

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 an Update to the Max Humphrey Collection

MARCH 2024 (TUALATIN, OR) – HARTMANN&FORBES, maker of natural, handwoven window and wallcoverings, is proud to announce the launch of its second collaboration with Portland, Oregon based interior designer Max Humphrey. Coming off the success of their Fall 2021 Collection, the update adds two colorways to Humphrey’s Gingham grassweave windowcovering in addition to two new designs, Herringbone and Trees. All the designs within the collection celebrate modern Americana and offer a fresh take on classic prints and patterns rendered in Hartmann&Forbes’ handwoven natural textiles.

### **WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERINGS**

**GINGHAM** (in two new colorways) – 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.

**HERRINGBONE** – Inspired by modern Americana and rustic alpine settings, this design is reminiscent of iconic camping blankets. Ramie is handwoven in a herringbone pattern that resembles miniature mountain peaks and rendered in an earthy tone-on-tone palette for visual depth and versatile style.

**TREES** – Humphrey’s yearlong road trip exploring America’s National Parks inspired this series. With a nod to nature, the tree motif is jacquard-handloomed of ramie in a forestry pine palette that brings the outdoors in.

### **ABOUT HARTMANN&FORBES**

Hartmann&Forbes was established with the goal of delighting interior designers worldwide by handcrafting natural home furnishings of distinction. They do this with innovative designs, uncompromising quality and exceptional delivery and service. With designs inspired by nature’s raw beauty and artisanal workmanship that utilizes traditional handweaving and crafting methods, their award-winning windowcoverings, wallcoverings and textiles are made of unique best-of-class natural fibers that are sustainably cultivated in well-managed ecosystems. Hartmann&Forbes’ products are available exclusively to the trade through a network of U.S. and international showrooms. For more information, visit [hartmannforbes.com](http://hartmannforbes.com)

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WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERINGS



GINGHAM – BLUE AND GRAY

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERINGS



TREES – PINE

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERINGS



HERRINGBONE - KINDLING

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Series Name	Colorways	Type	Width	Content
Gingham	4	Windowcovering	180"	Ramie
Trees	1	Windowcovering	100"	Ramie
Herringbone	3	Windowcovering	120"	Ramie



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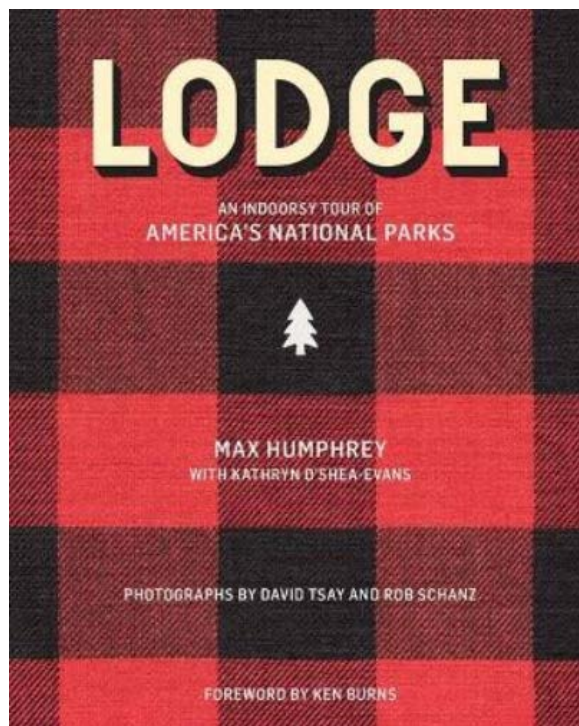
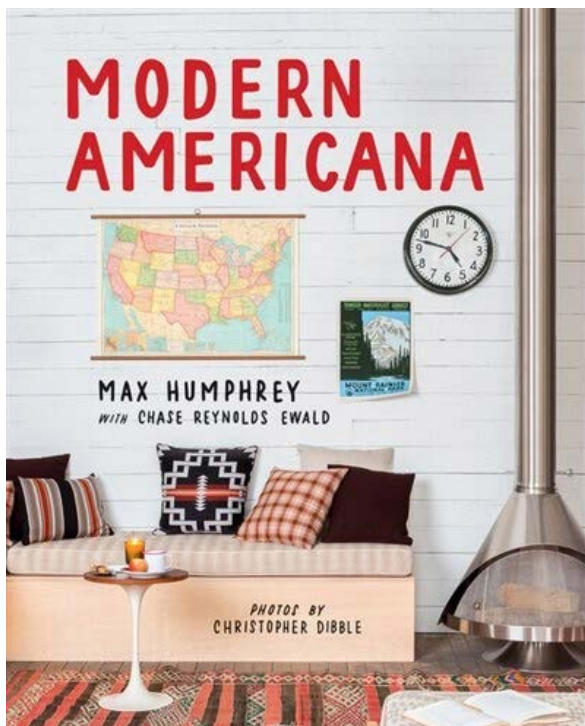
## MEET MAX HUMPHREY INTERIOR DESIGNER & AUTHOR

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 in 2021, Humphrey's first design book is called Modern Americana followed by Lodge published in 2023.



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## MEET MICHAEL JONES

FOUNDER & CHIEF CREATIVE OFFICER

Hartmann&Forbes, maker of window coverings, wall coverings and textiles handmade by artisans using all-natural plant fibers, is the passion of its founder Michael Jones. As a former international trade merchant, Michael frequently traveled abroad. While traveling in South Asia early in his career, he was captivated by artisans as they practiced the traditional art of handweaving. He remembers being enthralled watching as craftsmen harvested organic plants and delicately hand-tied them into natural fibers. Using age-old techniques, they then transformed fibers into exquisite natural 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 lasting values-based business that could serve the luxury design marketplace, while at the same time perpetuating the craft for future generations. As Michael often states, “I don’t want to change the world, I want to preserve it by advancing the art of handweaving so the next generations can enjoy its beauty.”

For 25 years, Michael has pursued this mission by developing sustainable farming, weaving, and production facilities, while expanding a global network of luxury to-the-trade showrooms, establishing Hartmann&Forbes as a leader in the boutique high-end home furnishings industry. He fosters a 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 over a decade.

Jones’ commitment to conscious 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, Veranda, Traditional Home, Luxe Interiors + Design, Architectural Digest, Milieu, and Interior Design, and 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 purpose is his wife, Nancy, and their three children.





## MEET REBECCA WELCH

DIRECTOR OF PRODUCT DEVELOPMENT

Rebecca Welch entered the world of interior design over 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.

As Director of Product Development at Hartmann&Forbes for over 15 years, she has traveled the world to design and source products including natural weaves, wallcoverings and soft natural fabrics.

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She appreciates the beauty that nature provides and is inspired by the artisans that create the company's unique products. She is always striving to stay ahead of the trends and find the newest way to mix 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 Interior Designers and the Museum of US, and currently Rady Children's Hospital Auxiliary. She loves interior design and enjoys traveling and collecting art.