

Biography Marcel Wanders

Marcel Wanders (Boxtel, 1963) is a European Designer, entrepreneur and persistent catalyst behind the Dutch national *Droog Design* movement.

Marcel Wanders graduated *cum laude* from the Hogeschool voor de Kunsten (ArtEZ Institute of the Arts) in Arnhem in 1988 after being expelled from Eindhoven Design Academy. In 2014 he successfully completed an Executive MBA from INSEAD. In 1995 Marcel Wanders opened his studio in the beating heart of the Dutch capital, Amsterdam, quickly coming to worldwide attention in 1996 for his iconic [Knotted Chair](#), which paired high tech materials with 'low tech' production methods.

Today Marcel's powerhouse studio numbers around 50 international design specialists. Marcel Wanders is a prolific product and interior designer and art director, ubiquitous with over 1700+ projects to his name for private clients and premium brands such as [Alessi](#), [Bisazza](#), [Flos](#), [KLM](#), Swarovski, [Puma](#), among scores of others.

Regarded by many as an anomaly in the design world, Marcel has made it his mission to "create an environment of love, live with passion and make our most exciting dreams come true". His work excites, provokes, and polarises, but never fails to surprise for its ingenuity, daring and singular quest to uplift the human spirit, and entertain.

With this track record, it's no surprise that the New York Times dubbed Marcel the 'Lady Gaga of Design' or that Business Week selected him as one of Europe's '25 leaders of change'. In 2006, Elle Decoration awarded Marcel the prestigious title of 'Designer of the Year'. Other award wins include the Philadelphia Museum of Art's modern design collaborative award, Collab, and the Design Excellence Award for Marcel's significant contribution to the field of design in 2009.

In his designs Marcel Wanders often mixes innovative materials and techniques with references to well known historical styles and archetypes, so users can easily connect to the pieces, enjoying them for a long time and in doing so create sustainable surroundings.

Marcel Wanders' chief concern is bringing the human touch back to design, ushering in what he calls design's 'new age', in which designer, craftsperson and user are reunited. In his process, Marcel defies design dogma, preferring instead of focus on holistic solutions rather than the technocratic. In Marcel's universe, the coldness of industrialism is replaced instead by the poetry, fantasy and romance of different ages, vividly brought to life in the contemporary moment.

In 2001 Marcel co-founded the successful design label [Moooi](#), of which he is also Art Director. Conceived as a platform for design talent from around the world, today the company works with around 30 designers, has a presence in 78 countries and is

renowned for its quirky, eccentric but altogether inspired take on the objects that surround us.

Interior projects have become increasingly important in Marcel's work, embraced for their enveloping of people in multi-layered, sensory experiences. Notable projects to date include such iconic interior architectural concepts as the [Andaz Amsterdam Prinsengracht](#), *Kameha Grand* hotel in [Zurich](#) and [Bonn](#), the [Mondrian South Beach](#) hotel in Miami, [Iberostar Portal Nous](#) in Mallorca, hotel [Mondrian Doha](#) and the [Villa Moda](#) flagship store in Bahrain - to name but a few - as well as private residences in [Amsterdam](#) and [Mallorca](#).

In 2012, Marcel celebrated the launch of his boldest interior project to date, the aforementioned *Andaz Amsterdam Prinsengracht* Hotel, operated by the Hyatt Hotels Corporation. House in the city's former public library, *Andaz* has been hailed as an experience akin to 'Alice in Amsterdam', a reference to the eponymous Lewis Carroll book, *Alice in Wonderland*.

Many of Marcel Wanders' designs have been selected for the most important design collections and venues in the world, like the *Museum of Modern Art* in New York and San Francisco, London's *Victoria & Albert*, Amsterdam's *Stedelijk Museum*, and Rotterdam's *Boijmans van Beuningen*. In late 2009, Marcel Wanders' first solo-exhibition, *Daydreams*, opened in the Philadelphia Museum of Art. In 2012, he was invited to present a capsule collection at Beijing's *Capital Museum*.

In January 2014, Marcel opened his first major museum retrospective [Marcel Wanders: Pinned Up at the Stedelijk](#), at Amsterdam's premier contemporary art and design institution, the *Stedelijk Museum*. This exhibition was curated by Ingeborg de Roode and showcased over 400+ iconic pieces, from furniture, lamps and utensils, to wallpaper, packaging, and jewellery; all scenographically displayed throughout a polymorphic, sensuous 1.300m² space. In 2015 Marcel Wanders opened *The Eurasian Garden*, an art installation conceived for the *Oita Prefectural Art Museum* in Japan.

Status: August 2017

Press Contact:

Marcel Wanders

Liliana Rodrigues

+31 (0) 20 2620184

pr@marcelwanders.com

marcelwanders.com