



Maharam Agenda

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In October, Lars Müller Publishers will release Maharam Agenda, a monograph documenting the evolutionary ascent of this fourth-generation family business from one-man pushcart to leading resource of textiles to architects and interior designers.

Over the past fifteen years, Maharam has pursued a holistic approach to design, embracing a range of disciplines—including architecture and interiors, furniture, fashion, accessories, graphic and digital design—as fundamental to its business philosophy. From re-editions of noted archival work to collaborations with industry-outsiders across broad-ranging media, Maharam has distinguished itself through an uncompromising and fastidious point of view as innovator and cultural arbiter while bringing newfound recognition to textile design.

Michael Maharam expounds on the unorthodox business tenets the company has followed under his leadership, embracing risk as a point of strategy and pursuing profit through visibility, association, exploration, and the development of a corporate culture that promotes a sense of belonging and personal accomplishment.

Designed by A4 Studio, the graphic design arm of Maharam, in collaboration with Lars Müller, Maharam Agenda features over 375 color images, an embroidered cover by Hella Jongerius and "Useless Objects," a series of upholstered forms designed by Jasper Morrison expressly for this publication.

SPECIFICATIONS

Hardcover / English / 10.4 x 7.75 in (264 x 200 mm) / 232 p / ISBN 978-3-03778-187-6

ABOUT LARS MÜLLER

Lars Müller Publishers is an internationally active publishing house that was founded in Baden, Switzerland in 1983. Bibliophile and designer Lars Müller works closely with his authors to produce significant publications of great independence to the highest possible standards. The press has made a worldwide name for itself with carefully edited and designed publications on architecture, design and contemporary art.

ABOUT MICHAEL MAHARAM

Michael Maharam is the CEO of Maharam, a member of the MoMA A+D Committee, a trustee of the Chinati Foundation, and the 2007 recipient of the Cooper-Hewitt, National Design Award as Design Patron.