

HARTMANN & FORBES®  
SPRING 2020 COLLECTION



FOR IMMEDIATE RELEASE

Press Inquiries:  
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## HARTMANN&FORBES Introduces the Spring 2020 Collection

JANUARY 2020 (NEW YORK, NY) - HARTMANN&FORBES is proud to announce the launch of its 2020 collection. From handwoven designs influenced by the Scottish tradition of cloth-making to wallcoverings resembling the majestic sandy coastlines in the summertime, the collection is inspired by nature coupled with a nostalgic nod to the past.

“We played with the subdued colors of nature, shades of light and shadow and natural fibers of rich texture that when manipulated by the handloom convey a sense of calm,” says Founder and Chief Creative Officer, Michael Jones. “The intention of this collection was to offer the mystical beauty expressed through nature – to help you create sanctuary spaces through natural design.”

Handwoven and crafted with natural fibers including ramie, water hyacinth, and abaca fibers, the collection offers a variety of versatile designs with simple and understated elegance synonymous with HARTMANN&FORBES.

### WINDOWCOVERINGS

Studio Concepts – A concept is an abstract notion or general idea. An archetype is an original pattern or first prototype. Studio Concepts is a fusion of these two ideas founded by artistic curiosity and aimed at presenting a grouping of individual limited-edition designs, that over time, may evolve and reside inside a broader collection. Offered in 4 unique designs.

Jazz – Woven-to-Size Grassweave – Inspired by the visual rhythm of classical guitar strings, the Jazz Series imbues the tonal qualities of a bygone era, yet leans toward the future. Offered in 6 colorways.

Wicker – Woven-to-Size Grassweave – The legacy of hand-weaving wicker basketry and furnishings dates back to the ancient Mesopotamians. Inspired by this tradition, the Wicker Series offers a superior balance of woven textures and natural hues. Offered in 3 colorways.

Essence – Woven-to-Size Grassweave – This foundational weave from the Woven-to-Size Grassweave Collection delivers a refined elegance with an uncomplicated narrative. Offered in 20 colorways, including 7 new offerings that perfectly complement Mirage, a new linen fabric.

Aura – Woven-to-Size Grassweave – A complex design with a spirited sensibility, this weave of refined ramie creates a gentle and meditative atmosphere.

Elements – Woven-to-Size Grassweave – Fresh, pure and timeless, this richly refined linen-like textile offers sophisticated beauty in a dramatic darker tone. Offered in 10 colorways including our new black weave.

Awareness – Woven-to-Size Papyrusweave - With a simple and understated elegance, this design connotes a rustic simplicity and stillness. Offered in 7 colorways.

## SOFT NATURAL FABRICS

Sahara – Masters of Linen Certified. Resembling windblown desert sands, this luxury linen exhibits a delicate rippling of soft color favoring the natural beauty of the desert. Offered in 6 colorways.

Mirage – Masters of Linen Certified. Heat reflecting from the barren desert floor delivers playful light refraction. The organic pattern of the Mirage Series captures this seemingly random effect. Offered in 6 colorways.

## HANDCRAFTED WALLCOVERINGS

Baja – Resembling the majestic sandy coastlines in the summertime, the Baja Series radiates with a warm and inviting pale, sandy-patina, unique to natural fibers such as mother of pearl, raffia and waterlily. Offered in 3 colorways.

