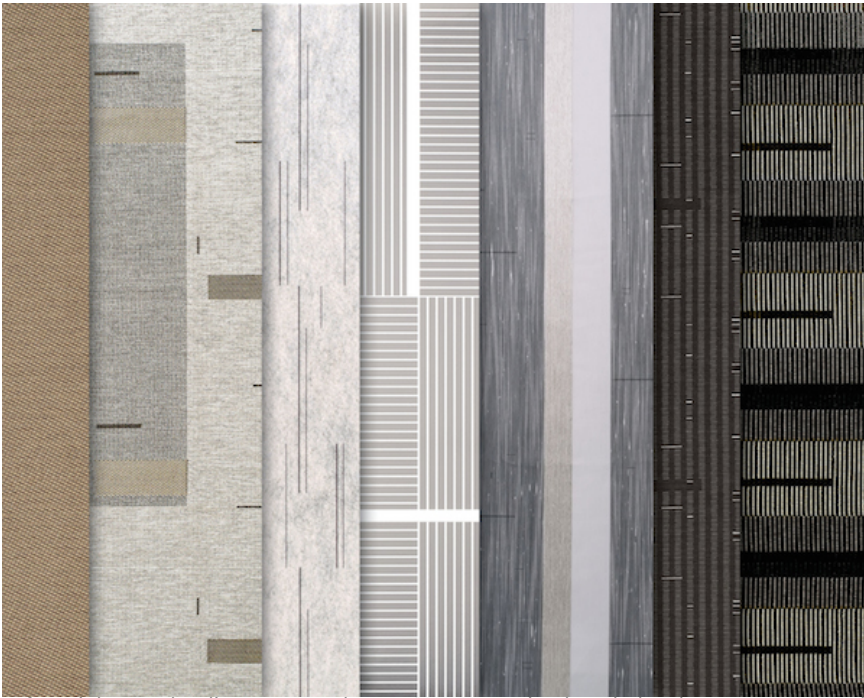


For Immediate Release

Wolf-Gordon introduces **LEVEL** by Mae Engelgeer US launch at NeoCon® 2016



Left to right: Mesh, Align, Tone, Balance, Compose, Ritual, Melody. Photo: Arman Dowgiert

New York, NY –Wolf-Gordon introduces **LEVEL**, a collection of seven interior surfacing products created in collaboration with Amsterdam-based textile designer, Mae Engelgeer. The collection, comprising four upholstery, one drapery textile, and two digital print wallcoverings, will make its US debut at NeoCon® 2016 in the Wolf-Gordon Vescom showroom at The Merchandise Mart, Chicago, Suite 10-161.

Wolf-Gordon collaborated closely with Engelgeer to design a cohesive collection characterized by repetitive geometries of varying scales. Engelgeer’s graphic elements and diverse explorations of texture evoke the craftsmanship and authenticity of Dutch Modernism. Engelgeer draws heavily on her knowledge of traditional weaving techniques, interpreting them through a 21st Century lens. The resulting collection is a series of patterns that celebrate dynamic equilibrium—asymmetrical, but balanced—clean lines, abstract geometric forms, rich textures, and simple sophisticated detailing. The palette for LEVEL includes a broad range of elegant neutrals and muted hues, many incorporating accents of metallic threads.

Mae Engelgeer: *‘Perhaps because of my background in fashion, I always tend to think in terms of a collection in my design process. The challenge of finding a color combination or a graphic element that can be used in different ways across a collection is very rewarding. The result is a cohesive, contemporary collection that combines sleek, urban 21st Century design with a sense of craftsmanship and authenticity.’*



The patterns:

Align: 100% Trevira CS upholstery textile that is the grounding basis of the collection. It conveys a visual conversation between simple geometric shapes, lines, and textures.

Mesh: a coordinate to Align, this 100% Trevira CS upholstery textile is designed to look like architectural mesh. The colorways utilize metallic threads to emphasize textural contrast.

Melody: 33% Recycled Nylon, 29.43% Cotton, 37.57% Rayon ribbed upholstery textile with a generous color line. The sophisticated neutrals and muted earth tone colors create an easy-to-use pattern.

Ritual: 36.49% Rec. Nylon, 30.69% Cotton, 32.82% Rayon upholstery textile that is composed of the collection's base pattern: a matrix of dotted lines and dashes.

Compose: woven of 100% Trevira CS, this drapery textile features a play of opacity and translucency with neutral colorways and metallic threads.

Balance: a digital print wallcovering that features soft opaque rectilinear lines printed on metallic Mylar.

Tone: a digital print on polyester felt. Varying lines in a structured patterning that suggests a subtle conversation about movement and rest.

Mae Engelgeer

Dutch designer Mae Engelgeer attended the Amsterdam Fashion Instituut where she specialized in textile design, graduating in 2004. Later she was accepted to the prestigious Master Course in Applied Arts at the Sandberg Instituut and developed her first collection of textiles at TextielLab. In 2014 Engelgeer opened her own studio in Amsterdam, working on product design and development, installations, and international collaborations. Mae Engelgeer's work has been exhibited at a number of international design galleries and fairs and sold in design stores worldwide.

Wolf-Gordon is an American design company offering designers a wide range of interior surfacing products united by the common qualities of excellent design and dependable performance. Founded in 1967 as a comprehensive source for wallcoverings, its product line has since added upholstery and drapery textiles, paints, and Wink clear, dry-erase coating. Through its collaborations with leading national and international designers and in its Design Studio, Wolf-Gordon continues to develop new work that is provocative, inspiring, and of our time. Wolf-Gordon's growing portfolio of licensed collections includes designs by Laurinda Spear, Karim Rashid, Petra Blaisse, Grethe Sørensen, Kevin Walz, the Boym Partners, and Frank Tjepkema. Wolf-Gordon sales representatives are based in all major markets in the United States.

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