

# LUXURY PORTFOLIO®



## THE CRAFT

*Building*  
BEVERLY HILLS

*Focusing on*  
STATEMENT PIECES

*Tuning in*  
TO THE OPERA

*Getting Zen*  
WITH BONSAI

## GALLERY WALLS

## A look behind the wallcoverings that turned textile art into home décor mastery

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CEO, Maya Romanoff

1

Varied textures are a major component of Maya Romanoff's artistry, as seen in the Serigraph Dynasty wallcovering

2

The Mother of Pearl wallcovering is made from hand-inlaid capiz shells

*Images on this page courtesy of Maya Romanoff*

In the world of home décor, the line between art and function often blurs, creating spaces that are not only livable, but also visually stunning. This seamless integration of art into décor is beautifully exemplified by Maya Romanoff, a name synonymous with innovative and luxurious wallcoverings. From its inception as an outlet for the late Maya Romanoff's textile and tie-dye artistry, the company has evolved to showcase how art can transform living spaces into works of art themselves.

The story of Maya Romanoff begins in the late 1960s, a period marked by cultural revolution and a burgeoning appreciation for unique, handcrafted art. Maya, inspired by his travels and the vibrant colors of traditional textiles, started experimenting with tie-dye techniques. His creations were more than just fabrics; they were pieces of art that encapsulated the energy and spirit of the times. What began as a personal artistic journey soon attracted attention, leading to the founding of the Maya Romanoff Corporation.

Art and home décor are intrinsically linked, with each informing and enhancing the other. Art, in its many forms, introduces color, texture and emotion into a space. It has the power to influence the mood and atmosphere of a room, turning it into a sanctuary, a vibrant gathering spot or a contemplative retreat. When art informs home décor, it ensures that every piece within a space is intentional and meaningful.

Home décor is an art form in its own right. It involves the careful selection and arrangement of elements to create a cohesive and aesthetically pleasing environment. Just as a painter considers color, composition and texture, a residential interior designer must balance these aspects to achieve a harmonious design.

At Maya Romanoff, the philosophy of harmonious design resides at the core of our creations. Our wallcoverings are not mere backdrops but are central to the design narrative of a room. Each piece is crafted with an artist's eye, transforming walls into canvases that tell a story and evoke emotion. The connection between art and home décor is evident in how both disciplines value creativity, craftsmanship and aesthetic appeal. Art introduces concepts and forms that challenge traditional design norms, while home décor translates these ideas into functional and livable environments.

