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Archives of American Art

Celebrating 175: Jack Lenor Larsen, Business Correspondence, 1981-2003, undated

Extracted on Mar-29-2024 03:59:01

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JACK LENOR LARSEN INCORPORATED [[image]]

Larsen Carpet
Larsen Design Studio
Larsen Furniture
Larsen Leather
Thaibok

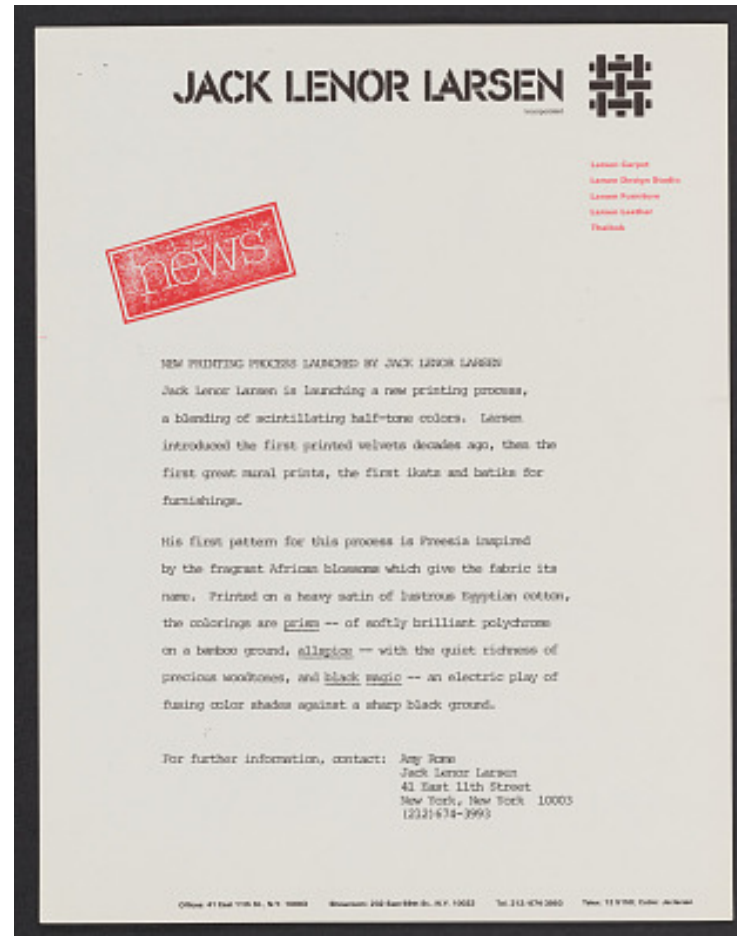
news

NEW PRINTING PROCESS LAUNCHED BY JACK LENOR LARSEN
Jack Lenor Larsen is launching a new printing process, a blending of scintillating half-tone colors. Larsen introduced the first printed velvets decades ago, then the first great mural prints, the first ikats and batiks for furnishings.

His first pattern for this process is Freesia inspired by the fragrant African blossoms which give the fabric its name. Printed on a heavy satin of lustrous Egyptian cotton, the colorings are prism -- of softly brilliant polychrome on a bamboo ground, allspice -- with the quiet richness of precious woodtones, and black magic -- an electric play of fusing color shades against a sharp black ground.

For further information, contact: Amy Rome
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