



Our Philosophy

We believe that design is most successful when the creative process is paired with a clear performance intent. Whether it's a problem to be solved or an objective to be met, design is a forward-looking pursuit.

We're always looking ahead and imagining the ways our collections will be used. It's why we work by hand at the fiber level to understand—and ultimately influence—how our materials will perform in the built environment.

Throughout the design process, we focus on creating products that work together in a holistic way. This comprehensive approach allows us to provide architects and designers with a complete solution capable of wrapping every contour of the interior and unlocking the possibilities found within.

Fiber represents
the starting point,
the spirit and
the foundation
through which our
creative philosophy
takes shape.



Luum Creative Director
Suzanne Tick on a dobby loom
in her New York City studio.

Our Thinking

Design is a process of discovery. Our creative journey explores time-honored crafts, contemporary design concepts as well as innovative materials. The ability to communicate and problem solve is the ultimate measure of our success and will always be defined by what we've learned and how we apply our knowledge.

Observation and experimentation over the years has enriched our creative process. The knowledge gained through working with a variety of materials grounds the way we approach the use of fiber, weave structure, color and pattern—each important pillars of textile design. Herein is a look into what we've learned and what influences our thinking.

The size and strength of fiber can add bulk as well as texture to a finished textile.



Fiber has to do far more than ever before. It needs to be beautiful and have an aesthetic quality, tactile hand and visual interest. Spaces are now more interchangeable and fabrics need to be multi-purpose.

1 — Fiber

As workspaces become more social, fibers are required to meet higher performance and sustainability standards. Open floor plans offer flexible, uninterrupted spaces in which fibers become a building block for fabrics that are multi-purpose in nature.

The architectural implications of these new workspaces encourage us to explore how fiber can do everything from change the acoustics of a space to help facilitate greater privacy.



By combining different fibers, we're able to strike the appropriate balance between technical performance and visual impact.





Through a series of weave trials, we explore the best weft rotation for the pattern *Lustrado*.

2 — Weave Structure

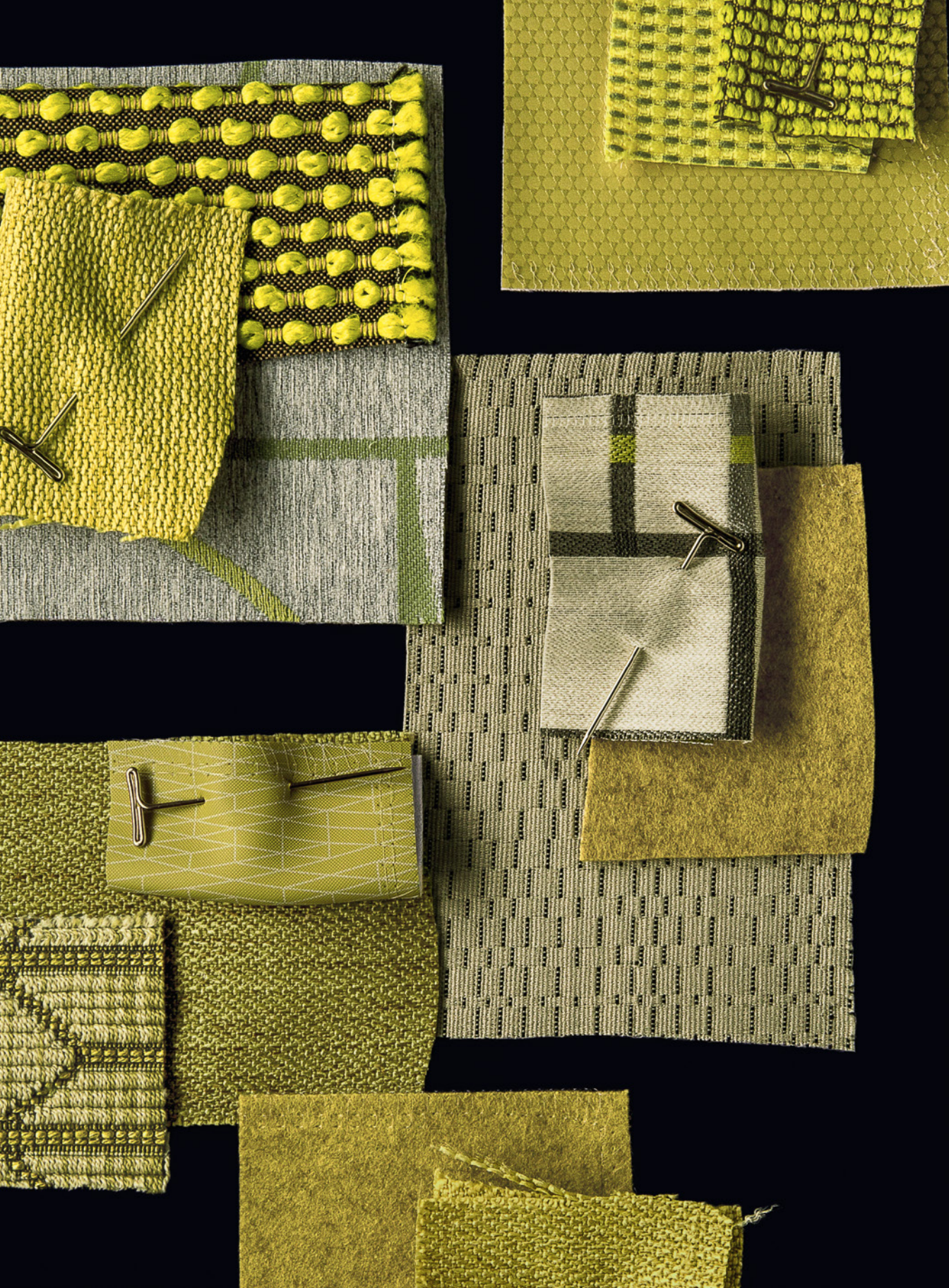
Weave structures provide a technical framework for fibers. We look to architecture, not only as a metaphor, but also as a foundational reference that connects the interior space to exterior structures.

