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20
ANNIVERSARY ISSUE

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TRADITIONAL HOME **2009** ICONS OF DESIGN AWARDS



Joyce and Maya Romanoff

happy anniversary

TRADITIONAL HOME TURNS 20 THIS YEAR—BUT WE'RE NOT CELEBRATING ALONE!

Plenty of our dearest friends have also been moving and shaking for a couple of decades—or longer. So, we thought we'd have a little fun and bring them into the festivities. There are lots of "Can you believe it?" moments. Post-its have been around for 30 years. How those little yellow pads changed our lives! DKNY, Donna Karan's lifestyle brand, is 20. Wedgwood's remarkable history spans 250 years. L'Oréal hit 100. William Switzer, a family-owned furniture company, started a half-century ago. And, don't forget Charles Darwin or Abraham Lincoln. If alive, they'd be 200 years old—impossible, we know—but their legacies thrive. Talk about survival of the fittest!

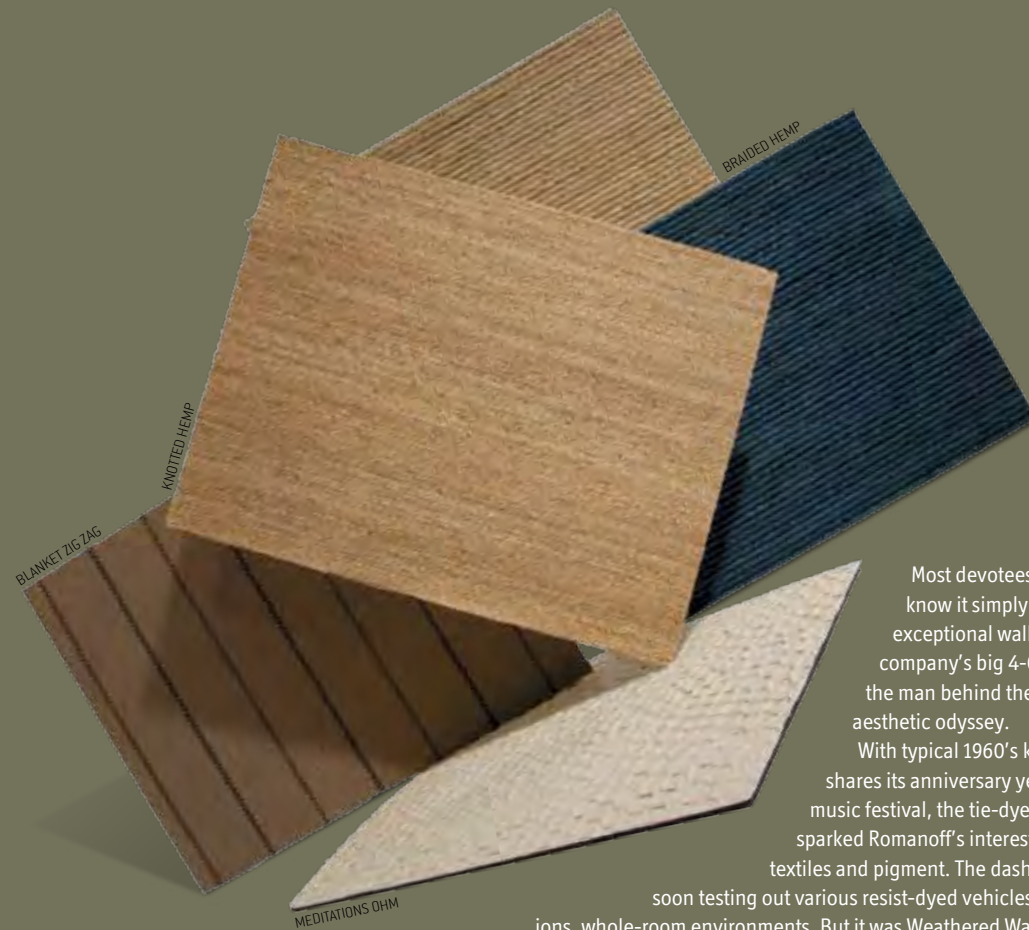


40

MAYA ROMANOFF

A dazzling convergence of innovation and artistry remains the core of the Chicago-based business. Romanoff's exquisite surface materials have come a long way from his earliest experiments with tie-dye. (He did start in 1969.) "Bedazzled," a glass-beaded wall covering, made its way into the Cooper-Hewitt National Design Museum's collections. Other best sellers include "Mother of Pearl" capiz shell tiles, "Weathered Walls," derived from tie-dye techniques, "Stitched" above right, designed with David Rockwell, and laser-cut wood panels above left. Extraordinary material applications—on walls, ceilings, and more. For the 2009 design showcase, New York designer Peter Lin worked with artist Jo Lynn Alcorn on a neo-noir installation, and she's delving into the archives to redesign and reintroduce some of the first projects from this family firm. With Maya as creative force and wife Joyce as president, the next generation plays key roles, and many they've worked with for years are still in the family (mayaromanoff.com).

Talkin' 'Bout Maya's Generation



Most devotees of **Maya Romanoff** know it simply as the go-to source for exceptional wall coverings. But as the company's big 4-0 looms, it's time to toast the man behind the myth and retrace his aesthetic odyssey.

With typical 1960's karma, the company shares its anniversary year with the Woodstock music festival, the tie-dyed denizens of which sparked Romanoff's interest in the interplay between textiles and pigment. The dashiki-clad designer was

soon testing out various resist-dyed vehicles: leathers, couture fashions, whole-room environments. But it was Weathered Walls, the hand-painted wall coverings launched in 1979, that became the house specialty—and won a Roscoe Award from this magazine. Other honors followed, along with showcases at museums.

Romanoff's penchant for experimentation has never waned, whether he's draping canvas banners over a building in Chicago or creating a geisha girl in beaded wall covering for a sushi restaurant in New York. Indeed, invention remains of the essence not only for Romanoff himself—who continues to work despite an ongoing battle with Parkinson's disease—but also for his wife, Joyce, the company's president, and niece, Laura, vice president.

