

Maharam Digital Projects



June 2011

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For Art Basel, the VitraHaus will present Maharam Digital Projects, an expansive and carefully curated assemblage of large-scale digitally printed wall installations. An evolution of Maharam's longstanding practice of interdisciplinary collaboration, Maharam Digital Projects are created by emerging and established artists, photographers, illustrators, fashion and graphic designers.

The installations will appear on all four levels of the Herzog & de Meuron designed VitraHaus on the Vitra Campus in Weil am Rhein, Germany. Seven selected works provide a dramatic backdrop and blend seamlessly with Vitra's furnished environments. On Level 3, for example, Isamu Noguchi's Akari lamps intermingle with Silent Rhythm, a floating tapestry of hundreds of traditional handmade rice paper and bamboo kites by artist Jacob Hashimoto.

Maharam Digital Projects offer a sophisticated range of content as an alternative to large-scale art and costly wall finishes for both commercial and residential interiors. Printed with UV-resistant pigment inks on a latex-saturated substrate, Maharam Digital Projects are intended for direct wall application. Digital printing is an agile medium that allows unlimited image and color complexity at an unexpected size. Scaled and produced on a project specific basis, the largest installation on view at VitraHaus, Taurus by Sarah Morris, measures 16,5 m wide.

The pieces of the Maharam Digital Projects are commercially available at the VitraHaus throughout the exhibition, which will be on view from June 15th and is scheduled to run through the summer.

ABOUT MAHARAM

New York-based Maharam offers a comprehensive collection of textiles for interior applications. A fourth generation family-run business, Maharam celebrated its centennial in 2002. Maharam textiles are available to the trade and at select retail locations in North America and through Kvadrat in Europe.

ABOUT VITRA

Vitra is a furniture company dedicated to developing healthy, intelligent and durable solutions for the office, the home and for public spaces. Vitra's products and concepts are developed in Switzerland by applying a diligent design process that brings together the company's engineering excellence with the creative genius of leading international designers. A family-owned company founded in 1950, Vitra's goal is to create products with a high functional and aesthetic life expectancy.

ABOUT THE VITRAHAUS

At the VitraHaus - Vitra's global flagshipstore and most recent jewel of contemporary architecture on the Vitra Campus in Weil am Rhein - visitors find design inspiration: The VitraHaus brings together the Vitra Home Collection in one place, as it houses great classics and the newest ideas from contemporary designers. Visitors can gain inspiration for the furnishing of their own home, explore their own preferences in design, try out the furniture and objects on display, and order or purchase products on site.

ABOUT THE INSTALLATIONS

COASTAL PLANTS BY CECILIA EDEFALK

Cecilia Edefalk is a Stockholm-based painter who also works in film, photography and sculpture. Edefalk takes an in-depth serial approach to her subject matter, often duplicating and transforming a single motif through her investigative process. Comprised of more than 200 watercolors painted over a three-year period spent traveling the European seaboard, Coastal Plants speaks to Edefalk's commitment to expressive representation as well as her interest in the mechanics shaping the creation and perception of the painted image.

DUTCH CLOUDS BY KAREL MARTENS

Karel Martens is a Dutch graphic designer specializing in typography. Martens is a graduate of the Arnhem School of Art, where he began teaching in 1977. He has also been a visiting lecturer at the Yale University School of Art since 1997. Formed by thousands of highly complex multicolor icons, Dutch Clouds recreates a photograph of the sky taken the day Martens' grandson was born.

NEW WORLD BY FRANCESCO SIMETI

Francesco Simeti, an Italian-born artist who lives and works in New York and Sicily, uses mass media images concealed in decorative pattern to point to a darker subtext. In New World, hunting decoys and motion-activated toy birds are nestled amidst a flourishing vine of hybridized Audubon illustrations, providing a tongue-in-cheek commentary on how technological interventions have diluted mankind's experience of nature.

ON THIS DAY BY MAIRA KALMAN

Maira Kalman is a New York-based illustrator, author, and designer. With curiosity, compassion and humor, Kalman chronicles the absurdities of modern life that she observes as an avid traveler, reader, collector, and pedestrian. On This Day collects the many visions and memories that populate Kalman's waking and dreaming life.

RENARD 2 BY HARMEN LIEMBURG

Harmen Liemburg is a graphic designer, printmaker and journalist based in Amsterdam. Liemburg originally studied social geography and cartography before pursuing a degree in graphic design at the Gerrit Rietveld Academie in Amsterdam. For Renard 2, Liemburg digitally combined archival engravings to create a modern composition rife with mischief.

SILENT RHYTHM BY JACOB HASHIMOTO

New York and Verona-based artist Jacob Hashimoto's three-dimensional wall-based installations are composed of hundreds of traditional handmade rice paper and bamboo kites. Using black monofilament, the kites are arranged in a floating tapestry, forming a complex matrix that is at once dense and ethereal. Silent Rhythm is a seamless digital assemblage of sixty-four photographs documenting an installation by Hashimoto for Maharam Digital Projects.

TAURUS BY SARAH MORRIS

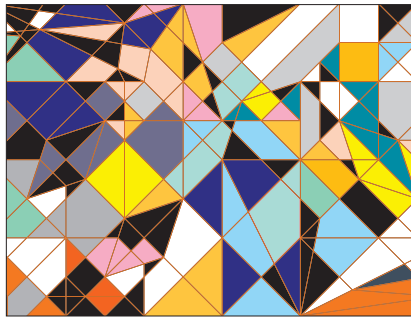
Sarah Morris is a painter and filmmaker who lives and works in New York and London. Her large-scale paintings abstract the complex patterns of the urban architectural environment. Morris' compositions often employ a rigorous framework containing vividly colored shapes in a grid and tile structure. Originally executed in household gloss, Taurus is highly dimensional while also super flat.

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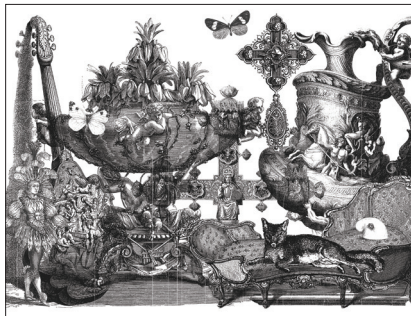
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Lead image on page 1 is Silent Rhythm by Jacob Hashimoto

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