



Layers by Hella Jongerius

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BACKGROUND

In 2002, Dutch industrial designer Hella Jongerius collaborated with Maharam to create Repeat, an upholstery textile with an exaggerated repeat that flows over several meters, introducing random order and the opportunity for mass customization to the world of contract textiles. Building on her fascination with the manipulation of traditional manufacturing methods, Maharam invited Jongerius to explore dimensionality as her next assignment.

With the intention to create textiles that yield varying effects when viewed from different perspectives, Jongerius' initial trials focused on embossed industrial felt, needle-punch (a technique of perforating multiple layers of fabric, intermingling their fibers and patterns, and binding them without adhesive), lamination and laser-cut stenciling. Ultimately, this research was the basis of the needle-punched felt panels she created as guest curator at the Cooper-Hewitt, National Design Museum in 2005, and subsequently for an installation at Villa Noailles, the Robert Mallet-Stevens house in Hyères, France. After extensive prototyping involving a range of woven and non-woven materials, Jongerius and the Maharam Design Studio conceived a method to bind multiple layers of wool felt with embroidery.

PRODUCT OVERVIEW

Layers by Hella Jongerius consists of three embroidered patterns: Layers Garden, Layers Park and Layers Vineyard, available in a combination of single and double layer variations. Wool felt, the foundation of Layers, provides a neutral textural complement to the intricate needlework of the single layer variations. Hand-cutting lends a distinct artisanal character to the double layer versions, creating windows of pattern that reveal an underlayer of either tonal or contrasting wool felt.

The individual patterns of Layers recall various landscapes: the plan view of Layers Garden; the architectural framework of Layers Park; and the irregular grid of circles of Layers Vineyard.

Layers by Hella Jongerius has been accepted into the permanent collection of the Museum of Modern Art in New York City. Jongerius' earlier textile collaboration with Maharam, Repeat, was acquired by MoMA in 2005.

BIOGRAPHY

Hella Jongerius and her early work for Droog, the Dutch design collaborative, have been standouts in the world of product design for over a decade. Ancient craft technique and modern technology are manipulated by Jongerius to yield their ultimate potential. Just as material research is crucial to the world of avant-garde fashion, materials largely determine design direction at Jongeriuslab. The 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 and IKEA. In the past year, Jongerius collaborated with the Japanese firm Cibone to create a series of plates using artisanal enameling techniques on copper. Jongerius created five different models that incorporated various animal and silhouette motifs, exploring themes of cultural and temporal juxtaposition by applying her personal vision to this traditional craft.

New York-based Maharam offers a comprehensive collection of textiles for seating, walls, window covering, systems and healthcare applications. In North America, Maharam textiles are available to the trade and through a select group of authorized Maharam retailers.

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SPECIFICATIONS

PATTERN	WIDTH	COLORS	CONTENT
Layers Garden by Hella Jongerius	54"/137cm	5	96% Wool, 3% Nylon, 1% Polyester
Layers Garden Double by Hella Jongerius	54"/137cm	3	96% Wool, 3% Nylon, 1% Polyester
Layers Park by Hella Jongerius	52"/132cm	5	95% Wool, 3% Nylon, 2% Polyester
Layers Park Double by Hella Jongerius	52"/132cm	3	96% Wool, 3% Nylon, 1% Polyester
Layers Vineyard Large by Hella Jongerius	52"/132cm	5	95% Wool, 3% Nylon, 2% Polyester
Layers Vineyard Small by Hella Jongerius	52"/132cm	5	92% Wool, 5% Polyester, 3% Nylon

IMAGES AVAILABLE FOR DOWNLOAD

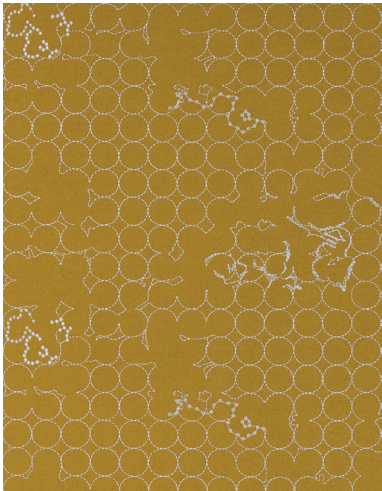
All images are at 300 dpi
Pixelation and striation may appear when digital
images are printed at unusual percentages



Maharam_LayersGardenDouble_002EarthChocolate_1.tif



Maharam_LayersParkDouble_002SiennaGingerRose_2.tif



Maharam_LayersVineyardSmall_001OchreWhite_3.tif



Maharam_LayersVineyardSmall_000GroupShot_4.tif



Maharam_LayersVineyardLarge_000GroupShot_4.tif



Maharam_LayersPark_000GroupShot_4.tif