



China Shop and Pavement by George Nelson Textiles of the 20th Century™

May 2001

Image: Maharam_Pavement_000GroupShot_1.tif,
photography by John Gettings

press@maharam.com
Maharam 251 Park Avenue South NY, NY 10010
800.645.3943 maharam.com

As part of the Textiles of the 20th Century™ series, Maharam announces the reissue of the only textiles designed by George Nelson ever to be produced. The reintroduction consists of two patterns, Pavement and China Shop, both originally designed and produced in 1950. These patterns reflect Nelson's commitment to applying modern design principles to a variety of media.

An innovator and visionary, George Nelson's work cut across the fields of interior, industrial and exhibition design. Born in Hartford, Connecticut, and Yale educated, Nelson was awarded the Rome prize in 1932, providing him with two years of paid study in Europe, expanding his design vocabulary and refining his exceptional talent. Throughout the rest of his career, Nelson brought a European sensibility to American mid-century modern design. He espoused a rigorous interpretation of modernist aesthetics through a series of influential writings and a wide range of design projects.

In the 1940's Nelson began a long association with Herman Miller. As a furniture designer and the company's design director, he was responsible for recruiting such innovators as Charles Eames, Alexander Girard, and Isamu Noguchi. Also during this period, Nelson worked with Girard to produce Herman Miller's first set of textiles and the establishment of a textile division.

Nelson continued to work on his own designs from the late 1950's through the remainder of his years. He invented or contributed to some of the most familiar elements of modern living, including the shopping mall, the multimedia presentation and the open plan office system. Some of the particular products of his studio became icons of that era and are still produced today: the Bubble Lamp, the Sling Sofa, the Pretzel Chair, the Coconut Chair, the Marshmallow Sofa and the Ball Clock.

Originally designed in 1950 by Irving Harper of the George Nelson Design Studio, Pavement and China Shop were among 12 patterns that Harper developed for Schiffer Prints. Currently in his mid 80's, Irving Harper provided a key link in establishing a credible color philosophy for the modern day reintroduction of these textiles he worked on nearly fifty years ago. He consulted with the Maharam Design Studio on bringing his original textile designs back to life.

Based in New York, Maharam offers a comprehensive collection of textiles for seating, walls, window covering, systems and healthcare applications.

SPECIFICATIONS

PATTERN	WIDTH	COLORS	CONTENT
China Shop	54"	5	69% Cotton, 31% Nylon
Pavement	54"	9	51% Rayon, 49% Cotton