For Frieze New York (14 – 17 May), Maharam introduces the Maharam Serpentine Galleries Wallpaper collection created by artists, architects and designers and will be previewed at Frieze New York on Randall's Island Park.

This inaugural wallpaper collection comprises thirteen patterns by seven contributors, including artists John Baldessari (b.1931, United States), Marc Camille Chaimowicz (b. 1947, France), Rosemarie Trockel (b. 1952, Germany), Lawrence Weiner (b. 1942, United States) and Ai Weiwei (b. 1957, China), as well as architects SANAA (est. 1995, Japan) and Toyo Ito (b. 1941, South Korea). Additional wallpapers by Etel Adnan, Kerstin Brätsch, Beatriz Gonzalez, Raqs Media Collective and other artists are set to follow. The Maharam Serpentine Galleries Wallpaper can be viewed in the north entrance, auditorium vestibule, Marlow & Sons café, and south VIP desk.

Julia Peyton-Jones, Director, and Hans Ulrich Obrist, Co-Director, Serpentine Galleries said:

“The Serpentine continually explores how to present art, architecture and design in new ways. The history of artists’ wallpapers is significant, with notable contributions by Matisse, Miro, Warhol and Calder. So, we are very excited to collaborate with Maharam and this incredible array of artists and architects to create this inspirational range of wallpapers.”
Michael Maharam, CEO of Maharam said:
"Maharam is pleased to join the Serpentine Galleries in bridging art and design and making the work of this esteemed cross-disciplinary group of collaborators broadly available."

Like Maharam Digital Projects, the wallpapers utilize advanced digital printing techniques for complex, high-resolution imagery in a full-color spectrum. The distinguishing feature is scale: the wallpapers reflect a traditional framework of modest repeats and a conventional 27" width. Available by the roll or by the linear yard through Maharam and the Serpentine Galleries, the wallpapers are intended for both commercial and residential application. Durable and easy to maintain, the collection is printed with UV-resistant inks on a washable, latex-reinforced substrate.

Artists:

John Baldessari (b. 1931, United States) is a conceptual artist based in Santa Monica who uses text and appropriated imagery across painting, print, installation, and video. With deadpan humor, Baldessari’s work comments on the banalities and absurdities of popular culture. (Nose/Popcorn – Yellow/Green) is one in a series of wallpapers that isolates seemingly dissimilar elements to create formal visual relationships.

Marc Camille Chaimowicz (b. 1947, France) is a London- and Burgundy-based artist who is known for his theatrical installations that include photographs, fabrics, carpets, wallpaper, and ceramics. His work is heavily patterned, drawing upon the graphics of the arts-and-crafts era, while his pastel palette evokes midcentury Los Angeles and Miami Art Deco. Pavilion illustrates the verdant scene of London’s Hyde Park. The classic architecture of the Serpentine Gallery—once a royal tea pavilion—is depicted with soft lines and a muted palette. The stacked boulders are drawn from a temporary installation by artist duo Fischli/Weiss.

SANAA (founded 1995, Japan) is a Tokyo-based architecture firm founded by Ryue Nishizawa and Kazuyo Sejima. The firm’s work is characterized by an immaterial quality that is achieved through openness and a sensitivity towards nature’s elements, as demonstrated by their delicate, cloudlike design for the 2009 Serpentine Pavilion. Watercolor Flowers is a modern approach to traditional Japanese floral patterning. Its informal hand-painted quality is both expressive and elemental.

Rosemarie Trockel (b. 1952, Germany) is renowned for her cross-disciplinary research and highly influential practice. For more than thirty years Trockel has resisted an identifiable style, working in a variety of materials, including wool, ceramic as well as appropriated artworks and objects. Square Cutter’s Room motif is singular and yet part of a larger whole representing the individual within an industrial society. The multiplication and high symmetry of Rosemarie Trockel’s Circle Cutter’s Room provokes a feeling of spacelessness, perfection, and infinity.

Ai Weiwei (b. 1957, China) is a Chinese conceptual artist who also works as an architect, photographer, curator and globally recognised human rights activist. His work has been exhibited around the world. Ai Weiwei participated in the Serpentine Gallery’s China Power Station exhibition in 2006, the
Serpentine Gallery Map Marathon in 2010 and collaborated with Herzog and de Meuron to design the Serpentine Pavilion 2012. Ai Weiwei’s *Golden Age* is a response to widespread government surveillance programs, the limitations imposed by censorship, and the proliferation of social media and free exchange of information despite such restrictions. The decorative patterning in *Finger* works to both conceal and reveal the offending gesture.

**Toyo Ito**
Toyo Ito (b. 1941, Japan) is a Japanese architect known for creating conceptual architecture, in which he seeks to simultaneously express the physical and virtual worlds. His groundbreaking ideas about the form and function of contemporary buildings have secured him a place among the vanguard of world-class architects. Buildings include the highly acclaimed Médiatèque in Sendai, the Serpentine Gallery Pavilion in London (2002), World Games Stadium, Kaohsiung, Taiwan (2008). For *Ume*, Toyo Ito looked to the natural yet complex branching system of the Japanese plum tree. The intertwining branches form a canopy under a clear blue sky.

**Lawrence Weiner** (b. 1942, United States) is a sculptor based in New York and Amsterdam and a founder of the conceptual art movement. In an effort to make art that is accessible, open-ended, mutable, and transferable, Weiner’s primary medium is language. Since the 1970s, he has treated words as sculptural material through his installations, consisting solely of text painted in nondescript lettering on walls. Created for a child’s bedroom, *SAIL ON* depicts a fantasy voyage at sea. The three white hexagons represent ellipsis—a punctuation recognized across cultures to indicate et cetera, a continuation, an omission, or in Weiner’s usage, a suggestion to *SAIL ON*.

**The Serpentine** comprises two contemporary art galleries situated on either side of the Serpentine lake in the heart of the Royal Park of Kensington Gardens in central London. The Serpentine Gallery and the newly opened Serpentine Sackler Gallery, designed by Zaha Hadid Architects, present world-renowned exhibitions of art, architecture and design throughout the year with free admission. serpentinegalleries.org

**About Maharam**
Founded in 1902, Maharam is North America’s leading creator of textiles for commercial and residential interiors. Recognized for its rigorous and holistic commitment to design, Maharam embraces a range of disciplines from product, graphic and digital design to art and architecture. Maharam is the recipient of the Cooper Hewitt, Smithsonian Design Museum Design Patron Award. Maharam textiles are in the permanent collections of the Art Institute of Chicago, the Museum of Modern Art in New York and the Stedelijk Museum in Amsterdam, among others. maharam.com

**Frieze New York 2015**
Established in 2012 by the founders of *frieze* magazine, Matthew Slотовer and Amanda Sharp, Frieze New York aims to create the ultimate art fair experience. The fourth edition of Frieze New York will feature over 190 of the world’s leading contemporary galleries, with sixty-three participants from the fair’s host city, plus a non-profit program of artist projects, education activities and talks. Situated in Randall’s Island Park, Frieze New York follows the establishment in 2003 of Frieze London, one of the world’s most influential contemporary art fairs, which takes place annually in Regent’s Park, London. In 2012, Frieze also launched Frieze Masters, which coincides with
Frieze London and is dedicated to art from ancient to modern. Frieze fairs are sponsored by Deutsche Bank. friezenewyork.com

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