

# Shift by Scholten & Baijings

June 2020

Introducing Shift, the latest addition to a series of upholstery textiles designed by Scholten & Baijings in collaboration with the Maharam Design Studio.

Part of Scholten & Baijings's ongoing exploration of how color interacts with form, Shift utilizes an expansive gradient to transform a reduced grid along with any surface it upholsters. The pattern can be seen as a progression of three of Scholten & Baijings's previous investigations of scale, grids, and dimensionality beginning with Blocks and Grid's (2014) exaggerated approach to color blocking, followed by an investigation of color's influence on the minimal geometry of the Bright Grid series (2015), and more recently, in the small-scale dimensionality of Mesh and Tracery (2017).

Epitomizing Scholten & Baijings's in-depth approach, Shift was developed using hand-cut paper models to experiment with the impact of layered color to create the illusion of movement. In the pattern's translation to a woven textile, Scholten & Baijings opted for a dimensional matelasse construction for enhanced tactility and depth. Fluid transitions within ranges of pewter, sapphire, copper, and honey-suckle mark the studio's acute sense of color while dramatizing graphic and architectural impact.

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## About Scholten & Baijings

Stefan Scholten and Carole Baijings founded the Amsterdam-based Scholten & Baijings, Studio for Design in 2000. Moving fluidly between artisanal and industrial processes, Scholten & Baijings creates products characterized by minimal forms enhanced by simple geometric patterning, a subtle use of materials, and an acute sense of color. Their many clients include BMW Group/MINI, Established & Sons, Thomas Eyck, HAY, IKEA, Georg Jensen, Moroso, Samsung, and Sèvres France. Their work, both commissioned and independent, is collected and exhibited worldwide. *Reproducing Scholten & Baijings*, the first monograph of the studio's work, was designed by Joost Grootens, directed by Maharam, and published by Phaidon in February 2015.

## 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.

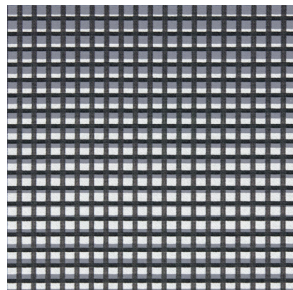
For more information, contact [press@maharam.com](mailto:press@maharam.com).

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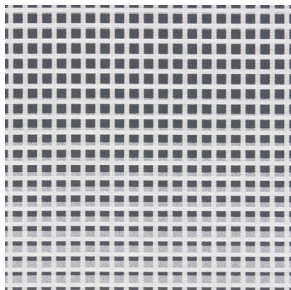
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Content: 66% Cotton, 20% Solution-Dyed Nylon,  
14% Polyester

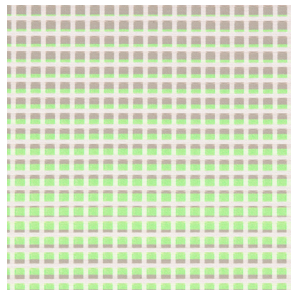
Colors: 8



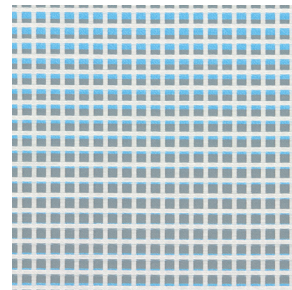
Maharam\_Shift-Scholten-Baijings\_001.jpg



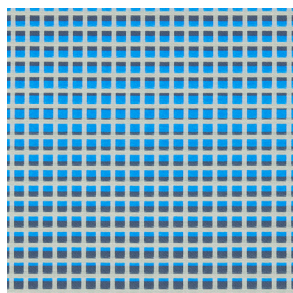
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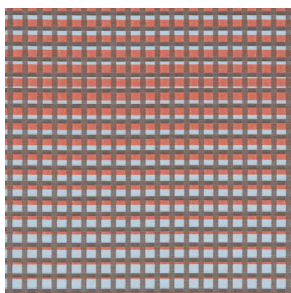
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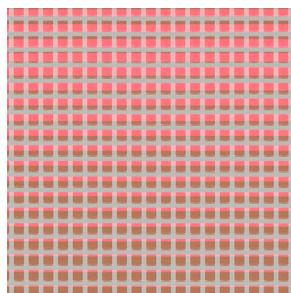
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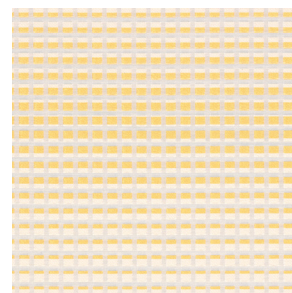
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Maharam\_Shift-Scholten-Baijings\_006.jpg



Maharam\_Shift-Scholten-Baijings\_007.jpg



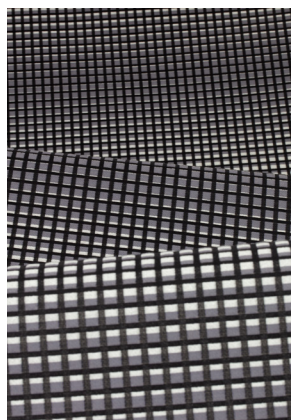
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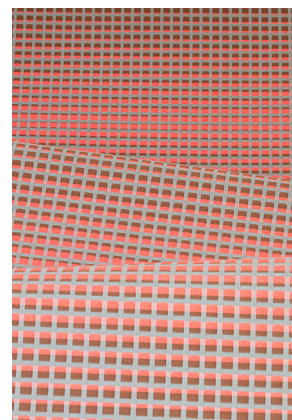
Maharam\_Shift-Scholten-Baijings\_Stack\_01.jpg



Maharam\_Shift-Scholten-Baijings\_Stack\_02.jpg



Maharam\_Shift-Scholten-Baijings\_001\_Dynamic.jpg



Maharam\_Shift-Scholten-Baijings\_007\_Dynamic.jpg