One upcoming release isn't technically new. Designer Amy Lau has freshly reinterpreted archival tie-dyed wall coverings as the Anniversary collection, intended for a generation that's less LP, more MP3. 773-465-6909; mayaromanoff.com. **circle 403** ➤

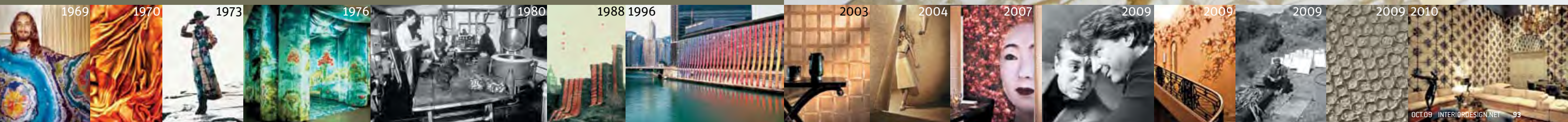
Bottom, from left: Maya Romanoff discovers tie-dye at Woodstock and incorporates his namesake company. He introduces resist-dyed leather. His Wearable Art couture debuts at I. Magnin in Chicago and Henri Bendel in New York. Experiments with whole-room dyed-textile environments lead to "Swan River" at the Richard Himmel Gallery in Chicago. He begins producing resist-dyed fabrics and floor coverings. In New York's Central Park, he drapes Belvedere Castle in cotton canvas. He also hangs 120-foot-long banners of hand-dyed cotton canvas from the facade of Chicago's Sun-Times Building. His Ajiro flexible wood veneers hit the market. Beadazzled wall coverings are introduced. His first collaboration with the Rockwell Group is a glass-beaded mural for the New York restaurant Geisha. He and David Rockwell put their heads together to unveil a wall covering collection, David Rockwell for Maya Romanoff. Amy Lau and Jo Lynn Alcorn's three-dimensional interpretation of Romanoff's wall coverings transforms a staircase at the Kips Bay Decorator Show House in New York. Tibetan prayer papers inspire Meditations wall coverings. The Meditations Ohm pattern comes in eight colors including Sea Salt. For the Anniversary collection's hand-dyed patterns, Lau reimagines a 1976 tie-dye from the Houston Astrodome.

marketscape

TOP: PAUL GODWIN



TOP: PAUL GODWIN; BOTTOM, FROM LEFT: GEORGE LAMBROS/LAMBROS PHOTOGRAPHY; ISABELLE BONJOUR; JOSHUA MHLICH; MARION EITLINGER; KRIS TAMBURELLO; JOYCE ROMANOFF; FRANK OUDERMAN





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Maya Romanoff to collaborate with Amy Lau on tie-dye wallcovering collection for 40th anniversary

Posted on Wednesday, November 04, 2009.

In celebration of The Maya Romanoff Corporation's 40th anniversary, Maya and Joyce Romanoff will be unveiling a collection of tiedye wallcoverings to launch in Spring 2010.

Going back to their roots and drawing from experience with dying textiles and canvas floorcloths, the team, along with New York designer, Amy Lau, has reimagined three original limited editions on paper. Designs include Half Plaid, Snowflake and Crystal. The use of paper, rather than fabric, allow for greater depth and sheen, making the designs more powerful and elegant, boasting of pure sophistication.

"The immersion in making our products is what brings new ideas for us to create more products," said Romanoff. "But the greatest creation I had anything to do with is the creation of our company. To make something beautiful once is easy. To be able to repeat it over and over consistently, that is always the challenge. I like to think we make things so many times, it becomes part of our nature.

Romanoff's blend of ancient techniques and creative use of materials has resulted in inventive and opulent surfaces with inspiration drawn from archaeology, metallurgy, Woodstock-era psychedelia and pure passion and joy.

An anniversary event celebrating design icons of the last four decades will be hosted at the Museum of Arts and Design on March 10, 2010. Details to be announced.

Interiors



The production floor at Maya Romanoff is the epicentre for the company's exploration of new materials.

Maya Romanoff hits 40

INTERIORS

Wall coverings are an oft overlooked feature in many a design-led establishment, but for four decades now, savvy interior designers have made the Chicago-based Maya Romanoff their first port of call whenever they need innovative, high-style designs.

INFORMATION

Visit <http://www.biersthey.com/10+notable-innovations-regarding-May-Romanoff-products>

Website

<http://www.mayaromanoff.com/>



See more Maya Romanoff wall coverings

Originally a one-man-wallpapering-band led by the eponymous Maya Romanoff, the company has since grown into an international decorative powerhouse as evidenced by its roster of clients that range from [Nobu](#) and [Neiman Marcus](#), to collaborations with the American architect [David Rockwell](#).

Whether creating flexible glass-beaded wallcoverings (the original design is now among the Cooper Hewitt National Design Museum's permanent collection) and in-laid woods or metallic sheen tiles and gold leaf coating, Maya Romanoff's elegant collections condense the art of covering walls into a fine art form. This explains why they tend to be the coverings of choice for hotels, restaurants, bars and private homes around the world.

This year, in celebration of 40 long years in the business, Maya Romanoff will launch an anniversary capsule collection, designed in collaboration with New York-based interior designer Amy Lau. Featuring three limited edition designs on paper rather than fabric, the Anniversary Collection takes the company back to its roots of textile dying and canvas floor cloths whilst interweaving Lau's super-contemporary take on the form.

If nothing else, the Anniversary Collection is a vivid testament to Romanoff's ongoing commitment to using what the company calls "uncommon materials to create uncommon art". We, for one, are looking forward to another four decades.

27 November 2009 [Interiors](#)

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Gallery Interiors Maya Romanoff hits 40

