





001

300075 Midtown

maharam

Design

Sarah Morris

Application

Walls


Characteristics

Content: 65% Cellulose, 35% Latex
Finish: PFAS-Free Protective Topcoat
Backing: None
Reference Dimension: 10' H x 26' 8" W (305cm x 813cm)
Traffic: Moderate Traffic
Customs: Repeatable, Scalable
Country of Origin: USA
Note: Colors depicted are not an exact representation of the final product. Please request a substrate sample for accurate quality and color reference.
Note on Mold: Intended for use in buildings designed and maintained to avoid moisture on or within walls.
Application must conform to current Installation Guidelines included in each shipment or available at maharam.com.

Price

Installation is sized, priced and produced on a project-specific basis.

Maintenance

W-Clean with water-based cleanser.


Testing

Flammability: AS/NZS 3837 Adhered
ASTM E84 Adhered
CAN ULC S102 Adhered
ISO 5660 Adhered

Lightfastness: AATCC 16.3, 40+ hours


Environmental

Greenguard Gold Certified
LBC Red List Free
Contains Bio-Based Content
FR Free
Free of Intentionally Added PFAS

Brief

A reflection on the artist's years at her former Times Square studio, Midtown references the corporate landscape at the heart of New York. Both visceral and theoretical, the piece addresses how the flow of power between people and corporations creates a complex social dynamic that is marked by complicity and flux.

Warranty

3 years. See Terms and Conditions for more information.

© 2020 Sarah Morris, Maharam under license

Last updated August 28, 2025