



Case Study

The Ron Clark Academy

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Mannington
COMMERCIAL



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The Challenge: The Ron Clark Academy

In 2007, Ron Clark and Kim Bearden opened The Ron Clark Academy with 60 fifth and sixth-grade students and a vision to challenge, motivate, discipline, and inspire. Since then, they have achieved a 100 percent graduation rate and trained 80,000 educators.

The school has become a world-renowned model for promoting creative academic excellence and developing global leaders and citizens, and it all happened in a 44,000 sq.-ft. campus in southeast Atlanta, Ga. In 2020, The Ron Clark Academy unveiled a new building on their school campus.

The challenge Ron Clark is presented with is creating an exceptionally creative school environment that is both magical and imaginative but safe for teachers and students. They also needed flooring that can stand the test of time and hold up to the craziest conditions.

For example, towering over the entry gates of the school is a dragon that resembles the likes of something you would see on TV, and you wonder for a second if you're stepping onto a film set or school grounds. Once inside, you're immediately greeted with a technicolor slide spanning multiple floors, and you know this is no typical school. The same can be said for the design challenges.

The 44,000 sq. ft. space houses 14 classrooms, a media center, a two-story slide, a dragon staircase, a dance studio, and a gymnasium.

Location:
Atlanta, GA, USA

Facility Type:
K-12 School

Size:
44,000 sq ft

Products:
Moire Collection: Broadloom
Carpet - Visible Light, Flux

Moire Collection: Broadloom
Carpet - Visible Light, Full
Spectrum

Moire Collection: Modular
Carpet - Ray Tracing, Aura

Amtico Signature Collection:
Abstract LVT and Wood LVT -
Various Colorways

Hometown Collection:
Lexington Hickory, Palomino

ColorSpec: Rubber Tile

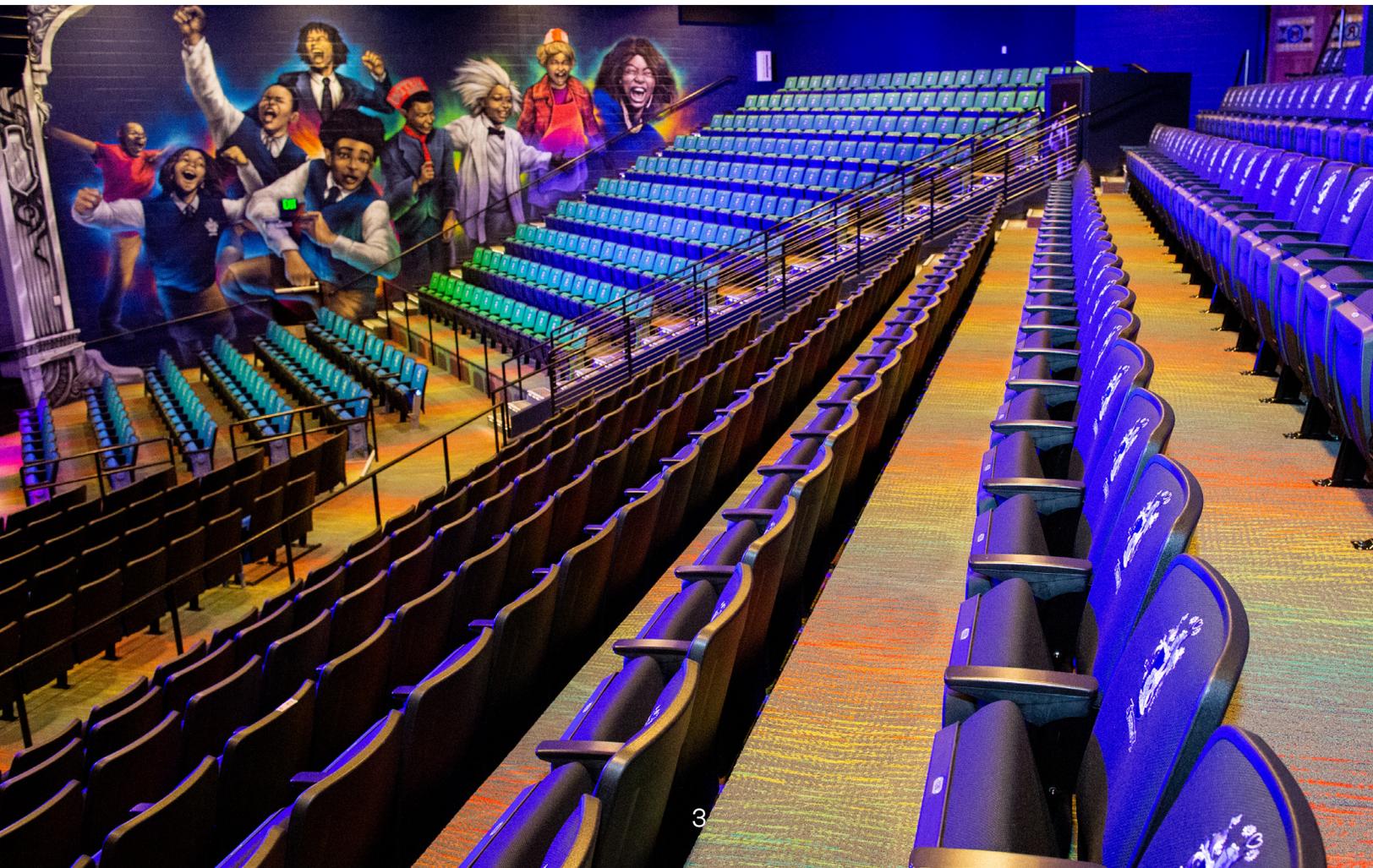
The Design Solution

Start with the floor.

“For the design of all of the rooms, we started with the carpet. We let the carpet tell the story because Mannington Commercial’s carpets all have unique stories like the gorgeous Moiré that we have in our auditorium and The Hocus that we have in our offices. We have the carpet, and we love the carpet, so we allow the carpet to pull in the walls and the rest of the room. It works with the design stories we are trying to tell.” says Ron of the design process for the classrooms.