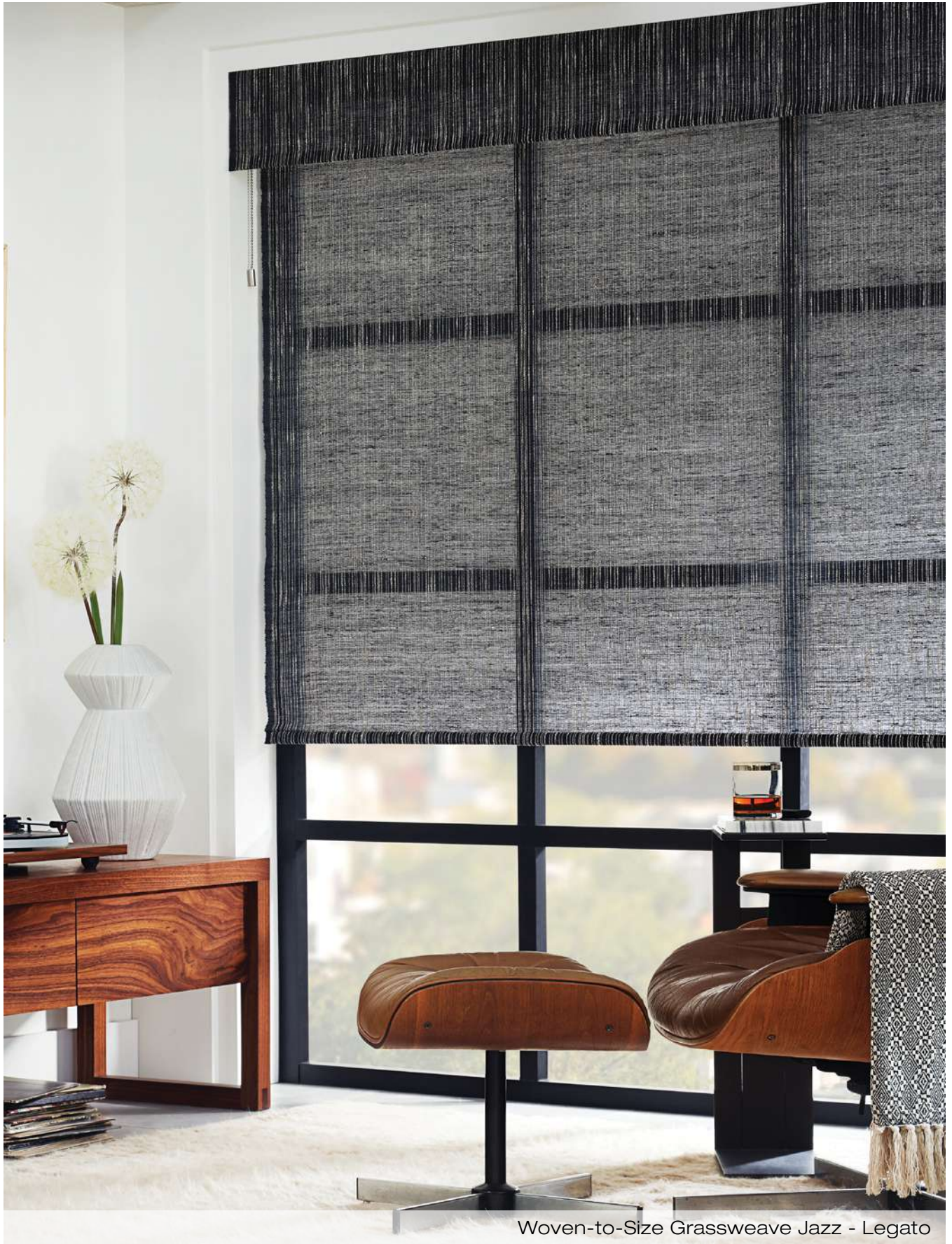
HARTMANN&FORBES products are available exclusively to the trade through a network of U.S. and international showrooms. For more information and additional showroom locations, visit [hartmannforbes.com](http://hartmannforbes.com)

On the cover:

