



465 Saratoga Street
Cohoes, NY 12047

800 THE MILL
800 843 6455

Press contact:
Chris Harrold
Mohawk
518.233.6397
chris.harrold@mohawkpaper.com

Mohawk Celebrates Beauty in the Tenth Issue of Award-Winning *Mohawk Maker Quarterly* Publication

[Cohoes, NY – November 10, 2016] [Mohawk](#), North America’s largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, announces the publication of the tenth issue of *Mohawk’s Maker Quarterly* series, featuring content focused on the topic of beauty.

Since the *Mohawk Maker Quarterly*’s inception in 2013, and with each issue since, Mohawk and partner, Hybrid Design have pushed the boundaries of creative expression in print. [Issue nine](#) featured a substantial change to the masthead and a new form factor, while issue ten goes one step further by completely upending traditional publication guidelines by organizing the content in a series of five large-format posters.

“This issue seeks to prove that beauty is far more than a superficial aesthetic trait. It is a force that inspires, moves and engages us,” says Chris Harrold, vice president and creative director, Mohawk. “We hope that the Beauty Issue of the *Mohawk Maker Quarterly* helps designers harness the connection between meaning and beauty to create transformative work.”

Dora Drimalas, Principal of Hybrid Design adds, “Beauty motivates, opens our eyes and captures our attention. It has the remarkable power to move us independent of, and often in opposition to, our rational mind. Even for those of us who can admit beauty moves us, we struggle to justify it. To make truly great work we need to accept the value of that which is hard to measure, and unapologetically advocate for the emotional response it can provoke.”

The cover of issue ten is a tri-fold pocket folder which serves as a container for the five sections of this quarterly, each printed on different textured and colored Mohawk papers. Inspired by airport carpets, the cover pattern aims to create beauty from a source we rarely notice and otherwise find aesthetically unappealing. The combination of Strathmore Wove Charcoal Gray and holographic foil allows the beauty of the materials to shine, creating a visual and tactile experience with a single printing process.

The inside front cover features a table of contents introducing the five “chapters” of the publication, each designed to explore beauty from a unique perspective and a distinct voice while

demonstrating five different papers. Each chapter is an eight-panel “mega-brochure” that reveals a full 24 x 36” poster featuring photography, typography, illustration, narrative and architecture when it is unfolded.

The Beauty Issue brings in several new writers who bring new depth and perspective. Feature articles include*:

- ***The Call of the Wild*, written by Emily Gosling** – As storytelling supplants advertising, brands are emerging as unique mediators of a conversation between us and nature. Printed on Mohawk Options Vellum, Crystal White, 70 text.
- ***Beauty Today, Gone Tomorrow*, written by Owen Hopkins** – After years of being reviled, Brutalism, architecture’s most polarizing style, is again fashionable. Printed on Strathmore Grandee, Ultimate White, 80 text. The rough texture of Strathmore’s Grandee finish mirrors the tactile quality of concrete, Brutalism’s defining material.
- ***Anti, an Essay Collection*** – Printed on Mohawk Via Smooth, Light Green, 70 text. The simple combination of colored paper and one ink make the paper as important an element as the printing.
 - ***The Shock of the New, the Yawn of the Old*, written by John Dugan** – Rebels upset our notions of beauty again and again – we’d be bored to death if they didn’t. Beauty might be our most powerful social construct, but it’s far from eternal. What looks or sounds ideal is sometimes an invisible set of rules that changes over time and from place to place.
 - ***Good Food for All*, written by Bryn Mooth** – As top chefs open quick-and-casual restaurants, they’re bringing beautiful, healthful dishes from the realm of haute cuisine into fast food.
 - ***The Burden of Beauty*, written by Dora Drimalas** – When we take a nonlinear creative path, exploring twists and turns along the way, we find beauty as our destination.
- ***Searching for Serendipity*, by Patrick Sisson** – As design thinking turns creativity into just another word for corporate innovation, it’s important to remember the true value of chasing beauty for beauty’s sake. Printed on Mohawk Loop Smooth, Restful Blue, 70 text.
 - ***The Tiles That Bind*, by Jordin Kushins** – For the past three decades, Fireclay Tile has pushed the potential of the durable clay, but also molding itself into a model for best practices on how to be professionally successful, while maintaining a steadfast commitment to the well-being of its employees.
- ***The Movement: Elevate the Everyday featuring Suit Yourself*, by Jessie Kuhn** – A profile of gentlemen of the Congo who elevate the everyday when they step out onto the streets in their sartorial best. Printed on Mohawk Superfine Eggshell, Soft White 70 text.