Mannington Commercial is proud to see our flooring throughout the space. We love that the flooring drives the design choices to help tell stories to support learning.

Mannington Commercial worked closely together with Ron Clark to help achieve the vision for each unique space. “When we were selecting flooring for the new building, we had the opportunity to see the design layout. We utilized the Design Solutions team to help us visualize the flooring, and that is a resource we didn’t have in place when we worked on the first building,” said Ron Clark.





"It was helpful to have it all laid out to look at all the different colors and match it with the color palette, especially with the auditorium flooring. We took the seat fabrics and put them beside the carpets to feel how they would work together. As you see, we're huge on attention to detail and want to ensure every little thing is excellent and works with the whole intent." says Ron Clark of the flooring selection process.

"Every place tells a story: a corner tells a story; a light tells a story; the floor tells a story. We love that Mannington Commercial puts the same thought into their products because there's so much depth, and the colors are so rich. We wanted it to match the architecture and the art and magic of the building, and we felt like it was an excellent pairing from the design and performance of your flooring."

As mentioned previously, Mannington Commercial worked with Ron Clark Academy on their first building back in 2007, "We have Mannington Commercial's flooring in our first building, and it has held up so well, so we wanted to make sure to work with Mannington Commercial again. We generally have 600 educators come through here every Friday plus all our students, and we have lots of events, so the floor had to hold up. It had to be sturdy and beautiful and luxurious and vibrant all at the same time. The flooring we picked fit the bill perfectly."

"The one thing you can do that is easy is select flooring that comes to life. You want it to be vibrant. You want kids to see the colors. You want the floor to have this energy because students will feed off of that, and they want to be in that type of environment."

