



MAYA ROMANOFF

# JBI

3.22.22

**PROJECT:** The Astral Bar for DIFFA by Design 2022 (DBD)  
**DATES:** March 24th to March 27th, 2022  
**ADDRESS:** Center 415, 415 Fifth Avenue, New York, NY 10016  
**SIZE:** 100 sq ft  
**TEAM:** Principal Ira Imerlishvili, Interior Designer Monika Chmielewska,  
Communications Director Victoria Hood

**COLLABORATORS:** Maya Romanoff – Co-Sponsor and Wallcovering  
AKDO – Floor Tiling  
Karim Rashid – Furnishing  
Lasvit – Lighting



## ABOUT

**INTRODUCING THE ASTRAL BAR** – an elegant depiction of hospitality travel in space in the coming future. Taking visual cues from iconic science fiction films like Stanley Kubrick’s 2001: a Space Odyssey and Luc Besson’s The First Element, sharp geometric patterns are paired with dense metallic tones to create the illusion of celestial surroundings. Emblematic of this concept, the Ajiro Burst of Happiness wallcovering—designed by Jeffrey Beers International for Maya Romanoff—evokes the sensation of floating in a starry sky. The bar was custom designed to mimic the mineral form of moon rocks, while reminders of Earth are found in the unique fossilized flower light installation. Come inside, have a seat, and let your imagination take you on an unforgettable voyage around the stars and planets.



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## **ABOUT YOUR PRESS KIT**

Inside your press kit, you'll find additional information and physical samples for the Ajiro Burst of Happiness collection.


For more information on any Maya Romanoff products or for additional samples, please contact Jennifer Block at [jennifer@mayaromanoff.com](mailto:jennifer@mayaromanoff.com)

- or -

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## **ABOUT MAYA ROMANOFF**

For more than 50 years, award-winning Maya Romanoff has remained the largest producer of handcrafted wallcoverings in the United States. The family-owned and -operated company is based in Skokie, IL, where its team of artisans create groundbreaking wallcovering designs that incorporate natural and sustainably sourced elements, such as glass beads, gold leaf, seashells, wood veneers, water-based inks and more. Whether produced onsite or overseas, handmade or recycled vinyl, every product goes through our rigorous quality-control standards for craftsmanship, beauty and innovation. Maya Romanoff's discerning clientele is equally based in the commercial and residential sectors.

## **ABOUT JEFFREY BEERS INTERNATIONAL**

Based in New York, but with global reach, Jeffrey Beers International is a full-service studio that specializes in architecture, design, and planning from hotel hospitality to resorts, from restaurants to residential. Their signature style lives in in resorts such as One & Only Palmilla, The Newbury Hotel in Boston, Gordon Ramsay's Hell's Kitchen, and One57, a luxury residence. Grounded in thirty-five years of experience, JBI designs balance discipline with spontaneity and blend Modernism with the warmth of artisanal techniques. This creative dialogue defines the ethos of JBI where architecture and artistry are brought together.