



# Hours by Hella Jongerius

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Image: Maharam\_Hours\_001Day\_1.tif

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Hours is the fourth textile collaboration of Hella Jongerius and the Maharam Design Studio. Produced in Scotland using spun woolen yarns in a dense traditional dobby-weave, Hours has a distinct homespun quality. A full-width composition of gradating vertical columns, Hours reflects Jongerius' interest in atmospheric shifts over the course of a day. Subtle blends of color are achieved by a box draw and double weave. The box draw splits the warp into sections that can be individually manipulated, while the double weave allows certain yarns to come to the face while others are concealed. A knitted rayon accent yarn adds an occasional streak of luster. Hours is available in two colors, Day and Night.

Hella Jongerius has been a standout in the world of product design since her early work for Droog, the Dutch design collective, and now as Jongeriuslab, where material research largely determines design direction. Her unique approach to craft from the perspective of industry, and her particular combination of these two seemingly opposed modes of production in all manner of products, has allowed her to create individuality on a mass scale and to successfully navigate the pitfalls of nostalgia associated with a more craft-for-craft's sake mentality. Fusing ancient techniques with modern technology, her designs are typified by contextual twists, historical archetypes, and by transformations from old to new.

Jongerius' work ranges from one-offs and limited editions exhibited at galleries to industrial products available to consumers, such as her work for Vitra, Nymphenburg, Tichelaar Makkum, and IKEA. A monograph from Phaidon Press, Hella Jongerius: Misfit, was published this year in concert with a major exhibition of the same name at the Museum Boijmans Van Beuningen in Rotterdam.

Two earlier products designed by Jongerius in collaboration with Maharam, Repeat (2002) and Layers (2008), are part of the permanent collections of the Art Institute of Chicago, the Cooper-Hewitt National Design Museum, and the Museum of Modern Art in New York, among others.

New York-based Maharam offers a comprehensive collection for contract and residential applications. Maharam textiles are available to the trade and at select retail locations in North America, through its Danish partner Kvadrat in Europe, through Kvadrat Maharam in Sydney and Dubai, and via a network of distribution in Asia.

## SPECIFICATIONS

PATTERN	WIDTH	COLORS	CONTENT
Hours by Hella Jongerius	56"/142 cm	2	95% Wool, 3% Nylon, 2% Rayon