Emily + Robert

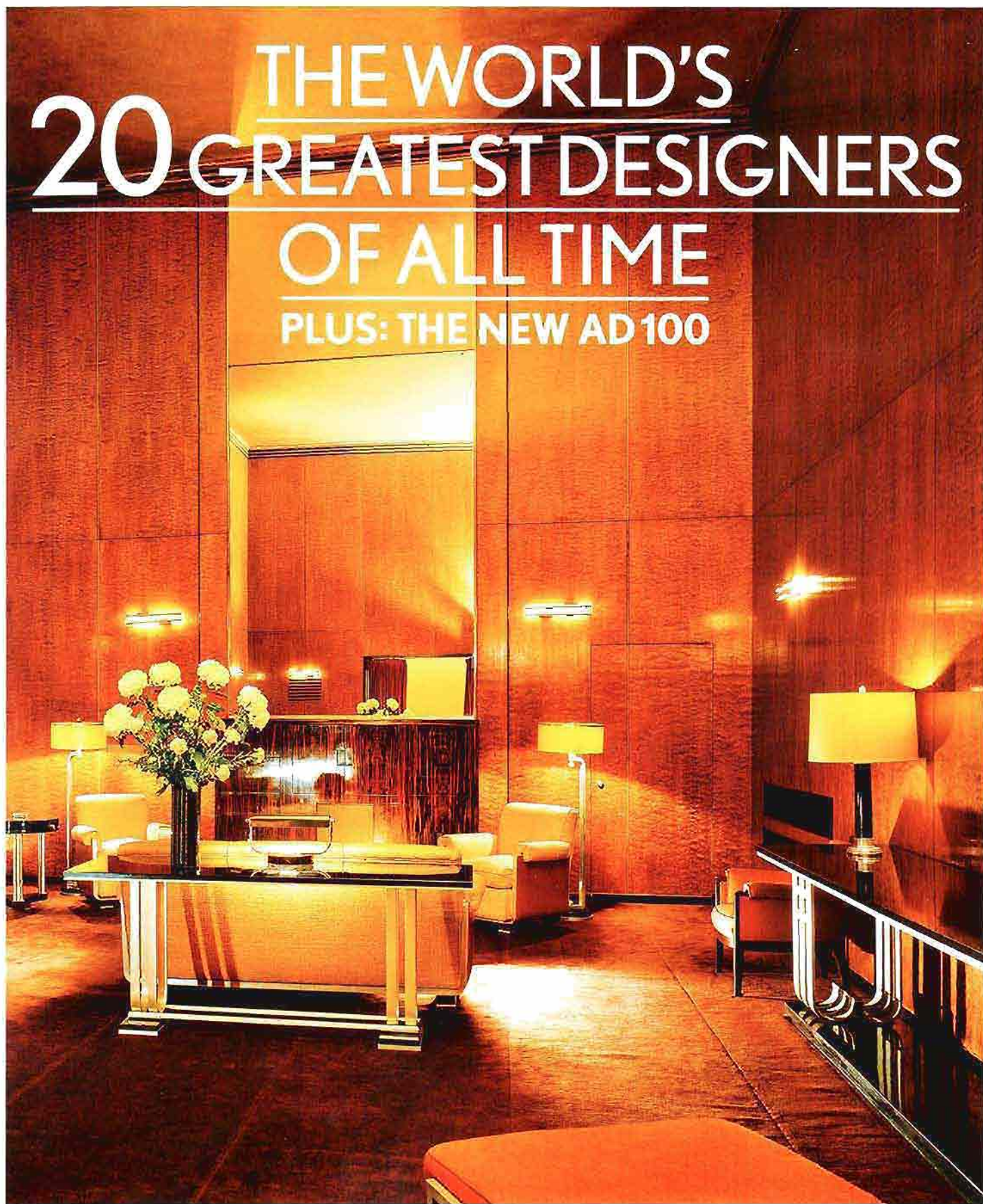


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Style, Defined

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Restoration Hardware's new fall/winter collection includes such details as angled louvers, intricate open metalwork and antique cast-brass buckles. CEO Gary Friedman trekked around the world four times in five months seeking unique designs that not only furnish a home, but define it.

Included are the Levico Mirror and Victorian Hotel Pendant (shown above) and Mayfair Secretary Trunk and Leather Buckle Chair (at right), as well as many other pieces that compose this collection.

Visit restorationhardware.com.



To view the latest Roberto Coin jewelry collections, visit robertocoin.com.

TAKE CARE

This fall, **Roberto Coin** model and CARE advocate Christy Turlington Burns was honored at a dinner in New York City hosted by (at left) Peter Webster, President, Roberto Coin; Steve Sadove, CEO, Saks Fifth Avenue; Roberto Coin; and Giulio Capua, VP and Publisher, **Architectural Digest**. CARE is a leading humanitarian organization fighting global poverty. Visit care.org for more information.

A Milestone for Maya

"To make something beautiful once is easy. To be able to repeat it over and over consistently, that is always the challenge." The words of **Maya Romanoff** are the core of his eponymous firm, the premier manufacturer of advanced wallcoverings for 40 years.

To mark its milestone, the company is launching new global styles, sustainable products and limited-edition archival designs: the Anniversary Collection—tie-dyed paper wallcoverings in collaboration with interior designer Amy Lau, will be available to the trade in Spring 2010. Tie-dye holds a special place in Maya's heart: it inspired his handmade bestseller, *Weathered Walls*, in 1979.

For more about Maya Romanoff's anniversary and collections, go to mayaromanoff.com.



Emily Summers

This is a fantastic time to be in Dallas," says Emily Summers. The city's AT&T Performing Arts Center opened last October, and her firm contributed to the interiors of the Norman Foster-designed Winspear Opera House and the Rem Koolhaas-designed Wyle Theatre. "We got to consult and work with these incredible teams in wonderful ways," she says. Summers, whose career blossomed out of her early work in the fashion office at the original Neiman Marcus store in Dallas, counts as inspirations Henri Samuel, John Dickinson, Carlo Scarpa, Le Corbusier and John Lautner. She specializes in clean, contemporary interiors and works primarily in Texas. Though she designs custom furnishings for every project, Summers is particularly proud of a recent reimagining of a Gerrit Rietveld table and chair set that she finished in white lacquer. "Never compromise on craftsmanship," she emphasizes.

Emily Summers Design Associates
4639 Insurance Lane, Dallas, Texas 75205
214-871-9669; www.emilysummers.com



Her firm contributed
to the interiors of
the Wyle Theatre.

To review the portfolios of all AD 100 members, visit ArchitecturalDigest.com

continued on page 17



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Event Time

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Wallpaper Painting Demonstration with Maya Romanoff & Amy Lau

Join Joyce and Maya Romanoff for a wallpaper painting demonstration. Amy Lau reimagines vintage tie-dyed designs for a new collection celebrating the company's 40th anniversary.

For reservations, call 212/759-2969.

Reception to follow at the Bergamo Showroom, suite 1705.

Image by Kris Tamburello, courtesy of Maya Romanoff.

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Maya Romanoff Marches to Bergdorf Goodman

A private celebration of the collection and the company's 40th anniversary will be held at New York's Museum of Arts and Design on March 10.

NICHOLAS TAMARIN -- INTERIOR DESIGN, 3/4/2010



When **Maya Romanoff's namesake firm** began creating its trademark tie-dyed textiles and wallcoverings in Chicago 40 years ago, it might have been hard to imagine they would make their way to **Bergdorf Goodman**, one of New York's preeminent bastions of high fashion. Now, the company has unveiled its first-ever retail collection, designed by New York based interior designer **Amy Lau**, which recently made a conspicuous debut in the carriage trade store's seventh-floor home décor department.

Appropriately dubbed the 40th Anniversary Collection, it features Half Plaid, a trippy wallpaper in Amethyst Earth, a custom colorway of purple and brown created exclusively for the retailer. It is joined by the collection's two other patterns, Snowflake and Crystal, which boast equally psychedelic sensibilities.



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Ghislaina Viñas, Interior Designer,
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Emily Pilloton, Eco Contributor,
December 7, 2009

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Bergies, as it's know to loyal customers, has complemented the collection with a line of hand-dyed leather, velvet and linen pillows and throws with Maya Romanoff's signature Sixties look. The store is also displaying the manufacturer's Indigo Earth Linen and Velvet Kanoko textiles in the form of banners and Roman shades within the installation.

