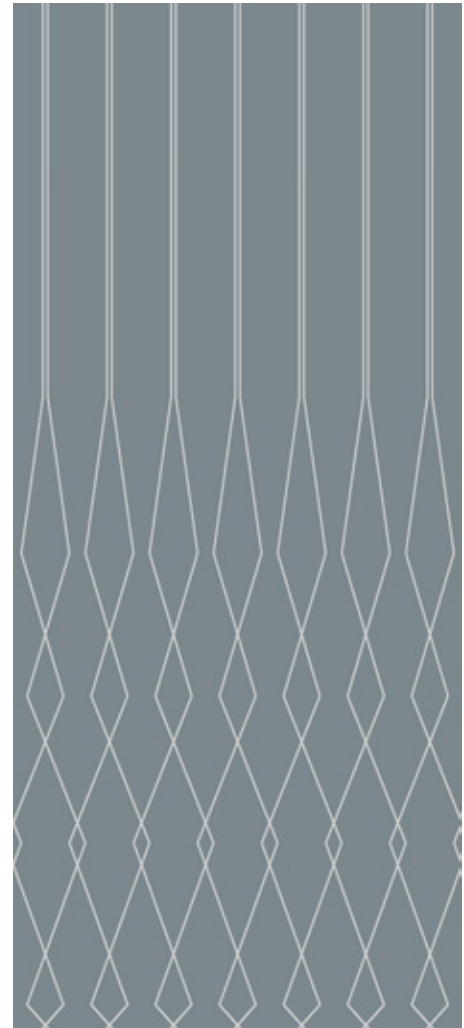
Inspired by the sculptural geometry of Detroit's Historic Helen L. DeRoy Auditorium by Yamasaki, Bridget commands a quiet yet impressive presence. She is serene with a formal simplicity that both livens and smooths the rough edges of any space.

Pattern Repeat

Repeatable horizontally

Repeatable vertically with 180 degree turn

Reversible

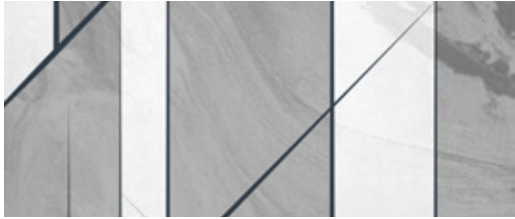


BRIDGET - STORM

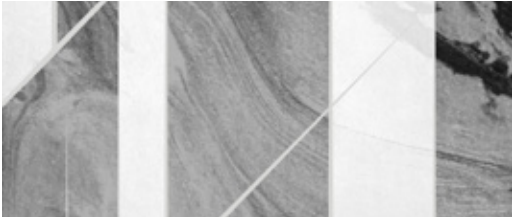
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Acoustics remain a crucial design consideration when creating comfortable shared spaces — for productivity as well as the mental and physical well-being of occupants.

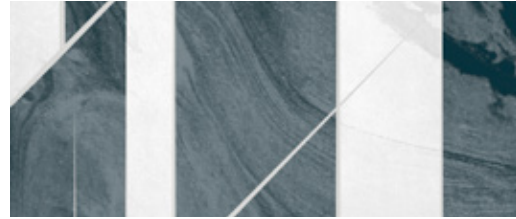




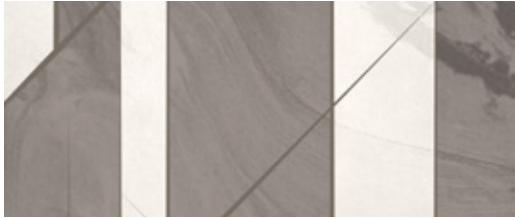
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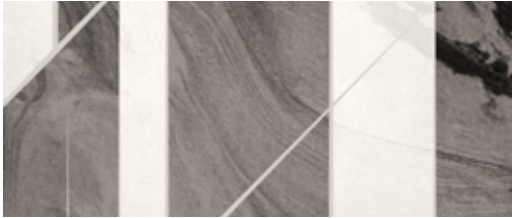
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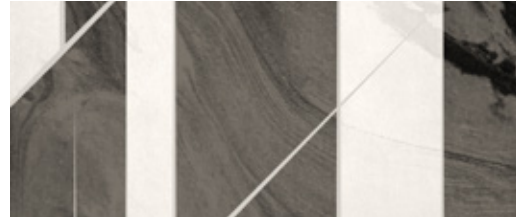
STORM



