

Maharam and *PIN-UP* Celebrate The New Establishment

May 2019

Maharam and *PIN-UP* honor the arrival of three new curators at New York's most significant architecture and design institutions with an event at the Maharam Design Studio on May 18 for New York Design Week.

Recognizing the value of design and its prominent role in shaping the current cultural landscape, Maharam will host a conversation featuring Alexandra Cunningham Cameron, Curator of Contemporary Design at the Cooper Hewitt Smithsonian Design Museum, José Esparza Chong Cuy, Executive Director and Chief Curator of Storefront for Art and Architecture, and V. Mitch McEwen, Curator of IdeasCity, an initiative of the New Museum. In a rare moment of coordination, each was appointed to these prominent posts within the past year, ushering a new era of thought leadership at some of New York's most significant cultural institutions. A panel discussion moderated by founding editor of *PIN-UP* Felix Burrichter will invite this diverse group of practitioners to share their perspectives on architecture and design followed by a brunch reception designed by New York-based conceptual artist Laila Gohar.

The event coincides with the launch of the Spring/Summer 2019 issue of *PIN-UP*, which first identified the significance of this institutional shift with a series of interviews with Chong Cuy, Cunningham Cameron, and McEwen as part of a feature titled "The New Establishment" written by Drew Zeiba.

About *PIN-UP*

PIN-UP is an independently published, New York-based magazine for architectural entertainment. Established by Felix Burrichter, the magazine casts a playful eye on architecture, interiors, design, and art.

About Maharam

Founded in 1902, Maharam is North America's leading creator of textiles for commercial and residential interiors. Recognized for its rigorous and holistic commitment to design, Maharam embraces a range of disciplines from product, graphic, and digital design to art and architecture. Maharam textiles are included in the permanent collections of the Art Institute of Chicago, the Museum of Modern Art, and the Stedelijk Museum, among others. Maharam is the recipient of the Cooper Hewitt, Smithsonian Design Museum Design Patron Award (2007) for its longstanding support of design and cultural initiatives.

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