

designer profile

LORI WEITZNER



After graduating with a BFA in textiles from Syracuse University ('83), an unsatisfying job in New York led Lori to her travels in Europe, which led to freelance in Milan and design for such companies as Missoni. Journeying on to Zurich led to a long-term relationship creating bedding for Boller Winkler/Schlossberg. Returning to New York, she focused her creativity on packaging and product design, linking her name with Estée Lauder, Calvin Klein, and Dansk.

Textile Queen, Lori Weitzner

Lori Weitzner's big break in textiles in the US came with a call from Jack Lenor Larsen, and with that the opportunity to independently design collections for his company which bore her name. Her collaboration with Germany's renowned Sahco from 2000-2012 garnered her designs broader recognition in the international interiors market. In 2004, Lori introduced Weitzner Limited, offering innovative wall coverings to a worldwide market. 2012 saw the launch of her own textile collection "Vernissage" under the Weitzner brand, which she maintains as her commitment to creating exceptional design that is in line with the human spirit.

Weitzner's products grace celebrity homes including those of Julianne Moore, Will Ferrell, and Beyoncé, and often appear as costumes and sets for motion picture films such as "Gangs of New York" and "Mission Impossible." Her designs also enhance numerous public spaces -- most notably the glamorous Four Seasons Hotels and Headquarters of Google in New York.

Lori's work is housed in the permanent collections of such museums as Musée des Arts Décoratifs in Montreal, the Victoria Albert Museum in London, and the Cooper Hewitt Museum in New York. She is the recipient of multiple design awards, including a nomination for the Chrysler Innovation Award, and she travels the globe lecturing on engaging the senses in design.

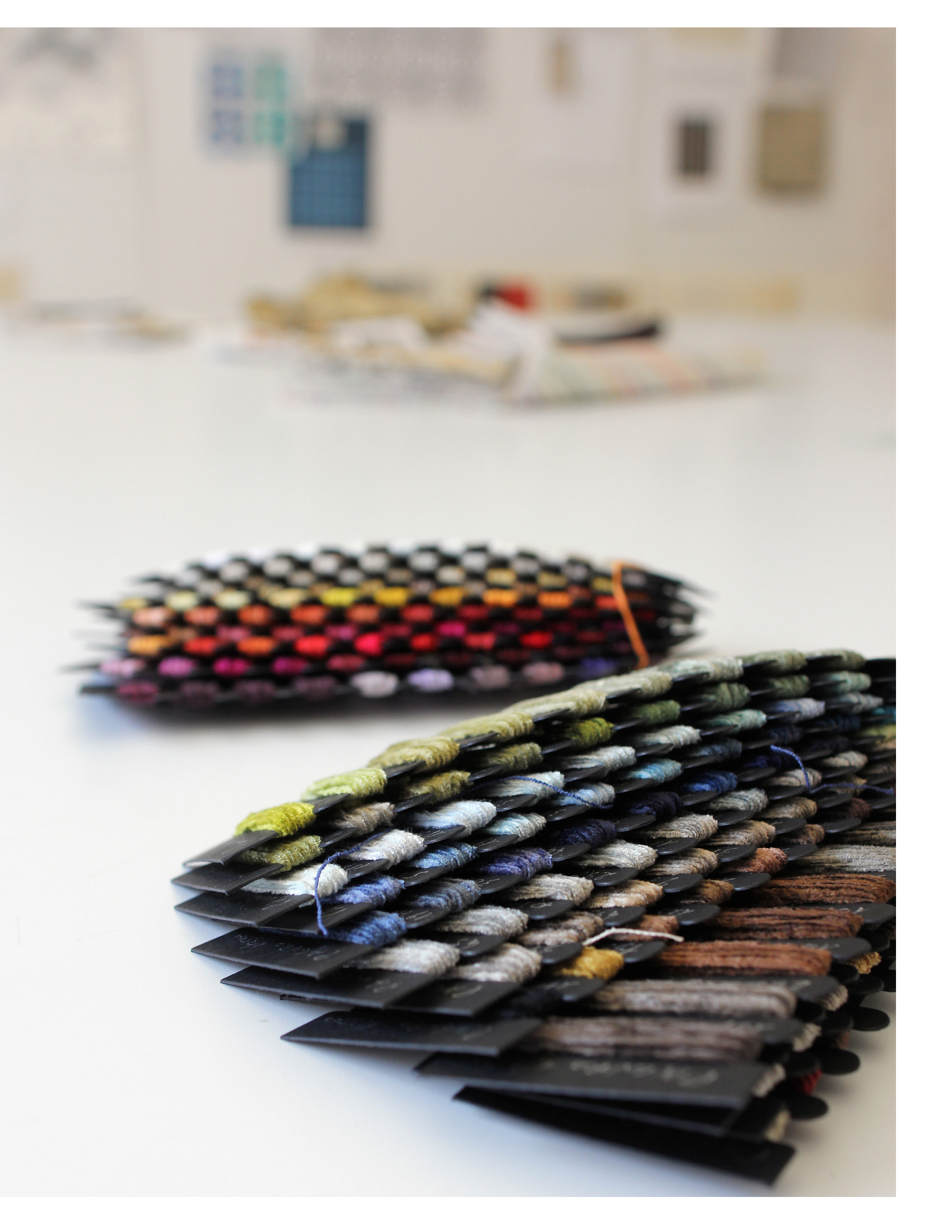


how did you decide to move into the textile business? I was a painting major at University and my professor asked me what I was going to do to make a living when I graduated .I said "painting" and he said " I don't think so..." and then he suggested that I change

my major to textile design because I had a good sense of composition and color...the rest is history.

where do you find your inspiration for each collection? I get my inspiration from everywhere and everything --truly. But to give some specific examples: travel, bookstores, seashores, walking, foliage, jewelry,







tea, ceramics, handwriting, Japanese hospitality, jazz, architecture, colors of nature, kindness...

does living in NYC influence your process?

Absolutely. The chaotic and urban outer life inspires me to create products that evoke calm and peacefulness; designs that emotionally resonate.

what's your typical day look like?

Every day is so very different but an example would be the following: I wake up at 6:30AM and get my kids up and fed and dressed for school. I take them to school and then go back home to do some exercise and shower and then I get to my studio about 10:00AM. I

try to exercise at least three times a week to keep me grounded. Then I usually have many meetings during the day in the studio, part are very creative and part are more business oriented. I spend a lot of time with my design team working on color, design and general challenges that may have come up. I will also meet with a mill who is showing me their new fabrics. At about 6:00PM I head home or perhaps pick up one of my children at their sports game and then we have dinner together. Then I help them with homework, play some games, do some reading, and put them to bed at about 9:00PM. After that, I catch up with my husband, and do the New York Times crossword puzzle to unwind. I read a chapter or two of a historical romance





novel and fall asleep about 11:00PM.

what are some things on the horizon for you?

Always a great new collection of textiles and wallcoverings for Weitzner. The next one is launching in fall and called the New Renaissance. I am also launching a line of card for Papyrus early next year. My most exciting news is I am writing a book, published by Harper Collins and will come out fall 2016. It has been a wonderful experience writing this book. It will be beautiful and inspiring and personal. I hope everyone will like it.

what are you most excited about?

Right now...the book and my kids!