STONE



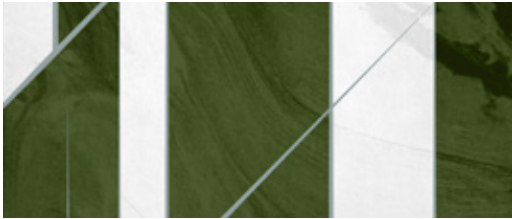
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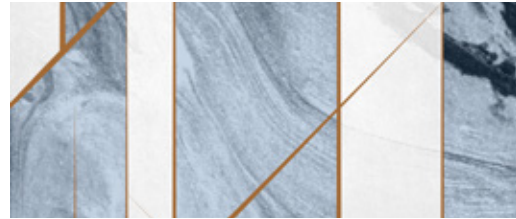
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SKY

Louis

Grandeur in both verticality and ornamentation, Louis is inspired by the Fisher Building, regarded as Detroit's largest art object. Louis is refined and gilt in fame while being relatable and comfortable in any social situation.

Pattern Repeat

Repeatable horizontally
Repeatable vertically with 180 degree CCW turn
Reversible



LOUIS - FOREST

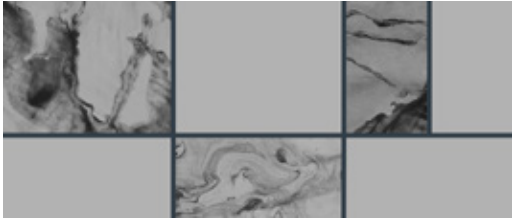


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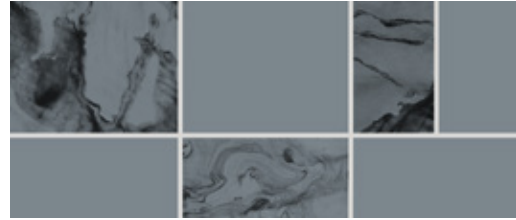
Celebrating craftsmanship, texture and technology, the 1912 collection pulls inspiration from original hand-painted textures, a playful exploration into shape and form, and the rich cultural and architectural landscape of Detroit.



MIST



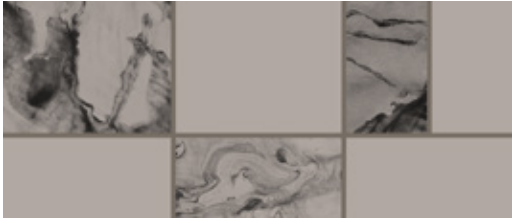
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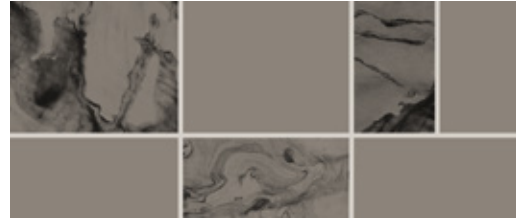
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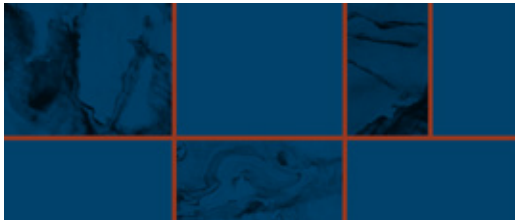
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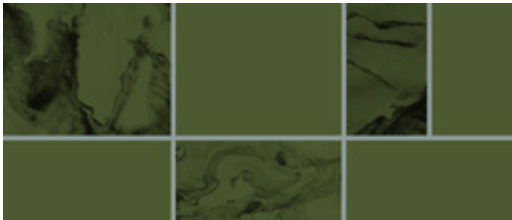
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SKY

Ludwig

Another Yamaski wonder and his first skyscraper, One Woodward Avenue in Detroit serves as the inspiration for Ludwig. With international influence garnered from his travels abroad, Ludwig is delicate yet methodical in demeanor and presence.