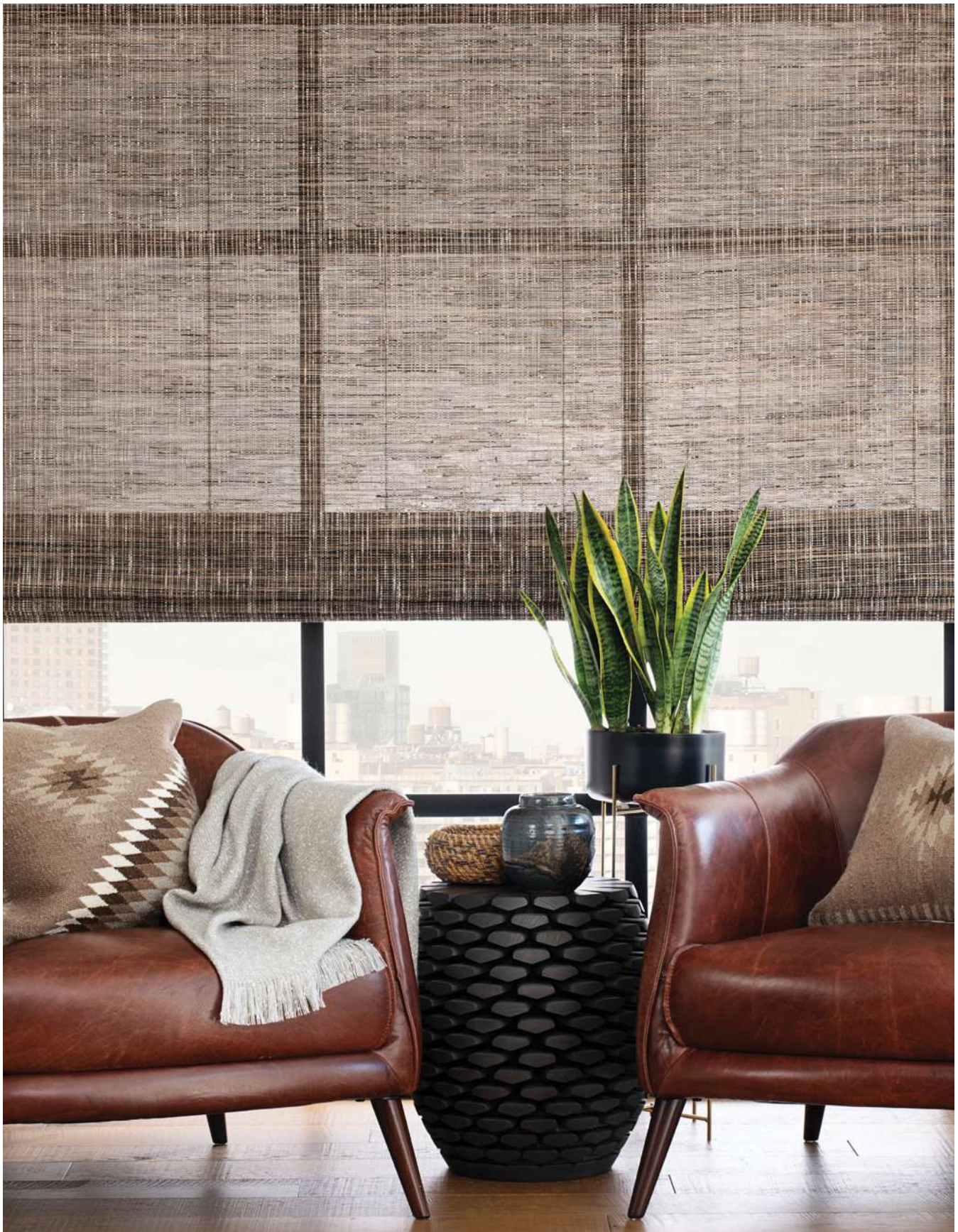
Baja Wallcovering - Desert Sands

Soft Naturals Mirage - Luminous

Woven-to-Size Grassweave Essence - Echo



Woven-to-Size Grassweave Jazz - Legato



Woven-to-Size Grassweave Studio Concepts - Groove



Woven-to-Size Papyrusweave Awareness - Thoughtful Ivory



Woven-to-Size Grassweave Studio Concepts - Cable



Woven-to-Size Grassweave Wicker - Willow, shown with Handcrafted Wallcovering  
Tahoe - Snowdrift