*Articles enhanced with bonus content available via [Mohawk Live](#), using HP Aurasma augmented reality technology. Mohawk Live users should download the free upgrade to Mohawk Live 2.0.

Mohawk Maker Quarterly issue ten features the following makers:

- [Eric Cahan](#), Photographer, Brooklyn, New York, USA
- [Sightglass Coffee](#), Coffee Roasters/Shop, San Francisco, California, USA
- [Ode to Things](#), Product Designers/Shop, New Hampshire, USA
- [Agostino iacurci](#), Fine artist, Rome, Italy
- [Klaus Kemp](#), Scientist/Algae Compositions, Somerset, England
- [Gravel and Gold](#), Retail/Curation, San Francisco, CA, USA

Issue ten features a selection of six distinctive colored and textured papers drawn from the following Mohawk paper grades: [Strathmore](#), [Options](#), [Via](#), [Loop](#), and legendary Mohawk [Superfine](#).

Established in 2013, the *Mohawk Maker Quarterly* has been enthusiastically received by makers and creatives worldwide. What began as a vehicle to communicate experiences that are unique to print communications by highlighting the beauty and tactility of fine paper, the *Mohawk Maker Quarterly* has evolved into an award-winning publication showcasing thoughtful editorial features, compelling design, and benchmark printing techniques on a variety of distinctive colored and textured papers which demonstrate the beauty and technical quality of Mohawk's expansive Text & Cover portfolio.

The *Mohawk Maker Quarterly* issue ten was skillfully printed by [Sandy Alexander](#), Inc., Clifton, NJ, using four color printing, match grey, holographic foil, match green, match red-orange, light grey, match deep purple, yellow, match deep blue, fluorescent green, and match aqua blue.

To learn more about the publication or to sign up to receive future issues of the *Mohawk Maker Quarterly*, visit www.mohawkconnects.com/cultureofcraft.

ABOUT MOHAWK

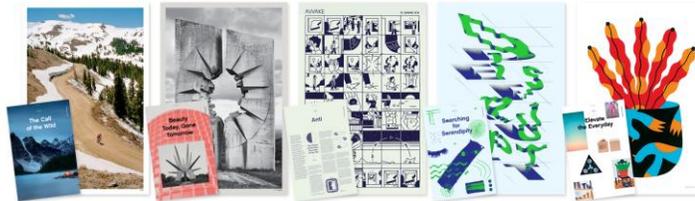
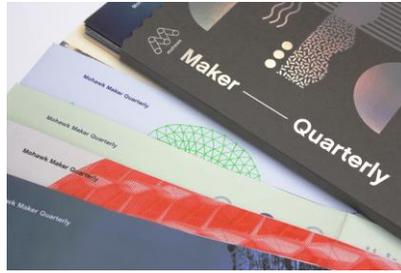
Mohawk is North America's largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, photo specialties and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®. With a culture of innovation, Mohawk's business model now extends beyond paper manufacturing into new areas of growth, including digital substrates, which connect designers and printers to new markets.

As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Mohawk's portfolio of recycled papers is certified by Green Seal and the Forest Stewardship Council (FSC).

Mohawk is a fourth-generation, family-owned and operated business based in Cohoes, New York, with global sales and operations located throughout North America, Europe and Asia. For more information, please visit www.mohawkconnects.com.

CONNECT WITH MOHAWK

[Twitter](#) | [Facebook](#) | [LinkedIn](#) | [YouTube](#) | [Instagram](#) | [Pinterest](#) | [Vimeo](#)



Mohawk Maker Quarterly issue number ten explores the concept of beauty through a series of 24 x 36 posters. Each poster brings to life one idea graphically, while the back side contains content to support the same concept.

###