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# Wolf-Gordon Presents Folio 50<sup>th</sup> Anniversary Installation at NeoCon®



**New York, NY** – Folio, Wolf-Gordon's 2017 NeoCon® installation, celebrates the company's 50<sup>th</sup> Anniversary via a display of its commercial wallcovering and upholstery partnerships with leading international designers, and its recently published monograph, *Wolf-Gordon: Sample Book*. Folio will appear on the main floor of The Mart in Chicago during NeoCon, June 11-14. This year marks Wolf-Gordon's sixth consecutive sponsorship of main floor space for the installation of a public art/design project.

This year's collaborative project is focused on commemorating our fifty years of history and the way Wolf-Gordon has participated in interior finishes during that time. Folio's portals are a literal and figurative representation of the past and present, and convey our passion for the future.

**Marybeth Shaw**  
Wolf-Gordon Vice-President,  
Design & Marketing



The project presents a series of three portals, symbolic of the company's past, present and future. It derives its name, "Folio", from the vocabulary of printed matter, and indeed, books are used in this innovative installation as the basic module of construction. They are arrayed in consistent rows, displaying each of the book's 150+ spreads, interspersed with quotes from Wolf-Gordon's founders, employees and distinguished writers who have contributed to *Wolf-Gordon: Sample Book*. Passage through Folio takes one through the company's five decades of design and business history. Above the three portals, a striking series of panels fan out to imitate pages that are turning.

As part of its annual sponsorship at NeoCon, Wolf-Gordon begins a 6-month advertising and communications campaign that centers on the design process of their installation. Each stage of the project is revealed in real time, underscoring the creative, engineering, and fabricating talents of the collaborative team that collaborated on it. Images evolve from simple sketches of the nascent project to complete 3-D renderings, and photography is taken once the project is installed at NeoCon.

Partners for this collaborative project include: Marybeth Shaw of [Wolf-Gordon](#) (project leader and creative director), [karlssonwilker inc.](#) (environmental graphics), [Graham Kelman](#) (architect and installation artist), and Jorge Parreira of [New Motor](#) (engineer and fabricator). As with previous sponsored installations by Wolf-Gordon, Folio represents a best-case scenario of collaborative process, talented designers, and complete freedom of program.

Folio is a bold gesture that captures the creativity and art-forward ethos of Wolf-Gordon, while being emblematic of the company's own journey towards the future. It was previewed at WantedDesign Manhattan from May 20-22 during NYCxDesign 2017.



**Wolf-Gordon** is an American design company offering designers a wide range of interior surfacing products united by the common qualities of excellent design and dependable performance. Founded in 1967 as a comprehensive source for wallcoverings, its product line has since added upholstery and drapery textiles, paints, and Wink clear, dry-erase coating. Through its collaborations with leading national and international designers and in its Design Studio, Wolf-Gordon continues to develop new work that is provocative, inspiring, and of our time. Wolf-Gordon's growing portfolio of licensed collections includes designs by Laurinda Spear, Karim Rashid, Petra Blaisse, Grethe Sørensen, Kevin Walz, the Boym Partners, Frank Tjepkema, and Mae Engelgeer. Wolf-Gordon sales representatives are based in all major markets in the United States.

## **Licensed Design Collaborators | Acknowledgements**

Since 1997, Wolf-Gordon has collaborated to create licensed collections with designers, who range from up-and-coming to legendary. The full list includes:

Boym Partners  
Carla Weisberg  
Christina Tarkowski  
Gensler  
Grethe Sorenson  
Kari Pei  
Karim Rashid  
Kevin Walz  
Laurinda Spear  
Mae Engelgeer  
Petra Blaisse  
Tjep.  
Tsao & McKown

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