



Milliken

Australian Red Cross, Adelaide

Featuring
Clerkenwell, Major Frequency: One and Free Flow Collections

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| Client | Australian Red Cross |
| Designer | Liquid Design and Moda Design |
| Collection | Clerkenwell, Major Frequency: One and Free Flow |
| Photographer | Sweet Lime Photography |

The Australian Red Cross Headquarters in Adelaide embodies the organisation's core beliefs in Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality. The 1,300sqm space underwent significant structural, technological, and service upgrades while preserving the building's historical significance.

The redesign aimed to create a bright, modern workspace that reflects the Red Cross's inclusive and welcoming culture. As an organisation that is volunteer based with its sole purpose of reducing human suffering, the design of the workplace needed to cater to a diverse range of staff, visitors and community groups. Milliken's contribution to the project was founded on alignment with the Australian Red Cross' environmental and social impact goals.

Milliken's Contribution to Supporting the Red Cross's Sustainability Goals.

One of the project's key focuses was sustainability, aligning with the Australian Red Cross's commitment to environmental responsibility. The warehouse underwent a complex redesign to accommodate a 95kWp Solar Panel system, promoting renewable energy usage. Additionally, installing high-bay windows and removing 40% of the roof sheeting allowed for abundant natural light, enhancing well-being and reducing energy consumption.

Sustainable features such as Electric Vehicle chargers, sensor lights and taps, echo panels, and a live moss wall further contribute to the building's energy efficiency and environmental impact.

Milliken's carpet tiles were essential to achieving the design team and the client's environmental and well-being goals. Milliken's flooring collections are carbon neutral, aligning with the M/PACT™ Carbon Neutral program worldwide, making it a sustainable and responsible choice for all interior spaces. This pioneering initiative ensures that the company's use of raw materials and manufacturing processes are offset via third-party Verified Carbon Standard Credits that support energy and carbon reduction technologies in the fight against climate change. In addition, we believe that material health is essential to circularity and that only materials that don't contain harmful chemicals are used to provide a critical pathway to end-of-life recycling. All Milliken carpet products are also Declare Red List Free.



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“Australian Red Cross reiterates its call for the most ambitious action to reduce the risks and address the causes and consequences of climate and environmental crises.

We are working hard to put our own house in order and decarbonise our own operations.”

**Chris Kwong, Head of Strategic Initiatives – Australian Red Cross*

The Impact of Materials to Promote Inclusivity and Cater for Neurodiversity and Disabilities.

The headquarters' design prioritised inclusivity and accessibility, ensuring that the space caters to individuals of all abilities. Communal spaces for volunteers, first aid training rooms, access, and mobility considerations were incorporated.

Carpet collections such as Major Frequency: One, Clerkenwell, and Free Flow were strategically selected to aid in wayfinding and spatial orientation. These designs define different zones within the workspace and provide sensory feedback that can benefit individuals with neurodiverse characteristics.

Milliken carpets meet the highest Indoor Air Quality (IAQ) standards with innovations such as WellBAC® Cushion Backing, TractionBack® adhesive-free installation and Milliken entrance flooring solutions.

The WellBAC® Non-Reactive Felt Layer is chemically inert and successfully mitigates against moisture in concrete slabs by allowing moisture to evaporate naturally through the open cell cushion, contributing to superior air quality.

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Major Frequency: One

Inspired by sound's impact on emotions, this collection harnesses the visualisation of sound waves to create vibrant, engaging patterns.

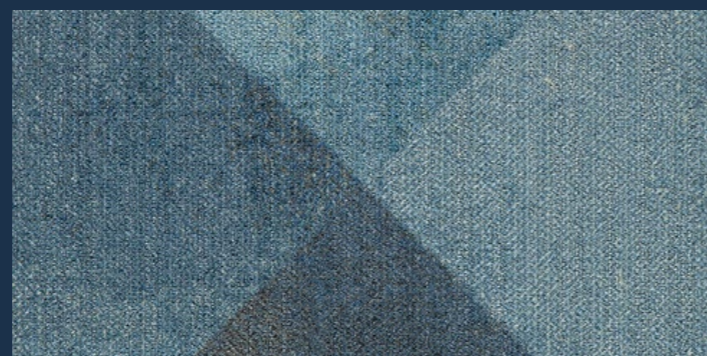
The organic designs and colour composition enhance the workspace's visual appeal and provide tactile experiences that cater to individuals with neurodiverse characteristics. The collection aids in wayfinding and spatial orientation, creating a more inclusive environment.



Clerkenwell

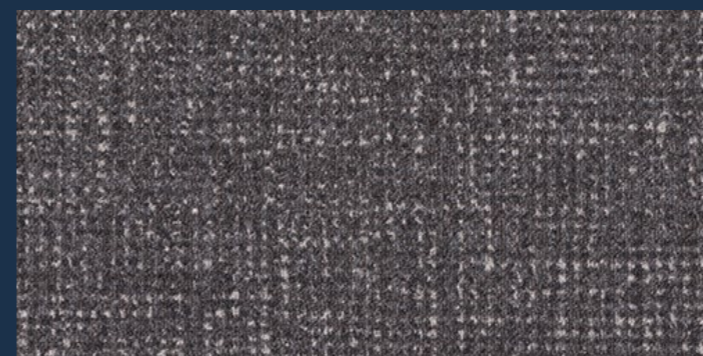
Drawing inspiration from Clerkenwell's rich history and vibrant community, this collection features designs such as Angled Walk and Three Corners.

These designs serve a dual purpose of creating a visually distinctive floorscape while also assisting with defining zones for vision-impaired individuals. The unique patterns and contrasting colours provide clear visual cues, aiding in navigation and orientation within the space.