Meanwhile, across town, a private celebration of the collection and the company's 40th anniversary will be held at New York's [Museum of Arts and Design](#) on March 10.



Images by Kris Tamburello, courtesy of Maya Romanoff.

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OUT OF AFRICA: AMY LAU AND MAYA ROMANOFF AT BERGDORF GOODMAN

Posted December 6, 2010

By [LARRY](#)



Eaching, Hines, and Gang show Bergdorf Goodman's more recent work in the women's floor. This well-known name in the menswear world, Amy Lau and Maya Romanoff, have collaborated on a casual, fresh look that resonates the essence of New York. To celebrate her upcoming return, we are bringing you Amy Lau's Bergdorf Goodman show, "Offbeat Designers Amy Lau & Maya Romanoff" and to show you how they are doing it. Amy Lau has managed the beautiful, and the Bergdorf Maya Romanoff. It's not all just about the jewelry with jewelry. That's the whole idea. Behind the store, we're looking at the jewelry. We're looking at Bergdorf Goodman's Creative Store Director, Rebecca Mayhew. Maya Romanoff has been the director of the store for years, managed by Amy Lau. It's not just jewelry, it's jewelry at Bergdorf Goodman.

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Maya Romanoff's 40th Anniversary Bash

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Maya Romanoff Celebrates 40th Anniversary and All That is Tie-Dye
Co-hosted by Architectural Digest Magazine and the Museum of Arts and Design

Photos By: ANN WATT / Society-Photos

David Rockwell And Cindy Allen Editor-And Chief Interior Design Magazine

Amy Lau With Giulio Capua Of Architectural Digest

Mallory Andrews With Susan Homan

Joyce And Maya Romanoff

Maya Romanoff celebrated 40 years of design innovation last night at the Museum of Arts and Design, New York City, co-hosted by Architectural Digest Magazine. The evening embraced tie-dye, the original inspiration that lead to the creation of Chicago's Maya Romanoff textile and wall covering company in 1969. In the midst of the official unveiling and celebration were over 400 guests and designers including David Rockwell, who designed this year's Oscars stage, Publisher of Architectural Digest Giulio Capua, Editor-in-Chief of Interior Design Magazine Cindy Allen, Marjorie Tiven, sister to Mayor Bloomberg, Commissioner of the New York City

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Commission for the United Nations, Consular Corps and Protocol, Mallory Andrews, VP of PR and Special Events, Bergdorf Goodman, Susan Homan, Director of Visual Presentation, Bergdorf Goodman, Marcia Sherrill, designer and member of the prestigious Council of Fashion Designers of America and the company's founder Maya Romanoff and his wife Joyce the company's President. Three tie-dyed wall coverings were unveiled for the Spring 2010 collection: Half Plaid, Snowflake, and Crystal. This anniversary folio was created in collaboration with New York designer and co-founder of Design Miami, Amy Lau. As part of the 40th anniversary celebration, Maya Romanoff artisans conducted special studio demonstrations on the 6th floor of the Museum of Arts and Design, demonstrating unique techniques such as metal leafing, hand-painting, tie-dye and inlay with raw materials. Maya Romanoff's work has garnered prestigious awards, including Icon of Industry from NEWH, the IFDA Trailblazer Award, GOOD Design Award and International Design Excellence Award, as well as earned the permanent placement of several collections into the Cooper-Hewitt Design Institute - Smithsonian. "To make a beautiful thing once is easy - to do it over and over again, that is the true art." - Maya Romanoff-

Source: [Maya Romanoff's 40th Anniversary Bash](#)

Published 3/11/10 by




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A Sixties Tie-Dye Pioneer Marks 40th Anniversary

by DAVID MOIN

Posted THURSDAY MARCH 11, 2010

From WWD ISSUE 03/11/2010

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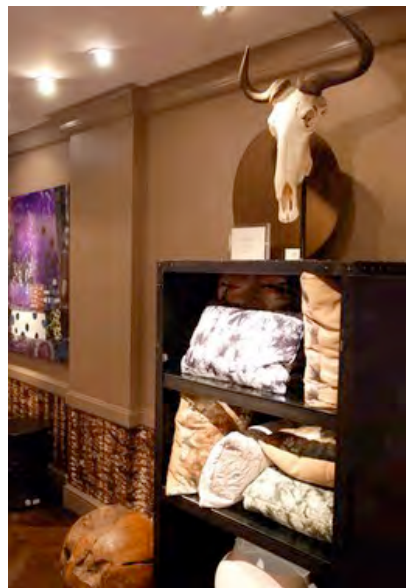
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Maya Romanoff presentation at Bergdorf Goodman.

Photo By Kris Tamburello

LAUNCH SLIDESHOW 2 images



Maya Romanoff presentation at Bergdorf Goodman.

Photo By: Katherine Kostreva

LAUNCH SLIDESHOW 2 images

Forty years ago, Maya Romanoff pioneered the tie-dyed look with T-shirts worn on stage by rocker Roger Daltrey of The Who.

With the same expressive spirit, Maya Romanoff, both the man and the company that bears his name, evolved into creating commercial and residential wall coverings, window shades, fabrics and related products that have adorned Neiman Marcus, Saks Fifth Avenue, Bloomingdale's, Macy's, Nordstrom, Victoria's Secret and Express, among other stores. Now an anniversary collection of interior furnishings that take the tie-dyed look to new levels is on display in Bergdorf Goodman's seventh floor and in a 57th Street window, through March. It also had a one-day retrospective Wednesday at the Museum of Arts and Design in Manhattan, conceived by David Rockwell. Amy Lau curated the Bergdorf show.

"We've come full circle," said Joyce Lehrer Romanoff, the wife and business partner of Maya Romanoff.

And the Romanoffs are considering whether to roll out an array of licensed products, from tie-dyed leather handbags to tabletop. Lehrer Romanoff recently returned from Hong Kong, where the company is developing a wide, gold and silver leaf canvas wall covering.

The Romanoffs' Chicago base has grown from an atelier into a bona fide factory with a staff of artisans, producing handmade materials for interiors. Lately, when retailers design their interiors, "They are trying to use very special finishes," Lehrer Romanoff said. "A lot of them are natural and wovens." Sometimes, she added, they can get glitzy, like what Neiman Marcus used for its 100th birthday celebration in Dallas, where Romanoff applied the firm's "Beadazzled" technique, a covering of glowing, clear glass beads through which murals or large photos are seen in a different way.

For fashion presentations, "We are selling retailers backgrounds [on which] to hang their clothing so it looks gorgeous," she said. "The background never overshadows what they are trying to sell. In our custom designs for the most cutting-edge retail environments, our surfacing materials contribute to the conversation. With our reinvention of tie-dye, we have our eye on reentering fashion. Handbags seem to be a natural extension."

