

FOR IMMEDIATE RELEASE
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MAYA ROMANOFF AND ARCHITECT ANDRE KIKOSKI LAUNCH A NEW WALLCOVERING COLLABORATION CALLED CRAZE™



*Featuring textural beauty and luster of scored linen fabric,
the collection is available in a palette of timeless colorways and is
environmentally conscious and manufactured in the USA*

New York, October 26, 2022 – Maya Romanoff, the largest manufacturer of handcrafted wallcoverings in the United States, today releases a second collaboration with internationally renowned architect Andre Kikoski (AIA, LEED AP) called Craze™. An evolution from their first collaboration, Shimmering Burlap™, the Craze collection convincingly captures the beauty and luster of a scored linen fabric on a durable 20 oz Type II vinyl. Available in eleven timeless colorways, like Classic Canvas, Garnet Garment, and Styled Sage, the design features an organic arrangement of matte and metallic strokes combined to accentuate the essence of a luxe linen. Craze is the latest example of Maya Romanoff’s commitment to

creative collaborations and uniquely custom designs, as well as their rigorous standard for quality, beauty, and innovation.

“I am CRAZY about Craze™. We’ve interpreted a luxurious linen textile into a durable wallcovering that goes beyond being just a backdrop to one that elevates any room design.”

- Joyce Romanoff, CEO of Maya Romanoff

“We want to engage ideas and materials to make everything we touch beautiful and desirable.”

- Andre Kikoski, AIA, LEED AP, Founding Principal of Andre Kikoski Architect

[The Craze collection](#) exemplifies that Maya Romanoff’s ideas for products come from everywhere, including clients, employees and artisans, as well as inspiration from the materials themselves. From early on, their founder, Maya, instilled in every member a deep respect for material balanced with a lawless sense of play. This philosophy is firmly planted in this new collaboration that pairs the aesthetic of linen with the durability, functionality, and affordability of Type II vinyl. The collection is ideal for busy environments that require beauty, resilience, and careful budget. Craze™ is also IMO certified and suitable for boats, yachts, and cruises. It can be easily cleaned with a diluted bleach solution or disinfecting wipes. Founder 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 treatment of materials as well as of means of production. The Craze collection is responsibly manufactured in the USA with 50% recycled material and water-based inks. Maya Romanoff is committed to partnering with factories that treat their employees fairly and provide a safe, rewarding work environment.

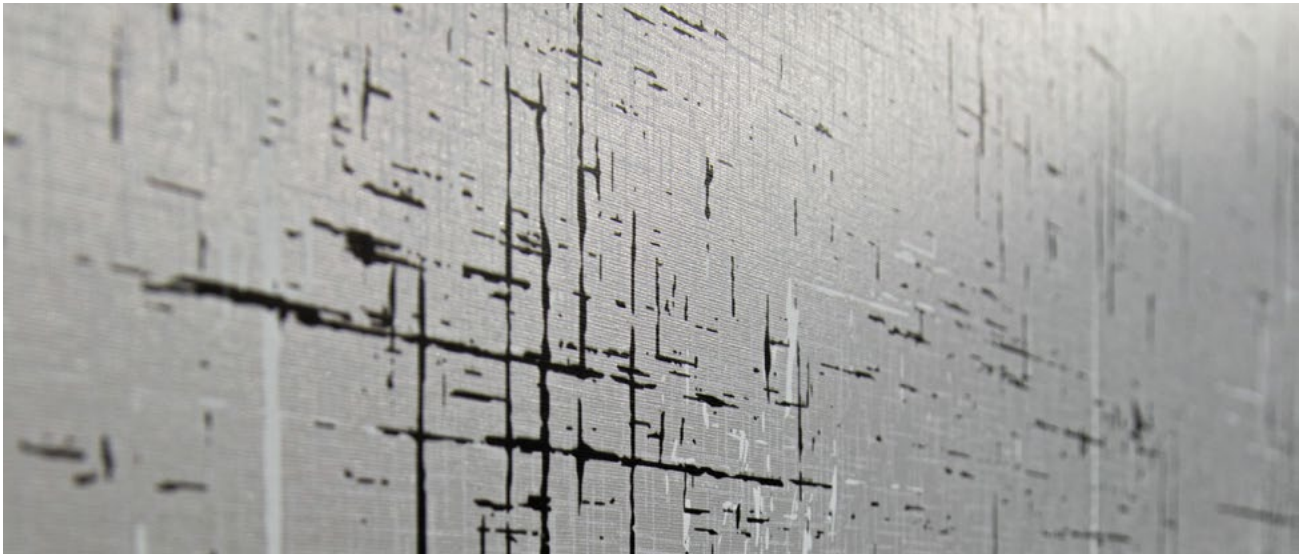
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[About Maya Romanoff](#)

Maya Romanoff is the largest manufacturer of handcrafted wallcoverings in the United States. For over 50 years, our 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 our studio, or abroad in one of our 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".



[About Andre Kikoski](#)

Andre Kikoski, AIA, LEED AP, is the founding principal of Andre Kikoski Architect -- an internationally renowned firm that consistently creates compelling design in a variety of social and cultural contexts. The firm's diverse portfolio includes iconic cultural, residential, hospitality and retail projects for accomplished entrepreneurs, industry leaders, and taste-makers including The Guggenheim Museum, The Related Companies at Hudson Yards, The Howard Hughes Corporation, The Kohler Companies, Ligne Roset, Saks Fifth Avenue, Swarovski Crystal, and most recently DHA Capital at 75 Kenmare Street. Grounded by enduring architectural principles and driven by innovation, the firm is currently engaged in projects are located throughout North America, Asia and Europe.

Andre Kikoski Architect's fastidious approach produces architecture that unifies people by engaging their memory, activating their senses and creating emotional connection points. The Wright at the Guggenheim is a unique place to converge in and around art, literally weaving artistry into the very fabric of design. One Hudson Yards features amenities and residences that provide comfort and conviviality, condensing the social landscape of an entire neighborhood inside a single new building. 75 Kenmare's handcrafted cast concrete exterior elevates a common building material to create inspired architecture for the benefit of residents and the community alike. Whether designing a building, an interior, or anything in between, the firm's mission is to provide places for people to come together and create community.

A recipient of the American Institute of Architect's Institute Honor Award, Andre Kikoski Architect has garnered over 44 international design awards and is featured in over 1,000 publications across 30 countries. A frequent lecturer in Asia, Europe and North and South America, Andre received his Master's degree in Architecture at Harvard University, where he earned Distinctions for Innovation in Design and Technology, and is a Trustee of the Van Alen Institute and Alumni Council Emeritus at the Harvard University Graduate School of Design. Prior to founding the firm, Andre trained in the offices of I. M. Pei, Richard Meier, and Peter Eisenman.

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