

## Press release

June 2019

### Camira celebrates Jens Risom partnership at NeoCon 2019

Camira's NeoCon showroom highlights the textile innovator's exciting new partnership with Jens Risom, the prolific Danish-American mid-century designer who died in 2016 at the age of 100.

Risom, best known for his iconic furniture pieces, also designed and manufactured a range of textiles. His mid-century textile designs, beginning with Zap and Armadillo, have been reimagined and reissued for the first time by Camira. Originally created by Jens Risom Design in the 1960s and reproduced for today's commercial interiors, visitors can explore the fabrics and the period in which they were produced through an immersive showroom experience.

Risom's designs helped define the era of playful mid-century sensibility and Camira's showroom pays homage to the spinning top 'must-have' toy of the period. Featuring spinning tops inspired by Charles Eames' original designs, the pieces form large-scale suspended installations upholstered in Camira | Jens Risom fabrics. The eye-catching centerpiece reflects both the whimsical nature of mid-century modern, and the yarn-spinning process so integral to the creation of textiles and Camira's manufacturing capabilities.

"It's been an incredible honor to work with the Risom family in reimagining Jens' original textiles," said Rune Akselberg, President of Camira Group Inc. "Bringing Zap and Armadillo back to life nearly 60 years after they were first created has been a truly exciting journey. We are delighted to be able to offer these icons of design history to our customers at NeoCon, enabling them to seamlessly blend mid-century classics with modern interiors."

A selection of fabrics from Camira's portfolio will be displayed together creating an environment of rich burgundy, soft clay and blush pink color, including: Zap and Armadillo, Blazer, Era, Patina and Synergy. NeoCon will also mark the first showing of fiber felt panel fabric Sonus and concept previews of a natural, textured fabric made from British Wool, Yoredale, and a pairing of print fabrics in development.

#### Designed by Risom. Reimagined by Camira.

**Zap** is a wool-rich, dobby-weave fabric with vibrant tone-on-tone or cross-color blends, available in a mix of 30 zesty, poppy and vibrant colors. **Armadillo** is a wool and flax textured fabric available in 12 colorways. Both fabrics are engineered to meet modern standards for flammability, abrasion, and light-fastness.



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Designed to work together or separately, the two ranges bring fresh life to the timeless textile patterns of Jens Risom. Working closely with the Risom family and FORM Portfolios, which manages the Risom legacy, Camira is able to reintroduce these mid-century designs to a new audience in a new era.

Noting that these fabrics are an often-overlooked element of the Jens Risom story, Sven Risom, Jens' youngest son, praised the Camira collaboration for putting the spotlight on that lost dimension of his father's legacy.



"The first reintroduction of Jens' textiles is with Camira and as a family we couldn't be happier," he said. "Jens would be so honored."

**Camira's NeoCon showroom: 11-23 A in The Merchandise Mart.**

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[camirafabrics.com/risom](http://camirafabrics.com/risom)

Additional photography is available: <https://flic.kr/s/aHsmuXqFnL>

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Notes to editors:

**About Camira**

Camira makes, designs and manufactures textiles, developing fabrics for the commercial contract sector – including offices, higher education, and hospitality, as well as for passenger transport on bus, coach, and rail.

Camira is a privately-owned UK textile group founded in 1974 as Camborne Fabrics, but its heritage goes back to 1783 through various acquisitions. For almost 10 years, the company was a subsidiary of Interface Inc. until a management buy-out in 2006. Today, Camira has annual sales of around \$130 million and employs over 750 people. It produces more than 10 million yards of flame-retardant materials annually and markets them in over 80 countries.

Headquartered in the UK, the company's U.S. operation is based in Grand Rapids, MI. The company has manufacturing facilities in the UK and Lithuania, offices and showrooms in Europe, North America, Australia and China and a global network of account managers and specialist dealers.

Camira has received numerous awards. The company has won five prestigious Queen's Awards, including the Queen's Award for Sustainable Development for the second time in 2015 and for International Trade in 2016.

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The company has been a pioneer in its sustainable approach to textiles. Camira has been producing recycled fabrics for 20 years, as well as a number of ranges using natural wool and harvested bast fibers, such as nettle, hemp, and flax.

## **About Jens Risom:**

Born in Copenhagen in 1916, Jens Risom is celebrated as one of the pioneers of the mid-century modern design movement. He transformed America's taste in interior design as part of a gifted group of designers and manufacturers.

Jens began his career studying at the Danish Design School alongside a number of other acclaimed figures such as Hans Wegner and Borge Mogensen. He emigrated from Europe to America in 1939 where he went to work for interior designer Dan Cooper and later Hans Knoll. In 1942, Knoll introduced his first furniture collection with 15 designs by Jens Risom, including the now famous Risom Lounge Chair, made with discarded parachute webbing.

In 1946 Jens started his own design company, Jens Risom Design, in New York. In the 1950s he bought a furniture production factory in Connecticut and in 1954 bought a textile mill in Massachusetts. By 1955, Jens had full control of all production.

Featured in the Playboy article 'Designs for Living' in 1961 highlighting the six most influential designers of the time, his status in the design pantheon was further elevated when Lyndon B. Johnson chose the Risom C140 chair for the Oval Office during his tenure as President.