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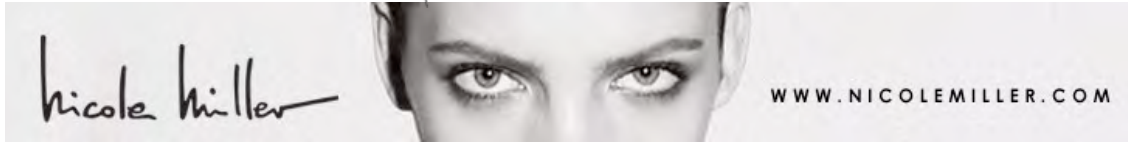
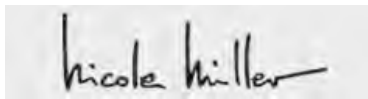
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WWD THURSDAY

Cable Vision

PARIS — It was cinematic. Marc Jacobs delivered a Louis Vuitton collection on Wednesday that could have walked right out of the Fifties' heyday of Movietone News. Among its stars, naturally, were beautiful handbags. As for the clothes, the youngest of his looks were the stellar knits, such as this sequin cable sweater and leather skirt, worn with ostrich bow pumps and the gurgly Speedy monogram bag, one of his fab redos of that house classic. For more on Paris, see pages 6 to 9.





ART

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Was It 40 Years Since Tie Dye Was Big?

By **KIMBERLY CHOU** 03/12/2010 05:40 PM



MAYA ROMANOFF AT BEGDORF GOODMAN. PHOTO BY KRIS TAMBURELLO

Maya Romanoff, the Chicago-based designer of tie-dyed wallpapers, glass-beaded overlays and other fantastical surfaces—celebrated 40 years of design with a preview of a new collection at New York's [Museum of Arts and Design](#) this week. The "anniversary collection" of tie-dyed wallpapers, in mineral colorways that recall tree barks, was created in collaboration with interior designer Amy Lau. Currently featured in an installation at Bergdorf Goodman, the new patterns were presented at MAD with a small exhibition of Romanoff's work over the years.

Curated by architect David Rockwell, Romanoff's friend and longtime collaborator, the collection includes clothing from Romanoff's origins as a hippie fashion designer; after what his daughter and vice president of sales Laura calls "an epiphany at Woodstock," he began creating tie-dyed caftans and leather vests, which he sold to the likes of Cheryl Tiegs and Roger Daltry. Over the next few decades, he became textile artist and materials designer who translated a love of hand-dyeing to leather upholstery, wall coverings and art installations like *Bess' Sunrise* (1988), a burst of loud citrus panels that rippled down the side of the old Chicago Sun-Times building. More recently, the Maya Romanoff design company has become known for its work with natural materials like gold leaf and dyed mica, and for the flexible sheaths of glass beading, usually arrayed over an image or pattern, that the company calls "Beadazzled." (Created in 2003, the product—which you've likely seen used for countless café and museum walls—is now part of the permanent collection at the Cooper-Hewitt National Design Museum.)



At the beginning of the evening, Lau spoke briefly about the anniversary collection. After being introduced to the Maya Romanoff company's work at a design conference two years ago, she visited the company's studio in Chicago. "I ran around like a kid in candy store," she said of combing through design archives. The collaboration allows for a new interpretation of now-decades-old design ideas by a company that "to be honest," Laura said, "get[s]

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knocked off a lot. So we have to keep looking for new innovations." Other recent developments include digital printing for some patterns, a departure from the hand-dye, water-based process Maya Romanoff generally uses. LEFT: MAYA AND JOYCE ROMANOFF

While the outsize personality of the man who, in the 1960s, renamed himself "Multifarious Maya" (née Richard) has quieted after almost two decades with Parkinson's disease, Maya Romanoff is still bold when it comes to fashion. Yesterday, with a dark, subtly striped suit, Romanoff accessorized with candy pink socks with black stripes and a crushed velvet necktie that was, of course, tie-dyed.

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Maya Romanoff celebrates 40 years with Architectural Digest Magazine.

By [Scallywag](#) • Mar 12th, 2010 • Category: [Nightlights](#)



Photography by Ann Watt. Maya Romanoff to the left and Nicholas Manville, head of the decorating department for Bergdorf Goodman

Guests poured through the glass doors of the **Museum of Arts and Design** which co-hosted the **40th Anniversary of Maya Romanoff** with **Architectural Digest Magazine**. Elevators adorned with Half Plaid, a tie-dye wallcovering from Maya Romanoff's Anniversary Collection, re-imagined by designer **Amy Lau**, carried guests to the 7th floor, where more tie-dye greeted them from every angle.

The 7th floor installation showcased Maya Romanoff's innovative tie-dye designs throughout the decades: leather cloaks once sold at **Bergdorf Goodman** circa 1969, the **Chicago Sun Times Building** in 1988 draped with large scale flags in pattern Bess' Sunrise, a 2003 mural of Audrey Hepburn encrusted with Beadazzled beads, and a roaring fireplace adorned with Half Plaid wallpaper.

Cocktail glasses clinked amidst the tie dye backdrop in honor of Maya Romanoff who created the company in 1969, and who was in attendance alongside his wife and company President **Joyce Romanoff**. Architect **David Rockwell** flew into NY from L.A. having just finished designing the stage for Sunday's Oscars show. He engaged the audience in a formal speech that praised his dear friend and collaborator Maya.

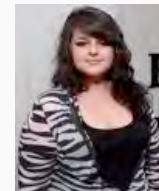
Giulio Capua, Vice President and Publisher of Architectural Digest, came to honor Maya, as did **Cindy Allen, Editor-in-Chief of Interior Design Magazine**. Designer **Jamie Drake** showed his support alongside friend **Marjorie Tevin**, sister to Mayor Bloomberg and Commissioner of the New York City Commission for the United Nations. Bergdorf Goodman's **Mallory Andrews**, **Nicholas Manville**, and **Susan Homan** joined the festivities. Yesterday was also a momentous occasion as a Maya Romanoff display went up in the storefront window of Bergdorf Goodman, a compliment to Maya Romanoff's debut retail collection at the prestigious department store.

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Lights dimmed as the event came to a close, and a private after party was hosted at nearby **Jean Georges**. The menu was created personally by the restaurateur himself.

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Katharina Plath to the right.



Laura Romanoff to the left.



David Rockwell and Cindy Allen, Editor-in-Chief of Interior Design Magazine.