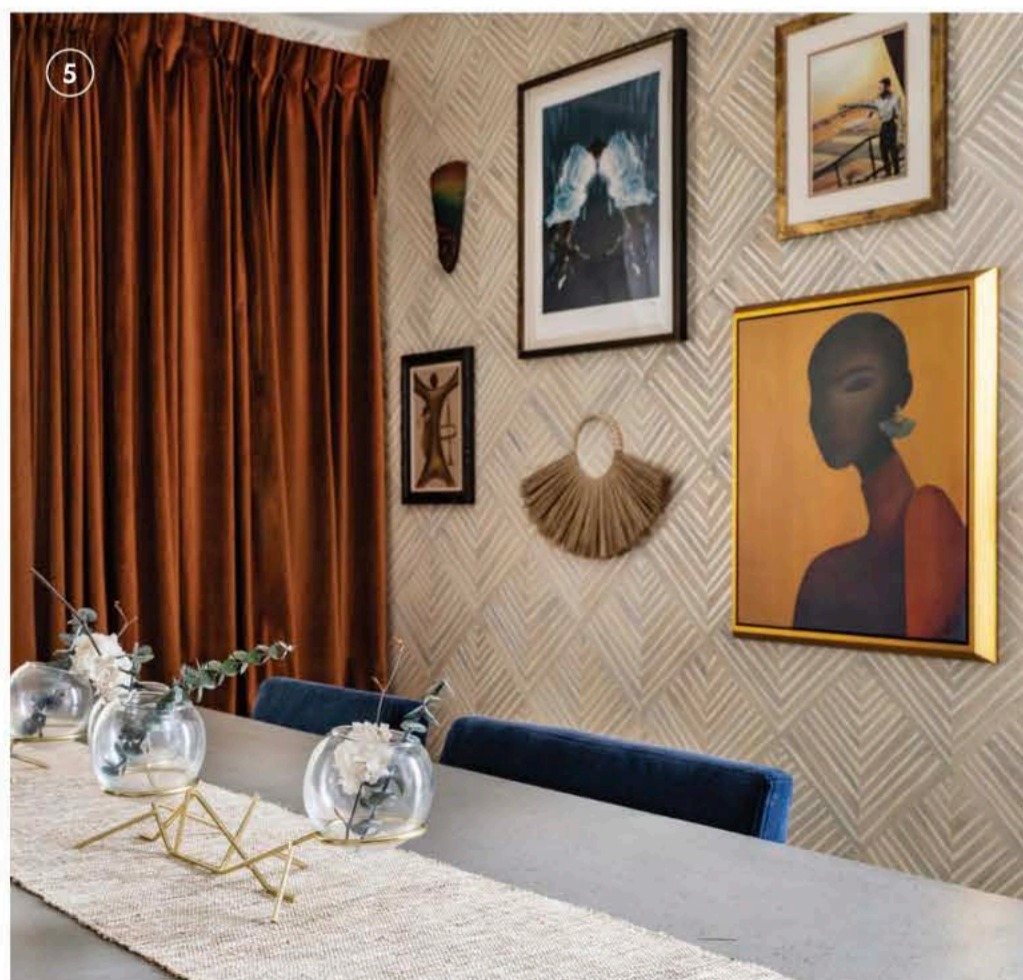
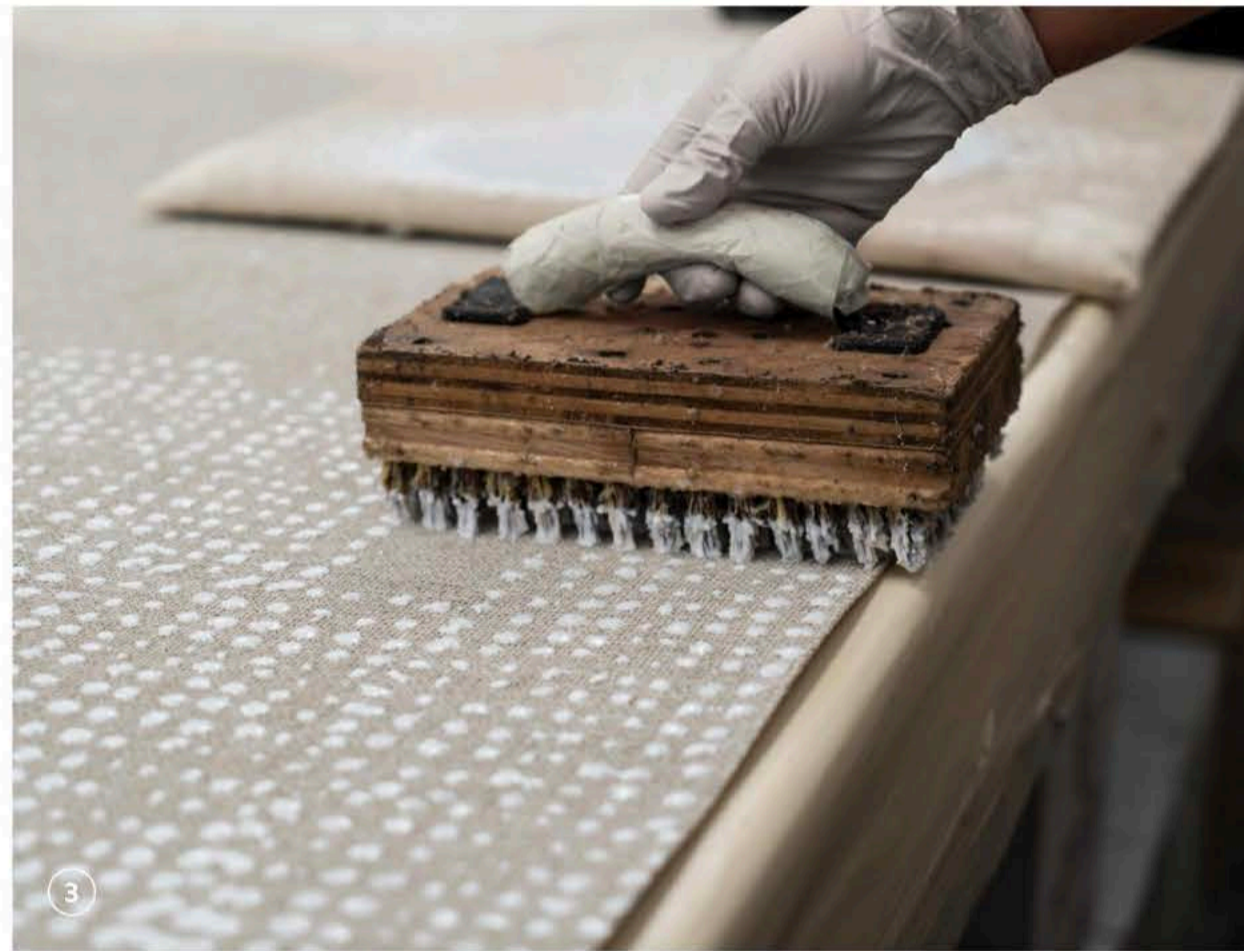
This synergy is particularly apparent in Maya Romanoff's hand-painted wallcoverings, our most distinctive offerings. Each piece is a testament to craftsmanship and artistic expression – and the process of creating them parallels that of creating art. It requires creativity, skill, a deep understanding of materials and techniques, and meticulous attention to detail.

