

PRESS RELEASE

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Bisazza Bagno

Bisazza widens its product offerings for home interiors with Bisazza Bagno, a natural extension of the Bisazza brand dedicated to the production and distribution of bathroom collections.

Bisazza Bagno is composed of three collections, each expressing the distinct style of the designers who have conceived them: Jaime Hayon, Marcel Wanders and Nendo.

The Wanders Collection includes a series of Baroque-inspired consoles and mirrors in black or white lacquered resin with a smoked glass top, contrasted with “pop” design pieces including white ceramic sinks and an imposing white fibreglass bathtub, which reinterpret the classic shape of the bar of soap, soft and rounded.

In addition to the Baroque console design, the collection also includes a version with pullout drawers with a simplified design, in black or white lacquered wood. The contrast characterizing the entire collection is both formal and chromatic: black and white, except for the flower-shaped tap mixers, which are available in a vibrant lobster orange or chrome. The line also includes porcelain shower elements, floor mirrors with black or white lacquered wood frame, and mirror cabinets with black or white lacquered wood frame.

Marcel Wanders describes his collection: *"The collection derives its original concept from a fantasy of mine, taking a bath immersed in soap: the apotheosis of clean! I kept this idea in me for a long time, until Bisazza helped me to express it. The collection has then grown and diversified as far as to include three different lines, each with its own well-defined aesthetics, from antique to construction architecture. The idea of presenting different periods in a single collection comes from one of my beliefs: people have two opposing forces within them, one towards an eternal dimension where things last over time, the other towards change. In my design I oscillate and move between these two poles, the old and the new, reassurance and innovation. I believe it is an answer to a very human feeling. The Wanders Collection reflects precisely this duality."*

The Bisazza Bagno collections are available at the Flagship Bisazza stores (London, Milan, New York, Paris) and through a network of international retailers.

The hallmark of Bisazza Bagno is its consistency with all of Bisazza's other product lines, from the celebrated Mosaic to the furnishing accessories of the Home collection.

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Please credit: Bisazza Bagno, desing by Marcel Wanders for Bisazza, 2017

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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; [Pinakothek 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, craftsman 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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