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MAYA ROMANOFF'S 40TH ANNIVERSARY BASH

Maya Romanoff Celebrates 40th Anniversary and
All That is Tie-Dye
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Amy Lau With Giulio Capua Of Architectural Digest



Mallory Andrews With Susan Homan



Joyce And Maya Romanoff

Maya Romanoff celebrated 40 years of design innovation last night at the Museum of Arts and Design, New York City, co-hosted by Architectural Digest Magazine. The evening embraced tie-dye, the original inspiration that lead to the creation of Chicago's Maya Romanoff textile and wall covering company in 1969. In the midst of the official unveiling and celebration were over 400 guests and designers including David Rockwell, who designed this year's Oscars stage, Publisher of Architectural Digest Giulio Capua, Editor-in-Chief of Interior Design Magazine Cindy Allen, Marjorie Tiven, sister to Mayor Bloomberg, Commissioner of the New York City Commission for the United Nations, Consular Corps and Protocol, Mallory Andrews, VP of PR and Special Events, Bergdorf Goodman, Susan Homan, Director of Visual Presentation, Bergdorf Goodman, Marcia Sherrill, designer and member of the prestigious Council of Fashion Designers of America and the company's founder Maya Romanoff and his wife Joyce the company's President. Three tie-dyed wall coverings were unveiled for the Spring 2010 collection: Half Plaid, Snowflake, and Crystal. This anniversary folio was created in collaboration with New York designer and co-founder of Design Miami, Amy Lau. As part of the 40th anniversary celebration, Maya Romanoff artisans conducted special studio demonstrations on the 6th floor of the Museum of Arts and Design, demonstrating unique techniques such as metal leafing, hand-painting, tie-dye

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and inlay with raw materials. Maya Romanoff's work has garnered prestigious awards, including Icon of Industry from NEWH, the IFDA Trailblazer Award, GOOD Design Award and International Design Excellence Award, as well as earned the permanent placement of several collections into the Cooper-Hewitt Design Institute Smithsonian. "To make a beautiful thing once is easy - to do it over and over again, that is the true art." - Maya Romanoff-

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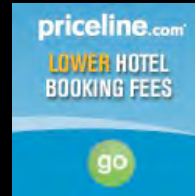
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Maya Romanoff Celebrates 40th Anniversary and All That is Tie-Dye

Co-hosted by Architectural Digest Magazine and the Museum of Arts and Design



Joyce and Maya Romanoff and Amy Lau
 Photo by: Ann Watt

March 10, 2010 - Maya Romanoff celebrated 40 years of design innovation last night at the Museum of Arts and Design, co-hosted by Architectural Digest Magazine. The evening embraced tie-dye, the original inspiration that lead to the creation of the Maya Romanoff company in 1969, now re-imagined in a 40th Anniversary collection that was officially unveiled last night. In the midst of the celebration were guests David Rockwell, designer for the stage at this year's Oscars, as well as friend and collaborator to Maya Romanoff, Publisher of Architectural Digest Giulio Capua, Editor-in-Chief of Interior Design Magazine Cindy Allen, and Maya Romanoff himself, alongside Wife and company President Joyce Romanoff.

Three tie-dyed wallcoverings were unveiled for the Spring 2010 collection: Half Plaid, Snowflake, and Crystal. This anniversary folio was inspired by the artist's early work, created in collaboration with New York designer and co-founder of Design Miami, Amy Lau, in attendance at last night's event.

As part of the 40th anniversary celebration, Maya Romanoff artisans conducted special studio demonstrations on the 6th floor of the Museum of Arts and Design, showcasing the company's unique techniques. Maya Romanoff artisans demonstrated techniques such as metal leafing, handpainting, tie-dye and inlay as well as experimentation with raw materials.

About Maya Romanoff:

A pioneer of monumental textile installation, Maya Romanoff is noted for his deep knowledge of ancient craft techniques and ability to synthesize environments with the resonant beauty of handmade, utilitarian objects out of materials that range from paper and felt, to mica and glass bead.

The guiding force of his artistic career has been to make art that is "... not so much objectified as occupied," to make art of every day life.

Maya Romanoff's work has garnered many awards, including Icon of Industry from NEWH, the IFDA

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For further information, please visit:
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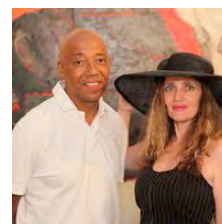
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Maya Romanoff, A 40th Anniversary Celebration Of A True Visionary

By Douglas Harrington



Joyce and Maya Romanoff look on as one of their artisans vegetable dye a surfacing panel. (Douglas Harrington)

New York City - If walls could speak, they would undoubtedly ask to be dressed by the Valentino of wall covering **Maya Romanoff**. This week the Museum of Art and Design (MAD) acknowledged his artistic impact with a celebration marking the 40th anniversary of this seminal American designer.

Romanoff literally burst upon the scene in the late 1960s as the artist who brought the ancient art of tie dying into the mainstream of western fashion. As if following a counter cultural atlas, after graduating from Berkley in 1965, he and his first wife took to the road traveling through Europe, India and North Africa, where he first experienced tie dye in a marketplace in Tunisia. It was after their travels and the weekend that was Woodstock that Romanoff and his wife first attempted to turn their passion into a business. Loading 180 tee shirts they had dyed into a VW van they headed to a Rolling Stones concert in Miami. Within the first hour they had sold every shirt and, as they say, the rest is history.

Although he took New York by storm through the support of the Parrish-Hadley design firm and with clients like **Roger Daltry**, **Barbra Streisand**, **Donald Trump** and **Cheryl Tiegs**, Romanoff settled in Chicago and what had started as tee shirts now included jackets and shirts and robes and, yes, tie dyed wall coverings. Although there is a Romanoff tie dyed opera coat hanging in the Museum of Modern Art, it was this passion for surfacing that would ultimately be his claim to fame and inclusion into the permanent collection of the Smithsonian.

Ahead of the curve when it comes to the concept of a global village, Romanoff has long incorporated exotic barks, crushed stone, tortoise shell, vegetation and now even beads from the four corners of the world into his fantastical wall coverings. Over the years Romanoff has combined both ancient and innovative techniques to create flexible surfacing designs that are as practical as they are breathtaking.



On display were examples of the tie dye designs that started it all.

Sadly, Romanoff is in the most advanced stages of Parkinson's disease and is confined to a wheel chair with the just the faintest of abilities to communicate verbally. Yet, he remains the chairman and chief creative officer of his internationally respected company. Always at his side, his present wife **Joyce Romanoff**, who has been with the company for 22 years and heads up the operational end of things, told me, "He still inspires us and he is the arbiter of all our

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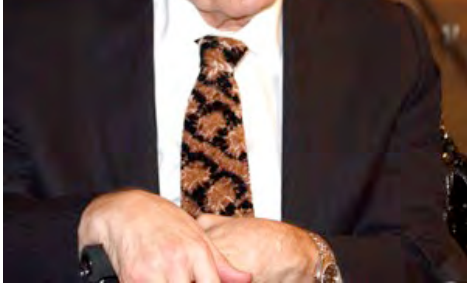
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designs and colorations."



