

Point by Maharam
Paul Smith

kvadrat





Point by Maharam

Point, the sixth textile collaboration between the renowned British fashion designer Paul Smith and the Maharam Design Studio, distinguishes itself by a fusion of construction and pattern. A study in scale, density, rhythm, colour, and proportion, *Point* is a vibrant upholstery textile. It is available in 11 colours and 7 different geometric patterns, ranging from traditional to modern, which combine unique but related stripes that run from selvedge to selvedge. With so many different expressions, *Point* provides virtually endless opportunities for creating dynamic and individual interiors.

An imaginative evolution of Paul Smith's signature 'classics with a twist' style, *Point* offers a balanced construction chosen for its clarity of colour. It is woven with dense, semi-lustrous rayon yarns in the warp and weft, secured by a fine nylon binder. These form a gridded structure reminiscent of needlepoint and traditional gros point transport cloth.

All seven *Point* patterns are built from a single square unit and feature an individual repeat in the length, which varies from 29 cm to 79 cm. Importantly, these repeats are designed to be cut randomly, ensuring every piece of furniture upholstered with *Point* will look unique.

Point combines natural tones and accent colours to eye-catching effect: each of the fabric's 11 colours is composed of 8 hues and blends rich nuances, such as persimmon, mustard, loden green, burnt sienna and ultramarine.

Recognised as one of the most successful British designers in history, Paul Smith combines a flair for eccentric detail with the highest standards of craftsmanship. Paul Smith has designed upholstery textiles in partnership with Maharam since 2003.

The official European launch of *Point* will take place in February 2012 in partnership with premium Danish furniture brand Republic of Fritz Hansen™, at their new UK flagship store in London.

Maharam by Kvadrat

The partnership between New York-based Maharam and Denmark-based Kvadrat creates a dynamic textile alliance with a global reach. A shared philosophy of design innovation and service excellence makes the collaboration a natural step, as both entities continue to expand their international presence.

Maharam represents Kvadrat in North America while Kvadrat represents Maharam in Europe. The two companies work in tandem in other markets, including Australia and the U.A.E. Their combined product offering represents the largest range of contemporary contract textiles anywhere in the world.

For further information
www.kvadrat.dk

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