

Maharam Multibrand Residential Showroom in Chicago

This June, Maharam opens a multibrand residential showroom in Chicago's Merchandise Mart.

The showroom is the first in a series of four that will launch in Europe and throughout North America during the year and reflects Maharam's dynamic position as a global design business stewarding the Edelman, Knoll Textiles, and Maharam brands. Designed to showcase the extensive breadth of residential products offered across the three brands, the 1,500 square-foot showroom highlights leathers and textiles united by luxury and that prioritize the integrity, substance, and tactility of natural materials.

Created in collaboration with architect Neil Logan to be a gallery-like showroom that presents textiles to their best advantage, the space integrates an updated layout with new displays that celebrate the brands' combined perspectives on leathers and textiles for residential interiors. Echoing gridded features found throughout the space, recessed wooden shelving systems serve as a sample library where clients can browse and select samples, creating a shopping experience that invites clients to explore and engage with the textiles. Logan has also designed a credenza with expansive sliding trays to display Edelman and Maharam's comprehensive leather offerings.

The incorporation of classic features in its design unifies the new showroom's appearance with other Maharam spaces. Centrally positioned, a twenty-five-foot-long partitioned tabletop crafted entirely of fir displays leathers and textiles in Mondrian-like fields of color, pattern, and texture. Work areas for clients to review products, including a round meeting table by Logan with cantilevered MR Side Chairs by Ludwig Mies van der Rohe, foster opportunities for dynamic exchange.

Click [here](#) to learn more or contact press@maharam.com.

Additional assets available online:  [Photos \(5\)](#)



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