Visionary designer Maya Romanoff at the Museum of Arts and Design celebration honoring his 40th anniversary.

On the sixth floor of the museum were several tables on which Romanoff artisans demonstrated the process of creating the designs and patterns of the highly sought after surfacing material. From the thinnest of veneer panel work that we watched vegetable dyed to a rich mahogany to the strikingly luxurious Mother of Pearl design that was flexible enough to be rolled like a newspaper, Joyce explained the techniques with pride and admiration for her husband's creations.

At the cocktail party on the seventh floor I spoke with **Julio Capua**, publisher of *Architectural Digest*, "The Romanoffs have been innovators all along and they continue to do things that set the industry standard of craftsmanship and unique materials. You are really dealing with a true family business, it is in their blood and they are passionate about it. As an artist, I think Maya fused everything through an artist's palette. As a result, you see them do things that really no one else can do."

Designer **Amy Lau** explained her involvement with the Romanoff company, "I re-imagined their anniversary collection, now in their fourth year. I went through the archives and I looked at Maya's work from the 1960s and 1970s and I thought what was now looking back, looking forward and re-imagined, re-contemporized and brought to it some new brushes. We did an exclusive installation at Bergdorf-Goodman on the seventh floor and I created a limited edition product line."



Joyce Romanoff explaining the Romanoff technique and design process in the creation of their Mother of Pearl surfacing.

Among the many notable attendees was legendary designer **Jack Lerner Larson** who made a brief earlier appearance to congratulate the artist he had mentored as a young man. Also in attendance was architect **David Rockwell**, designer of the last two Academy Awards presentations, who during his speech said, "I think of the incredible spirit in your work and I think in fact Maya that you are a kind of dream weaver that weaves together craftsmanship and love and art. I think in an age in which there is such a reliance on technology and virtual connections, what is phenomenal about what Maya does is to return us to the importance of the actual crafted piece."

Words can not express the stunning beauty of the samples that were on display at MAD, nor can they fully do justice to the impact this extraordinary and courageous visionary has had on the world of design. If the walls could speak, they would indeed thank Maya Romanoff as did the hundreds of fans and friends who gathered in celebration of his 40th anniversary.

For more information go to www.mayaromanoff.com.

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spring forward: maya romanoff at bergdorf goodman

By Sabine Rothman

Speaking of psychedelic—we were, weren't we?—you just have about a week left to visit Amy Lau's installation for Maya Romanoff on the 7th floor of Bergdorf Goodman, a venerable NYC department store that often delivers avant-garde goods—and the *best* venue for lunching ladies.



Amy has re-imagined three patterns from the archives of **Maya Romanoff** in tribute to the former wild child's 40th year as an inventor of extraordinary wallcoverings. What does that mean? Tie-dyed wallpaper. Here's "Half Plaid," in all its glory. Check it out.



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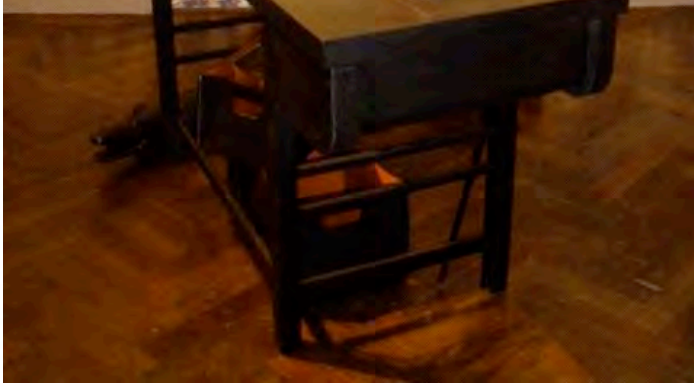


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Groovy, yes. Also, sophisticated—especially in tandem with fabric banners draped from the ceiling.



Maya Romanoff's surfacing materials are available to the trade. (If you're interested, but you're not a designer, you might want to ring up **Design Professionals** at the D&D building.) If you're in the mood for immediate gratification, pick up one of Amy's limited edition tie-dyed leather pillows at BG—that's assuming they haven't sold out. As I said: run, don't walk.





To top it off, Bergdorf's genius window dressers have also deployed the wallpaper street-side.





Cool, dude.

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BHG Furniture
Chief Architect



