

MAX HUMPHREY
COLLECTION BY
HARTMANN & FORBES®

WINDOWCOVERINGS, WALLCOVERINGS, AND TEXTILES
HANDCRAFTED OF SUSTAINABLE NATURAL MATERIALS



FOR IMMEDIATE RELEASE

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HARTMANN&FORBES Introduces the Max Humphrey Collection - A Nod to Nostalgia

AUGUST 2021 (TUALATIN, OR) – HARTMANN&FORBES, maker of natural, handwoven window and wallcoverings, is proud to announce the launch of its first collection with Portland, Oregon based interior designer Max Humphrey. Adding to Hartmann&Forbes vast and diverse line of handwoven designs for the window, the Max Humphrey Collection reveals the artisanal quality of Hartmann&Forbes combined with Humphrey's trademark lived-in layered look.

“For me, design is nostalgia. I’m inspired by things from my New England childhood like gingham, plaids, vintage quilts, cable knit sweaters, and old grain sacks,” explains Humphrey. “Collaborating with Hartmann&Forbes, allowed me the freedom to reinterpret these designs in a modern, natural way.”

Featuring five Woven-to-Size Grassweave windowcoverings, Humphrey celebrates modern Americana with a nod to nostalgia and a fresh take on classic prints and patterns —gingham, quilt and cable knit—rendered in Hartmann&Forbes' handwoven natural textiles.

The WINDOWCOVERING Collection includes:

Gingham - Humphrey reimagines this traditional gingham check as a versatile neutral in his collection. Its simple, medium-scale motif is loomed of natural ramie fibers, creating subtle variations in each square that soften the geometric grid and highlight its handcrafted quality. The weft fibers are dyed to match the warp, infusing the two-tone pattern with graphic impact and visual dimension.

Grain Sack - Inspired by vintage grain sacks, this series elevates the humble carryall to a nostalgic, handcrafted design. The sturdy ramie weave is accented with slender stripes of red, white or blue against a denim or natural ground, evoking a quintessential Americana mood in a fresh format.

Cableknit - Reminiscent of iconic New England sweaters, this series is distinguished by its rich dimension rendered on a jacquard loom. A dense weave of refined ramie features alternating cable ribs framed in columns. They twist down planes of fabric, imparting visual depth and subtly raised texture in a design at once classic and contemporary.

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The WINDOWCOVERING Collection (continued):

Cross - An age-old symbol in nature and iconography, the venerable cross is reinterpreted in jacquard-loomed ramie. The crosses, formed of an intricate check pattern, float in a textural landscape delineated by horizontal lines, its tonal black-and-white palette producing a primitive, understated design.

Quilt - A modern take on traditional quilts, this series nods to the nostalgia of handmade crafts with its classic chain motif. The geometric pattern and two tonal colors provide a contemporary twist, while jacquard-loomed ramie creates subtle variations in the weave for rich texture and visual dimension.

ABOUT HARTMANN&FORBES

HARTMANN&FORBES is the world's leader in ethically crafted, handwoven natural shades. Offered exclusively to Interior Designers worldwide, the company's sustainable products are distributed through a network of U.S. and international trade showrooms.

For each of the last nine years, the company has been selected as one of Oregon Business Magazine's Top 100 Green Companies.

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NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

GINGHAM - BLACK

NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

GINGHAM - BLACK & GOLD

NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

CROSS - CHARCOAL

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NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

CROSS - CHARCOAL

NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

QUILT - INDIGO

NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

QUILT - FADED KHAKI

NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

GRAIN SACK - NATURAL

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NATURAL WINDOWCOVERINGS



WOVEN-TO-SIZE GRASSWEAVE

CABLEKNIT - HEATHERED BLUE

HARTMANN&FORBES Introduces the Max Humphrey Collection

Series Name	Colorways	Type	Width	Content
Gingham	2	Windowcovering	180"	Ramie
Cross	1	Windowcovering	100"	Ramie
Grain Sack	2	Windowcovering	180"	Ramie
Cableknit	2	Windowcovering	100"	Ramie
Quilt	2	Windowcovering	100"	Ramie

