



August's introduction balances elevated color and materials with practical content and constructions. Metaphor, our newest M Series addition, embodies the Maharam Design Studio's commitment to design across a range of applications, regardless of price. Two expressive handwoven wool rugs combine natural materials with traditional techniques to round out the offering.

See our August introduction video [here](#) to learn more about our process. All products are available as tileable 2D and 3D assets on maharam.com.

## Upholstery

## Metaphor



- Metaphor is a tightly woven upholstery with subtle striations created by its uniquely spun yarns, which absorb dye more in some areas than others to create tonal depth.
- Heathered rather than speckled, Metaphor has a smooth hand that evokes the cool, dry feel of linen.
- Metaphor's high-energy dyed yarns allow for rich color saturation and bleach cleanability without the need for any stain repellent finish.
- 45 colors.

[View More](#)



- Bold Block is a plush area rug handwoven in India from pure New Zealand wool.
- Its plain-woven structure is highlighted by matte, uniform wefts produced through a distinct process of twisting and hand-dyeing.
- Thick coils of wool join to create a robust, organic surface with palpable warmth and tactility.
- Bold Block's solid composition is offset by strands of strategically employed, vivid color—delineating where the body of the rug ends and the fringe begins.
- 6 colors.

[View More](#)



Hella Jongerius is a Dutch multidisciplinary designer based in Berlin.



- An homage to the simplicity of a basket weave, Duotone is described by its designer Hella Jongerius as "the archetype of weaving".
- Contrasting colors in the warp and weft result in a palette that ranges from softly multicolored to vividly checked.
- Duotone's voluminous and irregular yarns combine to create an animated surface which offers variation, despite its uniform construction.

[View More](#)

