

BUSINESS & PEOPLE NEWS

Maya Romanoff Debuts Refined NYC Flagship Showroom

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Maya Romanoff

[Maya Romanoff](#), the Chicago-based authority in handcrafted wallcoverings, unveiled its new flagship showroom at the New York Design Center at 200 Lexington Avenue. This distinguished relocation from its longstanding home in the D&D Building signals a graceful evolution, one that captures the brand’s artistic legacy while embracing a more immersive, design-forward expression of its vision.

“Our new home at 200 Lex marks a defining moment in how we engage with the global design community,” said Joyce Romanoff, CEO of Maya Romanoff. “It is a space that both honors our heritage of craftsmanship and elevates the experience of discovering our collections – inviting designers into a deeper dialogue with material, process and possibility.”

Elegantly positioned within one of the world’s most influential design corridors, the showroom offers an expansive and thoughtfully curated setting. Here, the brand’s full portfolio unfolds – from its iconic Beadazzled Glass Bead Wallcovering to pioneering

natural materials and sculptural surfaces — alongside bespoke installations that inspire and captivate. The environment is conceived as a creative atelier, fostering collaboration and offering a rich source of inspiration for both residential and commercial design.

For more than five decades, [Maya Romanoff](#) has defined the art of surface design. Founded in 1969 by its visionary namesake, the company has continually reimagined the boundaries of materiality and craftsmanship. Its creations, revered for their depth, texture and artisanal integrity, have become hallmarks of refined interiors across luxury residential, hospitality and commercial spaces worldwide. Following years of celebrated presence at the D&D Building, the transition to the New York Design Center reflects the brand's enduring commitment to innovation, community and the evolving nature of design engagement in Manhattan.

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