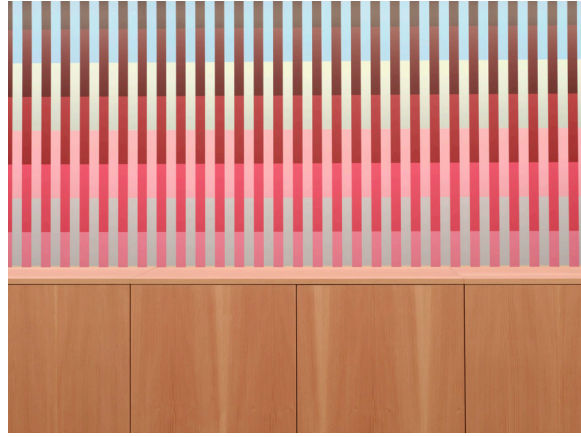


# Maharam in London, Los Angeles, and New York

September 2024



In the coming months, Maharam will open three multibrand showrooms in London, Los Angeles, and New York, designed in close collaboration with New York-based architect Neil Logan. Representing commercial and residential product offerings from Edelman, Knoll Textiles, and Maharam, the new spaces are designed for holistic brand experiences at each location.

Situated in London’s Clerkenwell neighborhood, Maharam’s inaugural commercial showroom in Europe represents the design company’s growing global presence—bolstered by its dynamic design studio that leads Edelman, Knoll Textiles, and Maharam—and extends access to the business’s comprehensive offering of leathers and textiles. A new artwork by London-based artist Rana Begum for the showroom previews a forthcoming contribution to Maharam Digital Projects, an ongoing series of digitally printed, large-scale wall installations designed in partnership with emerging and established artists. The piece, titled *No. 1397* and measuring 10' H x 18' 4" W (305cm H x 559cm W), demonstrates Begum’s extensive research into color and pattern. Vibrant tones are used on an architectural scale to create an immersive experience. This is coupled with a sense of calm, achieved through the considered color combinations and gradient shift. The dedicated space is located on the ground floor of The Sans, a modernist building at 20 St. John’s Square, and opens in conjunction with the celebration of MillerKnoll London in September during London Design Festival.

An expansive multibrand residential showroom in Los Angeles’s Culver City neighborhood opens in November (the second residentially focused space after the showroom in Chicago’s Merchandise Mart showroom opened in June) and occupies 3,500 square feet at ground level in the Helms Design Center. Inhabiting a raw industrial interior with barrel-vaulted ceilings and exposed wooden trusses, the new multibrand showroom incorporates the space adjacent to Maharam’s existing showroom to accommodate an extensive offering of leathers and textiles suited for residential application from all three brands. Throughout the showroom, nine custom tabletops display curated product rotations that prioritize the luxury, integrity, substance, and tactility of natural materials, while five

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vertical shelving systems serve as an integrated sample library, and credenzas with expansive sliding trays display Edelman and Maharam's leather offerings. *Midtown*, a contribution to Maharam Digital Projects by Sarah Morris, appears along the eastern wall.

Maharam's first ground-level presence in New York, the 3,500 square-foot, multibrand residential showroom debuts in spring at the corner location of 257 Park Avenue South and East 21st Street. Just steps away from MillerKnoll New York's flagship location in Gramercy, the new showroom presents Edelman, Knoll Textiles, and Maharam together for the first time in the city near the brands' creative headquarters. Echoing gridded features found throughout the space, recessed wooden shelving systems serve as a wall-mounted sample library where clients can browse and select samples, creating a shopping experience that invites clients to explore and engage with the textiles. A work area to review products fosters opportunities for dynamic exchange at a custom round meeting table accompanied by cantilevered MR Side Chairs by Ludwig Mies van der Rohe.

Maharam showrooms are designed in collaboration with New York-based architect Neil Logan, who specializes in a minimal approach to reimagining functional spaces with modern understatement. The close dialogue between Logan and Maharam over twenty years of collaboration has created a consistent experience of Maharam showrooms anywhere in the world through gallery-like settings for viewing leather and textiles to their best advantage. In each space, expansive, partitioned tabletops display products in Mondrian-like fields of color, pattern, and texture, and custom cabinets and furniture in Douglas fir infuse warmth and serve as a neutral backdrop to the displays.

### **About Maharam**

Founded in 1902 in New York, Maharam is a 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 for its longstanding support of art and design.

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