FOR IMMEDIATE RELEASE

"This book is about how the greatest masterpieces influence how we see the world today." – Marcel Wanders


Rijks, Masters of the Golden Age is a groundbreaking art publication combining the finest materials, the most innovative techniques and the testimonies of thought leaders and craft masters from around the world.

Amsterdam, 30th August 2016 – Today, the internationally renowned designer Marcel Wanders launches the unlimited version of his collectible art publication Rijks, Masters of the Golden Age. Produced for a wider audience, this 576-page hardback version pays homage to the 17th-century Dutch masterpieces from the Rijksmuseum’s prestigious Gallery of Honour and is available for 125 EURO.

Three years in the making, the project was born of Marcel Wanders’ profound appreciation for this outstanding cultural heritage and its timeless significance. “This book is about how the greatest masterpieces influence how we see the world today,” says Marcel Wanders.

The volume brings us eye to eye with over 60 iconic paintings such as Rembrandt’s Night Watch and Vermeer’s The Milkmaid. Each piece is experienced up close with the most surprising detail and thoughtful perspectives transport these paintings from a different age and vividly bring them to life. Thirty leading contemporary critical thinkers from the worlds of philosophy, art, film, food, trend, business and design express how their perception of the world has been influenced by these paintings – with each renowned expert focusing on an individual work of art. Featuring writings of Ferran Adrià, David Allen, Alain de Botton, Anton Corbijn, Angela Missoni, Jimmy Nelson, Erwin Olaf and many more, the testimonies add a new dimension to how these masterpieces are seen, and offer a deeper perspective of life itself. Presented in English, the book includes six contemporary artworks by participating artists.

For collectors, Rijks, Masters of the Golden Age is also available as a Limited Edition which was launched in April 2016 (edition of 2500, 6,500 EUR) along with a Unique Art Edition (availability and price on request).

Rijks, Masters of the Golden Age is a special initiative and project of Marcel Wanders created in collaboration with the Rijksmuseum and publisher Steven Hond from Uitgeverij Komma.

For further information, and to order the book, please visit: www.rijksmastersofthegoldenage.com
Note to the editor:
For visuals and additional press material please access:
FTP site: http://files.marcelwanders.com
(Username: Rijks, Password: Rijks_Press)
All images can be used for press purposes, please credit: Rijks, Masters of the Golden Age, a Marcel Wanders publication, 2016

The full list of contributors is as follows (in alphabetical order):
Ferran Adrià · DíeBulli Chef
Philip Akkerman · Painter
David Allen · Productivity Guru
Pierre Audi · Artistic Director of the Dutch National Opera
Paul Bennett · Chief Creative Officer at IDEO
Jan de Bont · Film Director
Alain de Botton · Philosopher, Critical Thinker
Anton Corbijn · Photographer, Film Director
Marlies Dekkers · Lingerie Designer, Entrepreneur
Wim Delvoye · Visual Artist
Lidewij Edelkoort · Trend Watcher
Han Feng · Fashion Designer
Peter Guidi · Jazz Musician
Christiaan Houtenbos · Hair Stylist
Marko Kassenaar · Art Educator, Author
Natasja Kensmil · Visual Artist
Angela Missoni · Fashion Designer
Jimmy Nelson · Photographer
Angela Neustatter · Journalist, Author
Ryu Niimi · OPAM Museum Director
Erwin Olaf · Photographer
Wim Pijbes · Director Rijksmuseum
Joe Pine · Author, Critical Thinker and Lecturer
Jérôme Sans · Curator
Gary Schwartz · Art Historian Golden Age
Nina Siegal · Author, Editor, Journalist
Jan Six · Old Masters Specialist, Curator
Jop Ubbens · Director Christie’s Amsterdam
Marcel Wanders · Product and Interior Designer, Art Director
Zak Yacoob · Former Justice of the Constitutional Court of South Africa, Anti-Apartheid Activist

Hand-calligraphy by: Brody Neuenschwander and Massimo Polello

For further information please visit:
www.rijksmastersofthegoldenage.com
Contacts:

Press:
Marcel Wanders
Liliana Rodrigues
+31(0)20 2620184
pr@marcelwanders.com
www.marcelwanders.com

All other enquiries:
www.rijksmastersofthegoldenage.com
info@rijksmastersofthegoldenage.com