

FOR IMMEDIATE RELEASE
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MAYA ROMANOFF LAUNCHES A NEW WALLCOVERING COLLECTION CALLED **CONDUIT™**



*Conduit™ features a one-of-a-kind rhythmic design
that is handcrafted on an FSC-sourced non-woven base.
Available in 9 appealing colorways.*

Skokie, Illinois, May 19, 2023 – Maya Romanoff, the largest manufacturer of handcrafted wallcoverings in the United States, today releases their newest artisanally handcrafted wallcovering collection, *Conduit™*.

Inspired by one of MAYA's first and most beloved designs, Weathered Walls, the [Conduit™ Collection](#) offers a dimensional and textural effect created through the trowelling of a dense, proprietary compound that is impressed with a conduit pipe on the surface to add a variegated horizontal emboss. The final touch is a surface tipping of metallic to accentuate the material's texture. Every panel is unique, and the random joining of one panel to the next creates a harmonious, attractive environment.



Articulating the allure of Maya Romanoff handcraft, *Conduit* is available in nine appealing colorways, such as Rosy Rebar, Burnished Bronze, and Gauged Greige. Perfectly scaled for hospitality and residential, the collection is ideal for environments that require beauty and resilience, as it can be easily cleaned with disinfecting wipes or a diluted bleach solution.

“Our world-class artisans continually harness our processes and techniques in new ways—this time creating beautifully handcrafted Conduit from an unexpected metal conduit pipe.” – Joyce Romanoff, CEO of Maya Romanoff

The *Conduit*™ collection is the latest example of Maya Romanoff’s commitment to their founder’s, Maya, legacy for creating one-of-a-kind art that cannot be replicated by machine. Maya instilled in every employee a deep respect for balancing materials with a lawless sense of play. Maya once said, *“There is a soulfulness that comes from using our own hands to coax out the beauty of the material from its core essence, and that feeling comes through in the crafted products.”* His ideology is clearly exemplified in this new collection that pairs a simple compound with the dedicated skills of MAYA’s artisans, as well as their rigorous standard for quality, beauty, and innovation.



“With Conduit, each handcrafted panel flows harmoniously from one roll to the next, offering incredible depth and texture.” – David Berkowitz, Executive Vice President of Maya Romanoff

Maya’s long-standing commitment to Eastern philosophy has greatly influenced the company’s respect for the environment and materials. Maya Romanoff has significant control over what goes into their products, the treatment of materials, and means of production. Maya Romanoff strives to use natural and sustainable materials, partner only with factories that treat their employees fairly and provide a safe, rewarding work environment, and purchase materials from local sources when possible. The *Conduit* collection is responsibly manufactured at their 40,000 square foot production studio in Skokie, IL, USA using a Forest Stewardship Council (FSC) sourced non-woven base and water-based inks.



About Maya Romanoff

Maya Romanoff is the largest manufacturer of handcrafted wallcoverings in the United States. For over 50 years, their artisans have methodically incorporated such materials as glass beads, gold leaf, seashells, and wood with pigments, dye and more to create extraordinary surfacing materials, right in their Chicago Studio.

Whether these materials are produced locally in their studio, or abroad in one of their many partnering factories, handmade or by machine, every product is put through Maya Romanoff's rigorous standard for quality, beauty and innovation, with a guiding mantra, *"Make every wall beautiful"*.

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