Ron Clark

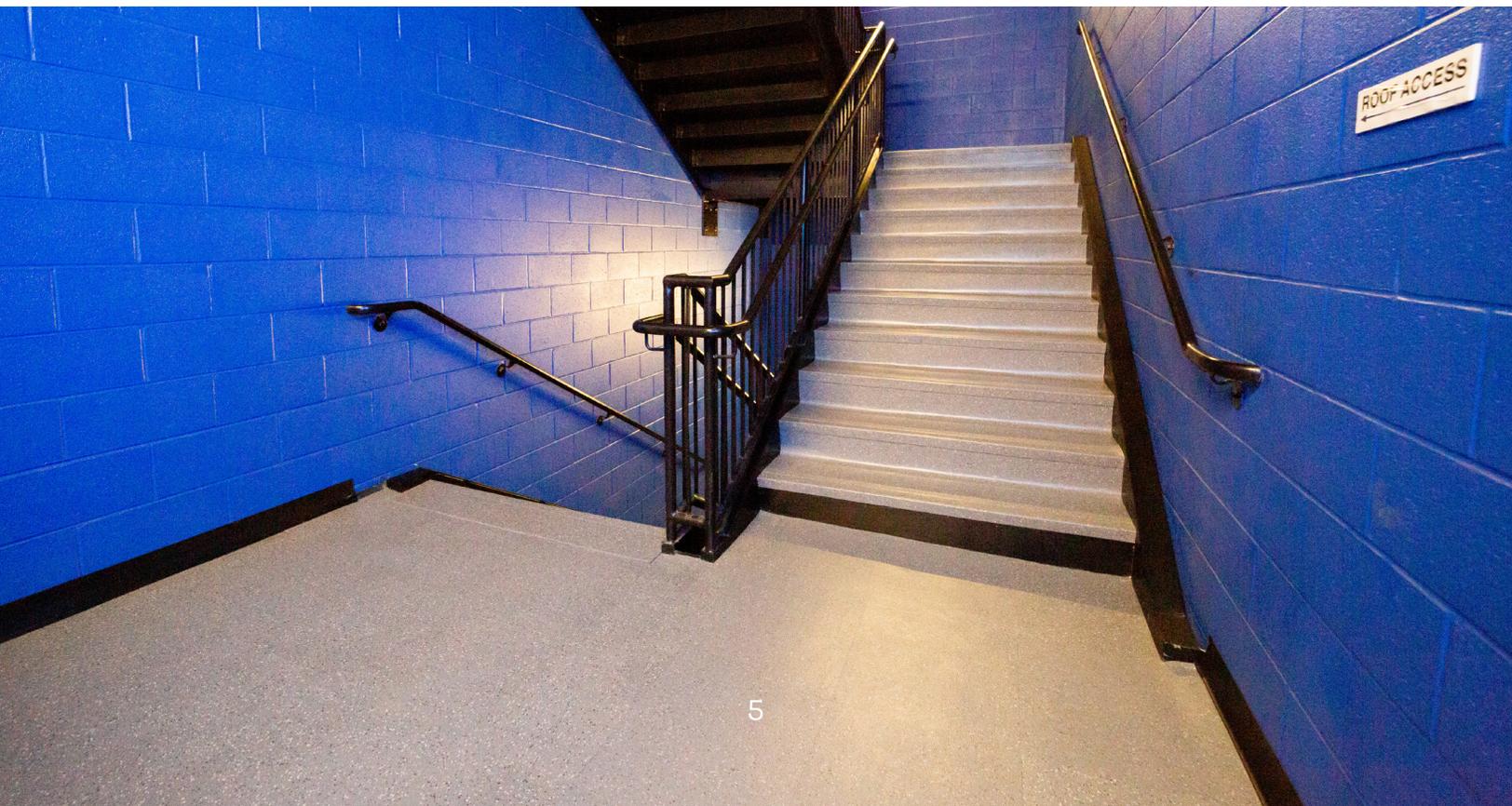
American Educator and Founder of
The Ron Clark Academy

Ron understands that many schools can't have dragons and slides and do the same things they do. "The one thing you can do that is easy is select flooring that comes to life. You want it to be vibrant. You want kids to see the colors. You want the floor to have this energy because students will feed off of that, and they want to be in that type of environment."

Ron and his educators travel all around the county to see what is going on in education in America. They have been to all 50 states and visited 300 schools, "and schools have dull floors, white walls." He says, "A lot of students we interviewed said, 'My school feels like a prison.' School shouldn't feel like a prison. School should feel like a rainbow. It should be colorful, beautiful, filled with life and energy, and your flooring can tell a story; so that when the students walk in, they'll say, 'I love this space,' just because of the flooring choice."

In terms of what product to put where, Ron said, "For our classrooms, all of our teachers wanted carpet. Every teacher said carpet because it's a very active environment. We're on the floor or moving around, but the carpet feels like you're at your home, and you're in your living room, and there's a sense of warmth and comfort. We kept the hardwood and LVT in our common spaces." Carpet in the classrooms also helps with acoustics, "We sing, we dance, and we stomp on our desks. We're all over the place. We play drums, and the carpet absorbs a lot of that sound. So if you're a teacher who's next door to another teacher, if it had been a hardwood floor or LVT, you'd cause a distraction for the classroom next door. When you have carpet, it's going to absorb a lot of that."

If you can't tell by now, Ron is an expert in bringing schools to life, but not without trial and error. He admits, "we've made lots of mistakes." When the school first opened in 2007, they had a different type of flooring. "We ended up changing it. Finally, when we went with the rubber, we thought, 'Oh, thank goodness.' You've got to get the ones with the specks in it because it doesn't show anything like scuffs. The stairwells were always ugly until we found rubber, and then we realized it could be consistently beautiful."





The Solution

The new building at the Ron Clark Academy has beautiful, colorful, perfectly coordinating flooring throughout the space, even down to the rubber stairways. You might even think we custom designed the floors to fit each space, they coordinate so perfectly. Along with being the perfect fit visually, the right products were selected to fit the needs of each space that will allow them to stand the test of time.

"I love working with Mannington Commercial so much because we believe every little thing has a story and a detail and a purpose behind it, and Mannington Commercial puts that much effort into designing every product that you have. I like companies and people who are thoughtful and intentional about making something to be the best, and so that's why we knew this was the carpet and the flooring that we had used for our school," says Ron Clark.



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