PRESS RELEASE

FOR IMMEDIATE RELEASE

Century Collection

PRODUCT TEXTS

SHORT VERSION
Introducing the three first chairs as a result of the new collaboration between Marcel Wanders and Very Wood. The Century Chair, a singular, atemporal creation, displays influence from four centuries, unified with a Marcel Wanders twist. With a back of arches drawn through the air, the Loop Chair, combines the expertise of Very Wood to construct the seat, and Gervasoni, the back. The perfected hybrid, symbolises the relationship between the two.

LONG VERSION
Introducing Marcel Wanders’ inaugural designs for Very Wood, the ‘Loop Chair’ and the ‘Century Chair’, on show this year at the Salone del Mobile.

Century Chair
The Century Chair exhibits influences from across time. 18th, 19th, 20th and 21st century archetypes marry, with a Marcel Wanders twist, to result in an atemporal, yet timeless design. Detachable ‘drops’ finish the chair back, and can be produced in several materials including wood, ceramics or bronze. The Century Chair is produced in two versions, a lounge chair and a dining chair.

Loop Chair
As near to the hand of the maker as can be, the looped wood back resembles arches drawn through the air. This perfect connection between back and seat symbolises the immaculate relationship between Very Wood, the makers of the seat, and Gervasoni, makers of the looped back. These pieces represent the beginning of a deeper relationship that will see whole family of chairs in the future.

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Note to the Editor:
For visuals and additional press material please contact:
pr@marcelwanders.com
+31 (0)20 2620184
Or register to our pressroom at press.marcelwanders.com.

Please credit: Century and/or Loop Collection(s), designed by Marcel Wanders for Magis, 2015
For further information please visit:
www.marcelwanders.com
About Marcel Wanders

Marcel Wanders is a leading product and interior design studio located in the creative capital of Amsterdam, with over 1,900 + iconic product and interior design experiences all around the globe for private clients and premium brands such as Alessi, Baccarat, Bisazza, Christofle, Kosé Corporation/Decorté, Flos, KLM, Hyatt Hotels Corporation, LH&E Group, Louis Vuitton, Miramar Group, Morgans Hotel Group, Puma, Starbucks Reserve, among scores of others.

Under Marcel Wanders’ creative leadership and creative direction, and with the support of Gabriele Chiave as creative director since 2014, Marcel Wanders employs 52 design and communication experts. In an environment where everyone perceives, breathes and lives creativity across a multitude of projects from in-flight tableware to cosmetics packaging to hospitality interiors.

Marcel Wanders’ 30 years of design are celebrated in some of the most renowned art and design museums, including Centre Pompidou FR; Cooper-Hewitt National Design Museum, US; Metropolitan Museum of Art, US; Museum of Arts and Design, New York, US; Museum of Modern Art, US; Pinakotheke der Moderne, Munich, DE; Stedelijk Museum, Amsterdam, NL; Oita Prefectural Art Museum, JP among others.

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

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 Wanders defies design dogma, preferring instead to focus on holistic solutions rather than the technocratic. In this 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.

www.marcelwanders.com

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