

# A New Image

**Maya Romanoff**  
*Extraordinary Surfacing Materials*  
FOR IMMEDIATE RELEASE

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*Suzette," pleated fabric wallcovering*

On January 15, 2015, Maya Romanoff will launch their rebranding campaign with a new logo and revamped brand image, referring to the company established in 1969 as just MAYA. The rebranding effort will present a new website, sample and marketing collateral, as well as an updated showroom presence. This marks the most significant change that the company has made to their marketing presence in 45 years.

The January 15 launch date marks the one-year anniversary of the passing of founder, namesake, and creative force, Maya Romanoff. Joyce Romanoff, Maya's wife and the company's president, was intent to meet this significant anniversary with momentum and a thoughtful evaluation of Maya's history and the company's future.

"Maya taught us so much!" said Joyce Romanoff, "In honor of his spirit and his legacy, we made the decision to change the company's logo to just MAYA. At the 45th anniversary of our company, we are forging ahead with strength and a lawless sense of play worthy of our namesake — he would be thrilled to see us continue his legacy of creating beautiful, innovative materials."

The new MAYA logo is designed to resemble dimensional planes, referring to the surfaces upon which Maya Romanoff installs their diverse collection of materials. This deliberate rebranding was developed collaboratively with Thirst, a communication design firm in Chicago led by principal Rick Valicenti, a significant presence in the global graphic design world, and Cooper-Hewitt National Design Award recipient.

"The essence of creativity within the Maya Romanoff studio was born with Maya and today his soul is embodied within each extraordinary surface." Explains Valicenti, "With one word — MAYA — the brand is a reminder that his passion, spirit, and creativity live on."

## *About Thirst Design*

Thirst is a communication design practice based in Chicago. Over the past three decades, their work has been with high-level clients in the design, cultural, and education communities. Lead by principal Rick Valicenti, Thirst has created innovative design solutions for clients such as Studio Gang Architecture, Lyric Opera of Chicago, The New York Times and Herman Miller. Rockwell for Maya Romanoff; *Stitched Vertical*, hand-painted paper with thread by David Rockwell for Maya Romanoff; and *Blanket Zig-Zag*, embroidered felt by David Rockwell for Maya Romanoff.

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