PRESS RELEASE

FOR IMMEDIATE RELEASE

LOUIS VUITTON CELEBRATES THE EXHIBITION « OBJETS NOMADES » COCKTAILS

Louis Vuitton hosted cocktails celebrating its “Objets Nomades” exhibition, a collection of travel inspired objects created in collaboration with ten (10) international designers. Debuting as a world exclusive at the exhibition is a brand new Lounge Chair created by Dutch designer Marcel Wanders including a turquoise “Ocean Drive” inspired version that honors Miami’s architectural heritage.

Louis Vuitton continues to transport its heritage into new territory with an enriched Objets Nomades collection of foldable furniture and travel accessories. The collection pays homage to the House’s special orders of the past, such as the iconic Bed Trunk or Wardrobe Trunk, and adds a defiantly contemporary spirit.

First presented during Design Miami in 2012, there are now 17 Objets Nomades – from a hammock to a foldable stool to lights – all in noble materials and available as limited editions or experimental prototypes. Always reinventing itself, Louis Vuitton has collaborated with some of the most creative up-and-coming and established designers working today: Patricia Urquiola, Maarten Baas, the Campana Brothers, Barber and Osgerby, Damien Langlois-Meurinne, Atelier Oi, Nendo, Gwenaël Nicolas, Raw Edges, and Marcel Wanders. Sharing a sense of intuitiveness, desire and pleasure, Objets Nomades continue Louis Vuitton’s tradition of offering innovative and surprising designs to clients all over the world.

Guests from the art, design, entertainment, and fashion worlds, including: Anthony Ledru (President & CEO of Louis Vuitton Americas), Marcel Wanders (Objets Nomades Lounge Chair Designer), Patricia Urquiola (Objets Nomades Swing Chair Designer), Aurel Aebi (Atelier Oi - Objets Nomades Hammock & Stool), Craig Robins (President & CEO, DACRA), Jackie Soffer (Principal at Turnberry Associates - wife of Craig Robbins), Philip Levine (Major of Miami Beach), Lisa Marie Fernandez, Laure Dubreuil (CEO & co-founder the Webster Miami), Alegría Beracasa, Nadja Swarovski, Luis García-Fanjul, Andres Fanjul, Laura de Gunzburg were in attendance.

WHEN: Wednesday, December 2\textsuperscript{nd}, 2015 7-9pm Cocktails

WHERE: Louis Vuitton Miami Design District 140 NE 39\textsuperscript{th} STREET

ABOUT LOUIS VUITTON:

A symbol of elegance and style throughout the world, Louis Vuitton has cultivated a close relationship with the world of art since its founding in 1854. Inventing the art of travel, Louis Vuitton and his successors kept pace with a rapidly changing age, working with the most accomplished engineers, decorators, painters, photographers and designers of the day. This fascination with ever-new forms of expression grew through the subsequent decades and continues today. Some of the world’s most renowned contemporary artists have joined forces with Louis Vuitton, increasing the points of exchange between art and fashion to an unprecedented degree.

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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: Objets Nomades Collection by Marcel Wanders for LOUIS VUITTON, 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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