Each handmade wallcovering takes days to complete, with our artisans working in teams to create rich, textured surfaces. This can be done through applying layers of paint or metallic leaf, among other methods. Our wood-veneer designs are hand-inlaid with ultra-thin pieces of wood in patterns on the paper, while the Beadazzled collection requires glass beads to be hand-applied to a flexible, non-woven substrate. For Riverbed, the paper is painted and then blotted for texture and for Mesa, a Japanese paper-crushing technique is used to create an organic, crackled effect. In homage to our roots, a special tie-dye Anniversary Collection wallcovering involved hand-tying and dip-dyeing paper several times before ironing and lacquering it.

These handcrafted processes not only ensure that each wallcovering is unique, but imbue them with the soul and passion of the artist. They also draw inspiration from various art forms, including abstract painting, traditional textiles and even natural elements. This diversity of influences results in a range of designs that can complement any interior style, from contemporary to classic. Their tactile quality adds depth and dimension to a room, making the walls themselves a focal point of artistic expression.

AS WE LOOK to the future, Maya Romanoff remains dedicated to its founding principles of artistry and innovation. The brand continues to explore new techniques and materials, ensuring that each new collection is a step forward in the evolution of wallcovering design. Through our work, we demonstrate that home décor can be a profound form of artistic expression, enriching our lives and environments with beauty and creativity.

The journey of Maya Romanoff from a textile artist to a leader in home décor highlights the powerful relationship between art and design. Our handcrafted wallcoverings are a testament to the idea that our living spaces can be more than just functional; they can be masterpieces that reflect our individuality and artistic sensibilities. III



3

A variety of painting techniques give wallcoverings rich, textured surfaces

4

Metallic leaf is hand-applied for an organic-feeling shine

*Images courtesy of Maya Romanoff*

5

Natural materials, such as wood and the water hyacinth seen here, are shaped into patterns by hand

*Photo by Rayon Richards*