Pattern Repeat

Repeatable horizontally

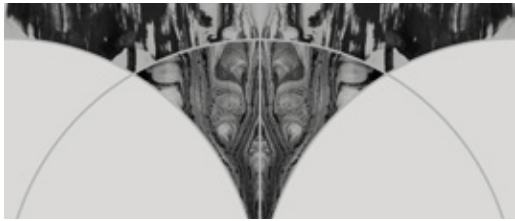
Repeatable vertically with 180 degree turn

Reversible

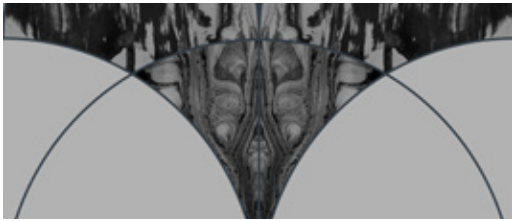


LUDWIG - MIST

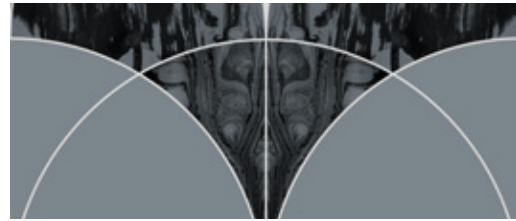




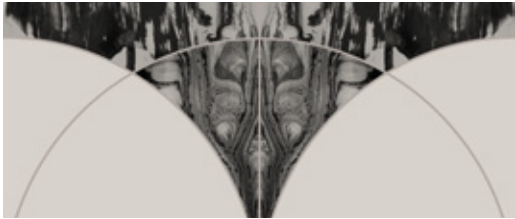
MIST



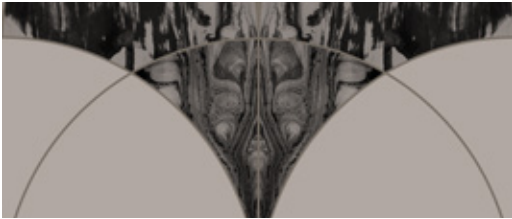
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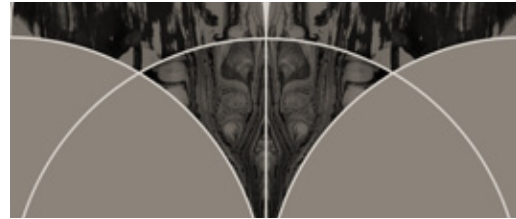
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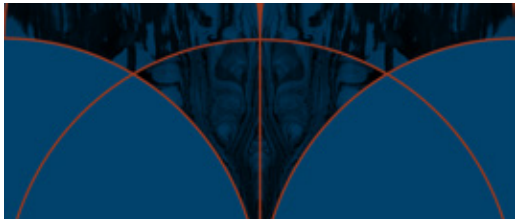
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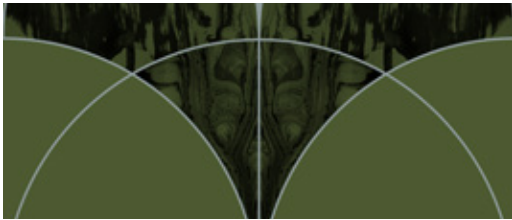
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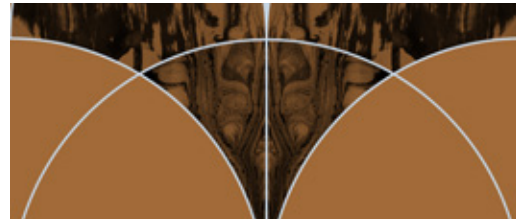
BLUFF



SEA



FOREST



CAMEL

Florence

With family ties to New York, Florence carries architectural influence from Detroit's Michigan Central Station. She is elegant and adorned in aesthetic. Florence prefers a loud cocktail hour over a quiet night in but can easily adapt to either environment.

Pattern Repeat

Repeatable horizontally

Repeatable vertically with 180 degree turn

Reversible



FLORENCE - CAMEL

Specifications



Surface

Wall

Surface Print

QuietPrint™

Panel size

1220mm x 2800mm | 48in. x 110in.

Acoustic NRC Rating

Minimum 0.45

Material

FilaSorb™

Thickness

12mm +/- 10% | 0.47in. +/- 10%

Composition

100% polyester with 60% min. recycled content



acoufelt
making quiet

| **POPHOUSE**

FEBRUARY 2021