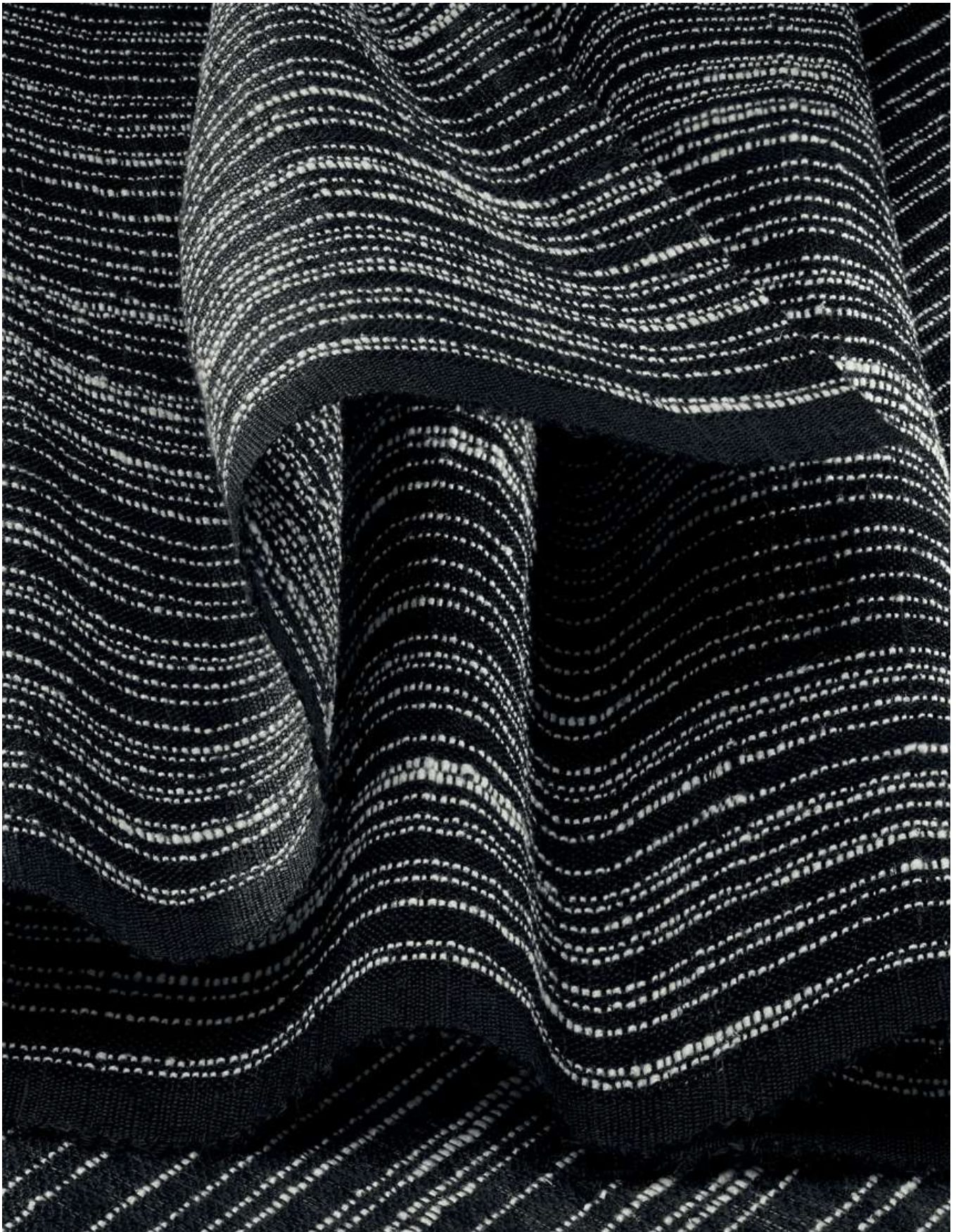




Woven-to-Size Grassweave: Aura - Chakra, Jazz - Legato, Studio Concepts - Cable, Elements - Georgette, Wicker - Rattan



Woven-to-Size Grassweave Studio Concepts - Tattersall



Woven-to-Size Grassweave Jazz - Legato



Coordinated Textiles:  
Woven-to-Size Grassweave Essence  
and Soft Natural Fabrics Mirage



Woven-to-Size Grassweave Studio Concepts - Tweed, Groove, Tattersall, Cable



Soft Natural Fabric Sahara - Plateau, Handcrafted Wallcovering Baja - White Sands,  
Woven-to-Size Grassweave Essence - Fog



Handcrafted Wallcovering Baja - Desert Sands



Handcrafted Wallcovering Baja - Coral Sands





Handcrafted Wallcovering Baja - White Sands, Desert Sands, Coral Sands

## HARTMANN&FORBES Introduces the Spring 2020 Collection

Series Name	Colorways	Type	Width	Content
Elements	1	Windowcovering	180"	Ramie
Aura	1	Windowcovering	180"	Ramie
Essence (new colors)	7	Windowcovering	180"	Ramie
Jazz	6	Windowcovering	180"	Ramie
Wicker	3	Windowcovering	180"	Ramie
Studio Concepts	4	Windowcovering	180"	Ramie/Water Hyacinth/Abaca
Awareness	7	Windowcovering	150"	Pulp Fiber
Baja	3	Wallcovering	43"	Raffia/Leather/Shell/Water Lily
Mirage	6	Windowcovering	114"	Linen
Sahara	6	Windowcovering	114"	Linen
Liner	2	Windowcovering	110"	Cotton/Poly

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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, Architectural Digest, 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.

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## 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.