The basis of every structure starts on our 24-harness dobby loom. Throughout our process, we create many weave trials to understand how different warp and weft combinations can interact to create texture as well as patterned effects.

As we explore new weave structures, the end use is always part of our design development. Thinking holistically about the visual, tactile and structural integrity of each weave structure is paramount to creating a well-rounded textile.



Various weave structures demonstrate the way we can manipulate fiber to create movement and texture.



Each collection is curated around a set of analogous palettes designed to work together.

Color is emotional, cultural, physical, aesthetic and utilitarian. It reinforces brand identity as well as delineates space. As the nature of work has changed, our approach to building color palettes has adapted to build a broader sense of community.

3 ——— Color

Social spaces demonstrate what can be achieved by fostering an environment that nurtures collaboration. Color palettes developed through research and observation play an important role in the successful creation of such spaces.

In broad strokes, color can affect mood. By considering how different hues interact we can achieve a more textural and nuanced effect.



Above Image: Defining a set of analogous hues helps us determine how best to balance them in each textile and among the collection.

Left Image: The color palette is determined early on in the process, built around a selection of fibers and yarns.

Color is enhanced through its materiality. The use of luster in a material can energize a space, while the use of matte finishes and textures can provide tranquility and escape.

We find inspiration for analogous color palettes in nature. Forests are gradations of colors that are constantly shifting, depending on the time of day and season. Color families soften stark interiors and provide warmth to an otherwise cold interior.



