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Photography: courtesy of Wolf-Gordon

Wolf-Gordon's Marybeth Shaw Earns Top Wallcoverings Association Honors

A longtime champion of sustainable initiatives and design excellence within the wallcoverings industry, Marybeth Shaw, chief creative officer, design and marketing at [Wolf-Gordon](#), was recently awarded the prestigious Justin P. Allman award. Named after the Wallcoverings Association's founder, the annual award—announced during the group's late January meeting—recognizes a leader who has transformed the industry for the better, as exemplified by Shaw.

From creating concept-driven brands, products, and environments to green building design, Shaw continues to inspire and innovate. She also advises the [Wallcoverings Association](#) board, currently serving as co-chair of the Technical Committee, where she is exploring recyclability initiatives. But her dedication to sustainable design has been decades in the making. Earlier in her career, Shaw founded her own design studio, Shaw-Jelveh Design, where she executed projects for the U.S. Green Building Council, paving a path for a more eco-conscious future.

"The wallcoverings industry continues to be inspired by the leadership of Marybeth Shaw, a force driving innovation, design, sustainability, and excellence," states Sarah Tiwana, executive director at the Wallcoverings Association. "Marybeth's commitment to advancing the industry is truly admirable and widely appreciated."

Shaw's passion for design is evident in her work at Wolf-Gordon, where she orchestrates multi-dimensional projects that reflect the brand's forward-thinking character. Since taking on the role of chief creative officer in 2011, she has been the driving force behind the company's progressive approach to product design, and more. And Shaw's knowledge of the brand runs deep. She originally joined Wolf-Gordon in 1997, initiating a comprehensive rebranding as well as a provocative licensed design program that demonstrated the potential of commercial wallcoverings, including Linework by Laurinda Spear, Digital Nature by Karim Rashid, and Touch by Petra Blaisse.

"I'm so honored to receive the Allman Award from an industry that has been a vitally important community for me over the years," states Shaw. "The award motivates me to continue working to strengthen the Wallcoverings Association and to ensure the relevance of our products into the future."



Marybeth Shaw.