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MEET MAX HUMPHREY

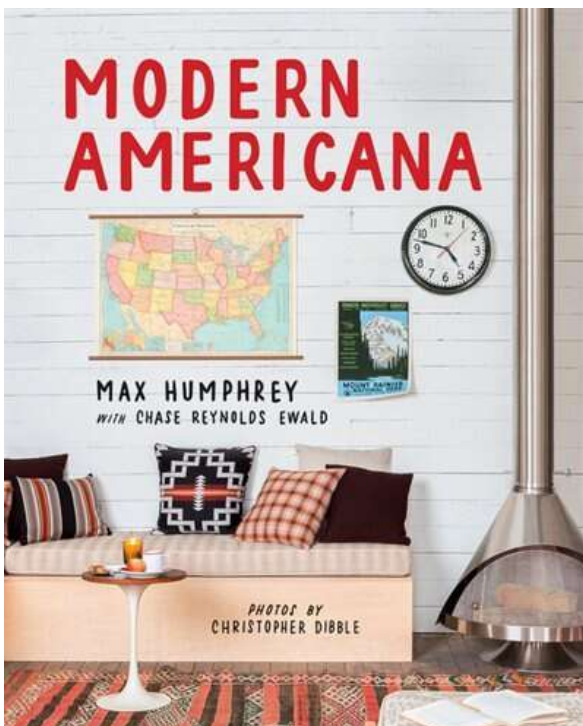
INTERIOR DESIGNER & AUTHOR

Max Humphrey is an interior designer, art director and stylist based in Portland, Oregon. After working in TV and film production and touring the U.S. and England as the bass player in a punk rock band signed to a major record label, he discovered a passion for interior design. Max has designed suburban homes, estates on the historic registry, coastal mansions and beach shacks, modern downtown condos, log cabins, a ski-bum hideaway, winery tasting rooms, a hipster dental office, retail stores, a podcast studio, an Airstream trailer, and a food truck for a burger joint.

He's a sought-after art director for retail catalogs and has created campaigns for local home décor brands and global big box stores.

Max was named one of Country Living's "100 Most Creative People."

Published this year, Humphrey's first design book is called *Modern Americana*.



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MEET MICHAEL JONES

FOUNDER & CHIEF CREATIVE OFFICER

Hartmann&Forbes, established in 1998, is the passion of its founder Michael Jones. As a former international trade merchant, Michael frequently traveled abroad. On a business trip to Southeast Asia early in his career, he was captivated by watching artisans as they practiced the traditional art of handweaving. He remembers being mesmerized as craftsmen harvested organic plants and delicately hand-tied them into natural weft fibers. Using age-old techniques, they transformed these fibers into exquisitely handmade textiles.

Michael realized not only his admiration for the ancient art form, but also that this small cottage industry represented an opportunity to build a sustainable business that could serve the luxury design marketplace, while at the same time, perpetuate the craft for future generations. As Michael has stated, "I don't want to change the world as many do, I merely want to preserve it by advancing the art of handweaving so the next generations can enjoy its beauty."

Over the last 20 years, Michael has pursued this passion by developing sustainable farming, weaving and production facilities, while expanding an international network of luxury to-the-trade showrooms, establishing Hartmann&Forbes as a leader in the boutique high-end home furnishings industry. He has fostered a corporate culture that encourages experimentation, design innovation and a progressive atmosphere that has landed the company on the Top 100 Best Green Companies to Work for in Oregon each year for nearly a decade.

Jones' commitment to forward-thinking leadership and superior design has landed Hartmann&Forbes in several leading business, home, design and trade publications. The company has been featured in Entrepreneur, Fast Company, CNBC, The Wall Street Journal, Traditional Home, Luxe Interiors + Design, Milieu and Interior Design, among many others. Hartmann&Forbes made the Inc. 500 list of the Fastest Growing Companies and was the 24th Fastest Growing Company in Oregon. As a leader and entrepreneur, Jones was named one of Oregon Business Journal's 40 under 40.

A native of Portland Oregon, Michael holds a BA from the University of Portland and an MBA from the University of Oregon. Michael attests that while his love of design and entrepreneurship defines his career, his true life's passion is his wife, Nancy, and their three children.



MEET REBECCA WELCH

DIRECTOR OF PRODUCT DEVELOPMENT

Rebecca Welch entered the world of interior design 25 years ago by way of her experiences in the windowcovering industry, as a design studio business owner, and having an education in business, fashion merchandising and interior design.

Now as Director of Product Development for Hartmann&Forbes for the last 13 years, she has traveled the world to design and source products including natural weaves, wallcoverings and soft natural fabrics.

She appreciates the beauty that nature provides and is inspired by the artisans that Hartmann&Forbes partners with who create the company's unique products. She is always striving to stay ahead of the trends and find the newest way to mix our fibers and yarns.

Rebecca is also very involved in philanthropy having been a board member on seven foundations including Doernbecher Children's Hospital Foundation, Northwest Society of Interior Designers and the Museum of Man. She loves interior design and enjoys traveling and collecting art.