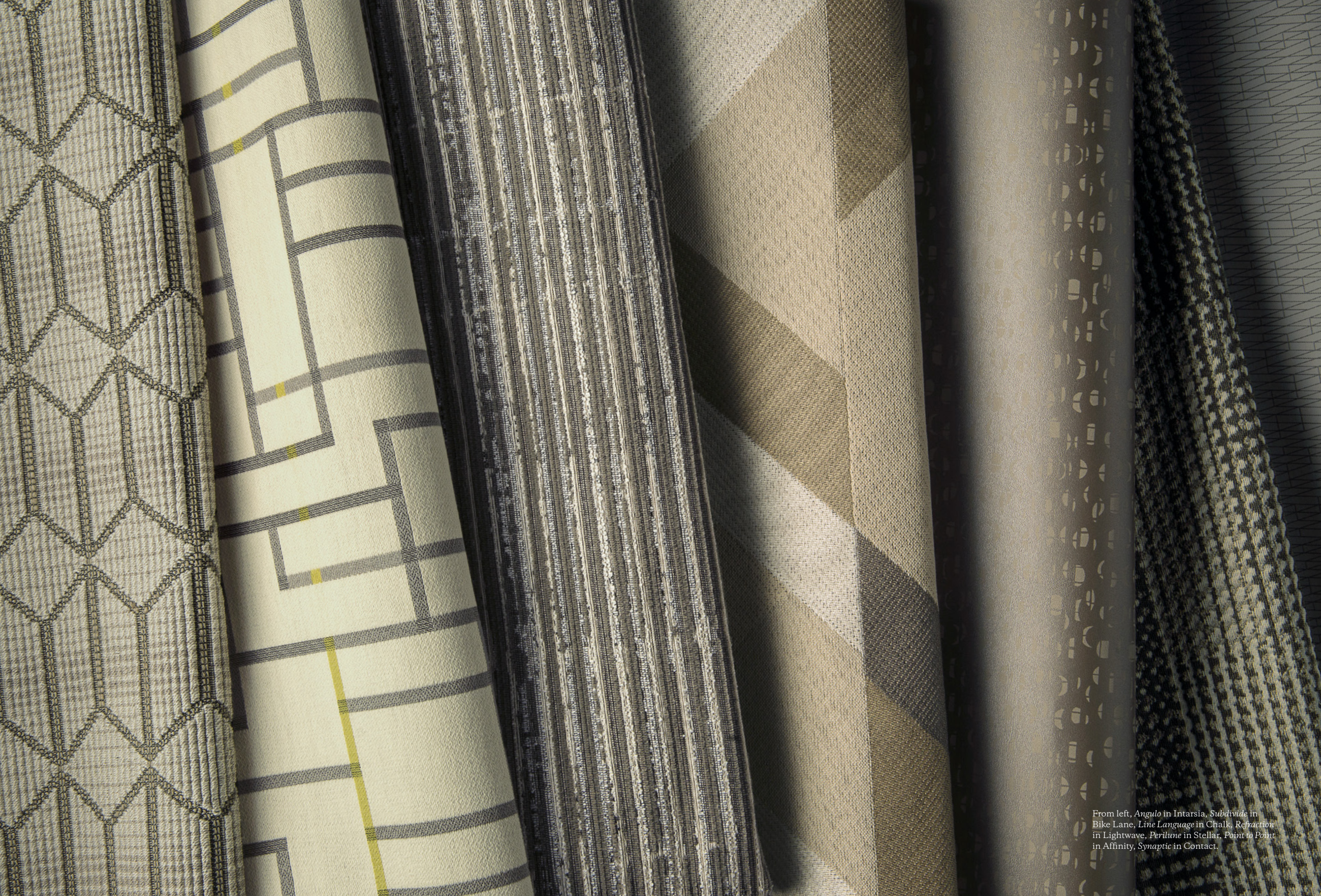
Perilune from the *Starting Point*
Collection was developed on a
lap loom by hand weaving moon
phase calendars.

4 — Pattern

As we create new patterns, we explore how the utilitarian and aesthetic qualities of fabrics alter the way a space is perceived and experienced. Patterns can captivate as well as forgive. They can make a statement or hide imperfections.

We are always looking to build up our collections with a variety of patterns that serve a range of needs.

Core to our pattern development is its final application. The application affects the experience of the pattern. Seating and panels come in a variety of shapes and sizes. We work with scale, pattern placement and color distribution to produce a balanced design.



From left, *Angulo* in Intarsia, *Subdivide* in Bike Lane, *Line Language* in Chalk, *Refraction* in Lightwave, *Perilune* in Stellar, *Point to Point* in Affinity, *Synaptic* in Contact.



At Luum, we create integrated collections for an integrated experience.

We work by hand to explore how individual fibers come together. It allows us to create textiles that are both elegantly simple yet structurally complex.

From fiber to finish, across upholstery, panel and direct glue wall applications, our collections are designed to work together holistically. By integrating traditional weaving techniques with technical artistry, our collections deliver a complete solution redefining the interior experience.

Left Image: Refraction in Wavelength from the Color Compound Collection.

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