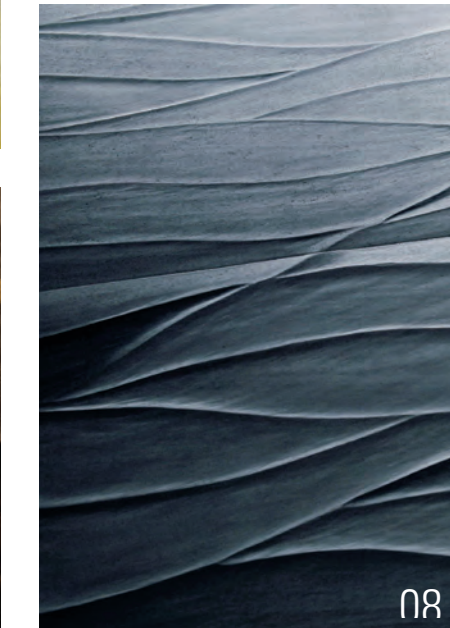
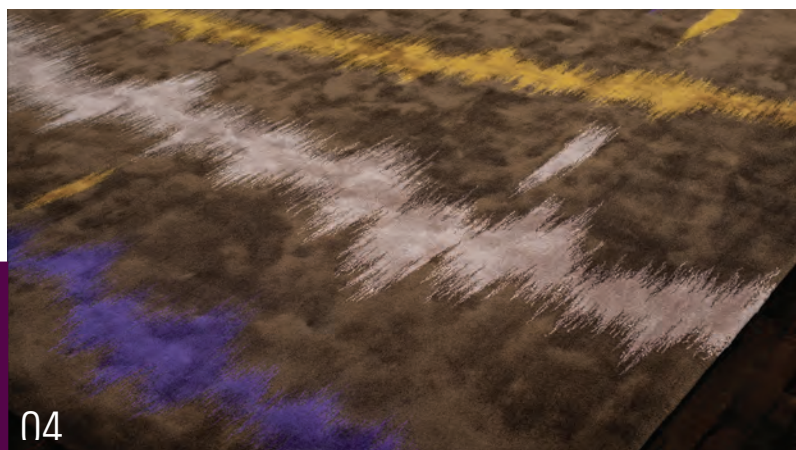
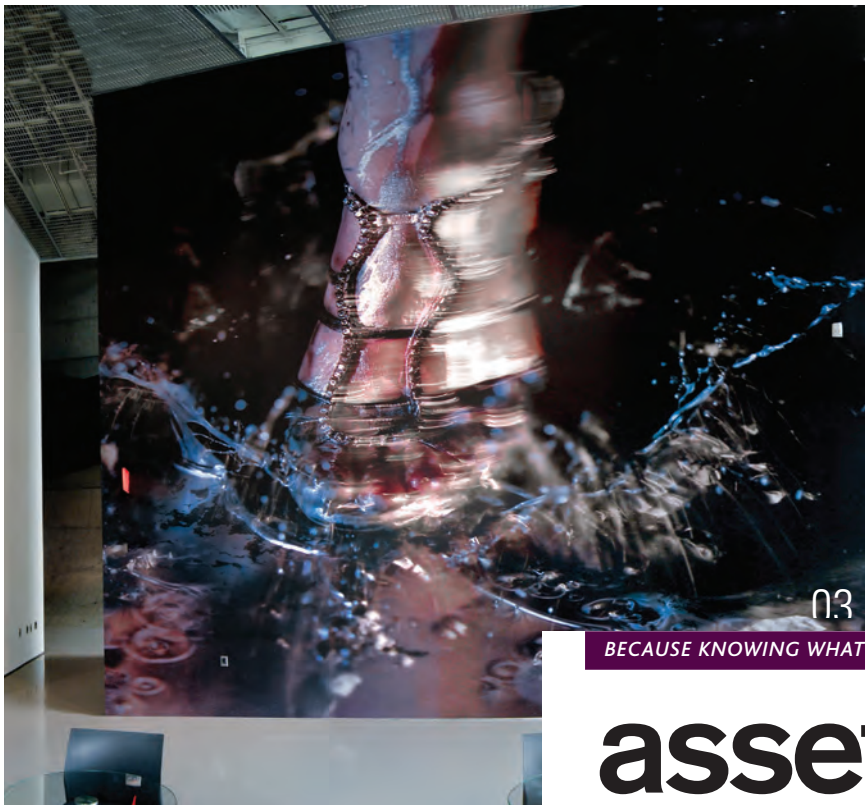
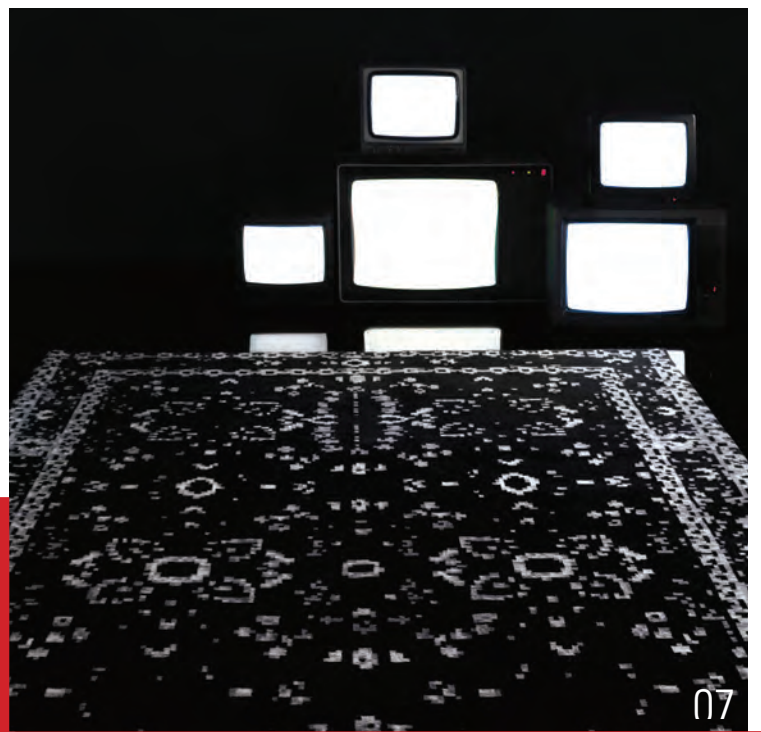
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MEREDITH WOMEN'S NETWORK

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WHICH IS AN IMPORTANT PART OF THE PROCESS.

BECAUSE KNOWING WHAT IS AS IMPORTANT AS KNOWING WHAT DOES. BUT IF THE IDEA CAN AVOID COMPROMISE AND COMPLACENCY,

asset coverage

In this year's crop of coverings, wallpaper gets personal, geometry reigns supreme and classic styles are reinvented for a new era

WORDS DAN RUBINSTEIN

01 The Cubix is one of five monochromatic and geometric wallpapers from the Superfresco Shape and Form collection by GRAHAM & BROWN, imbued with gloss and mica for added luster. grahambrown.com **02** The digitally printed Wallpaper 11 by Austrian NINA LEVETT features vectorized, hand-drawn illustrations of her children. Her other designs are equally personal, including her series of silkscreened china titled Pornamental. ninalevett.com **03** MAHARAM Digital Projects—digitally printed artworks by contemporary talents—are positioned more as installations than wallpapers. Marilyn Minter's "Kicksilver," installed at Cincinnati's Contemporary Arts Center, is shown here. maharam.com **04** The hand-tufted silk Sensu I carpet from the Haiku collection by TAI PING was inspired by traditional Japanese ikat patterns, but the design's modern, restrained sensibility is undeniable. taipingcarpets.com **05** The Tectonics floor tiles by David Oakey for INTERFACEFLOR come in various colors, making for a rainbow of possibilities that can be installed directionally or non-directionally. interfaceflor.com **06** Using penny-sized, round ceramic tiles, the Paillettes Collection by LEA CERAMICHE is produced using an eco-conscious ceramic that contributes to LEED certification. ceramichelea.it **07** The grayscale, hand-knotted Furtive Persian rug by Jean-Marie Massaud for GAN tweaks the traditional oriental style for the digital age. gan-rugs.com **08** Each of



the wave-like Ambra stone tiles by Nancy Epstein for ARTISTIC TILE—designed in collaboration with Italian artisan Giovanni Barbieri—appear to be made from two separate stones, an illusion created by a special polishing technique. artistictile.com **09** The graphic, hand-knotted Tibetan wool Step rug—and its five sister designs—by Tom Dixon for THE RUG COMPANY were inspired by those rainbow television test patterns. therugcompany.info **10** Originally designed for 2008's Myth and Material installations, the wool Rangoli Collection rugs by Brit duo Doshi Levien for MOROSO are now in production, inspired by celebratory Indian colored-sand and rice-powder displays. morosousa.com **11** To celebrate four decades of design, MAYA ROMANOFF's Anniversary Collection reintroduces tie-dyes into the company's repertoire, including the Snowflake shown here. mayaromanoff.com