

# Insurance Client

Case Study | Corporate

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corporation**



## Location

Portland, Maine

## Project Type

Corporate Workplace  
Renovation

## Area Supplied

Breakroom Backsplash &  
Island Facade, Multi-User  
Restrooms, Single-User  
Restrooms

## Products

Muse, Spin, Weave, Plaid,  
Urban Subway

## Interior Design Firm

WBRC, Inc.

A client embarked on an office refresh designed to reimagine the traditional workplace through the concept of warp and weft. The concept explored the structure and integrity of a net, symbolic of the insurance company's role in providing protection and support. The goal was to create a space that felt cohesive and woven together through color, texture, and thoughtful patterning.

## CHALLENGE

The multi-user restrooms presented the central design challenge. The designers envisioned a patterned plumbing wall that felt continuous across the entire space. However, the full-height stall partitions created visual breaks when doors were closed. Our goal was to develop a pattern that appeared seamless from within individual stalls and across the larger wall. Achieving this required careful attention to tile scale, color rhythm, and how each element would align across partial and full views.

Additional design challenges emerged in the break room and pantry, where the goal was to express the weaving theme in a playful, creative way. The backsplash needed to incorporate knot-like patterns that balanced movement and structure across walls of different lengths. Finally, the island facade was envisioned as a subtle "hidden moment" that would surprise and engage, while still aligning with the overarching design language.

## SOLUTION

The Creative Materials [Design Services](#) team developed multiple pattern concepts for each project area, exploring how color and scale could visually convey the design concept. In the multi-user restrooms, our team studied the way the pattern interacted with the partitions to ensure continuity and flow. The final selection featured the [Muse](#) collection, offering a balanced blend that maintained the design's rhythm while complementing the project's palette. For the single-user restrooms, the [Plaid](#) collection was chosen, introducing an elevated aesthetic that

"This opportunity aligned creative freedom with purposeful direction. From our initial conversation with WBRC, the design intent was clear, and collaboration was key to shaping patterns that thoughtfully weave the concept through the space."

~Sabrina Caron

Design Services Consultant,  
Creative Materials Corporation

aesthetic suited to the executive character of the space.

Meanwhile, the pantry and breakroom offered an opportunity for creative expression. The [Spin](#) collection provided playful pattern options, enabling the creation of knot elements. The pattern selection chosen added movement and personality to the space while embodying the woven concept. On the island facade, we crafted a moment of discovery using a pop of color. The team provided multiple pattern options, with the final choice being a blend of [Urban Subway](#) Navy and Urban Subway Navy Linear. This provided a beautiful complement to the knot pattern on the backsplash, tying together the deep blue tones in the design.

## RESULTS

Key Outcomes:

- *Tailored pattern and layout development* that aligned with the project's design goals, aesthetic direction, and functional needs.
- *Proactive problem-solving* to address layout challenges and installation constraints before construction began.
- *Optimized product selection* that balanced aesthetics, performance, and budget considerations.
- *Improved project efficiency* by equipping teams with complete, ready-to-install patterns, drawings, and specifications.

Our team compiled comprehensive installation documentation to ensure every pattern, proportion, and color blend was executed with precision on site. Through collaboration, thoughtful pattern development, and technical expertise, Creative Materials helped translate a conceptual design rooted in connection into a visual story woven throughout the workplace.