Free Flow

The Free Flow carpet embodies warmth and comfort, reflecting the Australian Red Cross's commitment to a proactive approach to social responsibility. Inspired by natural shapes, patterns, and colours, this collection creates a welcoming environment in meeting rooms. The soft texture and subtle patterns promote ease and relaxation, fostering a sense of universal welcome and positivity during meetings and interactions. Free Flow is also part of Milliken's Product Pathway with the Property Industry Foundation, an organisation devoted to alleviating the problem of youth homelessness.



The "Product Pathway" is a unique fundraising model created by Milliken for the Property Industry Foundation.

Every dollar of sales is donated to the foundation to build homes for homeless youth.



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Milliken's Works with WELL Certification Ensures Superior Environmental Quality and Material Safety.

Milliken's modular flooring aligns with several key categories of the International WELL Building Institute: Air, Water, Materials, Movement, and Mind. Achieving the Works with WELL certification signifies that these products meet stringent health and wellness standards, providing assurance to those selecting materials for their projects.

This certification ensures that Milliken's offerings contribute positively to the workplace environment by supporting aspects such as air quality and material safety. All WELL-certified products by Milliken can be sourced through the [Works WELL directory](#).

Enhancing User Experience Through High-Quality Ergonomic Performance.

In addition to aesthetics, the choice of Milliken carpet tiles significantly contributed to enhancing the experience at the Australian Red Cross by prioritising ergonomic performance. The PVC-FREE WellBAC® cushion-backed modular carpets were instrumental in meeting the well-being needs of both staff and visitors. These carpets offer tangible benefits such as improved acoustics, comfort, indoor air quality, and safety. These factors directly influence the well-being and productivity of individuals utilising the facility.

Notably important is the carpet's ability to reduce noise by up to 50% more than other carpets. This feature is particularly valuable for creating quieter and calmer environments, especially for the Red Cross team, which regularly provides counselling and assistance to the community.

By incorporating such ergonomic elements into the design, the Australian Red Cross ensures that its environment supports the physical and mental well-being of all those within it.

Milliken's Ethical Vision in Alignment with the Australian Red Cross.

Milliken's strong ethics foundation aligns with the Australian Red Cross. It is a long-held core value of our company and our shareholders and is based on a profound respect and care for each other, our customers, and the world we share. Milliken complies with the laws and regulations of the countries where we operate while conducting our business ethically. In 2024, Milliken was recognised by Ethisphere, a global leader in defining and advancing the standards of ethical business practices, as one of the World's Most Ethical Companies for the 18th year running. Milliken is one of only six companies to have received this prestigious ethics-based honour every year since the award's inception.

Redefining Spaces with Collaborative Innovation.

The collaboration between Milliken and the architect, Richard Simmons, on the project was characterised by a dynamic and open exchange of ideas. From the outset, Richard demonstrated a willingness to push the boundaries beyond conventional designs, prioritising both aesthetic appeal and functional utility. The process began with a blank canvas, inviting a creative and flexible approach to selecting carpets that would define the newly refurbished spaces.

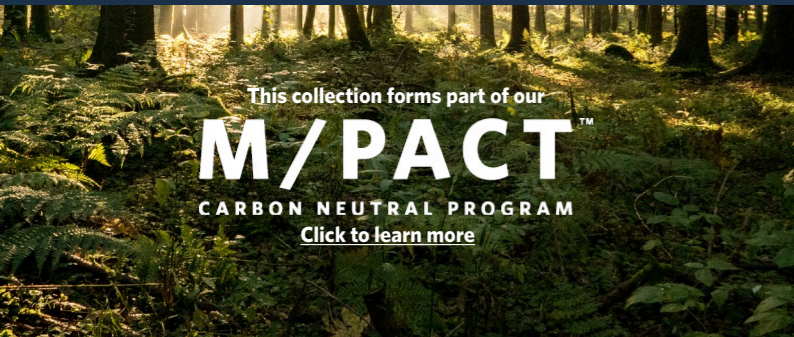
Throughout the project, the past work and inspirational room scenes showcased on Milliken's Instagram page played a pivotal role in affirming the chosen carpet ranges. This visual sharing not only solidified the selections but also fostered a sense of collaboration between Milliken, the architect, and our valued audience.

A standout feature was the remarkable ability to mix and match different Milliken carpet styles to suit various areas of the project. This adaptability was key in meeting the project's diverse needs, ensuring that each space was both distinctive and cohesive, reinforcing the versatility of our products.

The project exemplifies how thoughtful design and ethical operations can coalesce to support environmental goals and enhance the human experience, creating a space that truly reflects the Red Cross's mission of humanity and care. This project sets a benchmark for Milliken's future collaborations, aiming to combine ethical business practices with innovative, sustainable solutions to foster efficient, inclusive and supportive environments for all users.

The Australian Red Cross Headquarters adaptive reuse project in Adelaide transforms a historical space into a model of sustainability and inclusivity. It represents a profound collaboration between ethical commitment and practical design.

Milliken's contributions, from eco-friendly carpet tiles to designs aiding neurodiversity and supporting inclusivity, significantly elevate the facility's functionality while underscoring a shared ethos with the Australian Red Cross.



This collection forms part of our
M/PACT™
CARBON NEUTRAL PROGRAM
[Click to learn more](#)



For more information, [please contact us here](#).

Customer Service:
AUS: 1800 668372
NZ: 0800 668372

171 Briens Road, Northmead, NSW, 2152
M: +61 437 486 314
www.millikenfloors.com.au

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