PRESS RELEASE

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Marcel Wanders launches Lounge Chair for Louis Vuitton

Amsterdam, 18 January 2016

“Our charge to ourselves was to create with logic but to keep the dream inside. I wanted to make something that connects to the idea of the Nomade, but that is functional, transient, and of course, beautiful.” - Marcel Wanders

Marcel Wanders announces his Lounge Chair, as part of the Objets Nomades collection presented for occasion of Design Miami/. Along with other world renown designers, Marcel Wanders has created a one-of-a-kind product for the showcase. Louis Vuitton has built a brand on differentiated sophistication, crafting supremely luxurious travel items with style and surprise that have stood the test of time. The challenge of creating a luxurious piece that embodies the illusion of travel and elevating freedom to an art form is what drew Marcel to participate in this extraordinary event.

The object itself is an unfolding and portable oasis for relaxation. With caramel leather color on the outside, and iconic pink, flesh tone of suede inside, three individual modules fit into one another like a puzzle. As homage to designer, Joe Colombo and his Tube Lounge, but with a very different shape and functionality, the Louis Vuitton object can be reconfigured in order for the pieces that are sensual to the touch to reveal three distinct solutions – a chaise longue, a lounge chair and a pouf. Elegant belts and straps, along with the matrioska stapling feature, allow the piece to be portable like a high-end quality travel bag and to associate with the unique, holistic travel experience for which Louis Vuitton is known.

Marcel adds, “Louis Vuitton is a brand that truly understands form, function, material and craftsmanship, and most importantly, the connection with the human spirit. We have always seen Louis Vuitton as the benchmark of what it means to love your craft, supported by a heritage of quality and excellence that is undeniable”.

From the beginning of the project, Marcel wanted to seamlessly incorporate the design sensibility of Louis Vuitton with his own. Marcel explains, “The foundation of our object was exploration, mobility and adventure that have been an integral component of the Louis Vuitton brand since its inception. The countless pieces of enduring luggage they have created are what travel in general, and a nomadic lifestyle specifically, call for – objects with purpose and meaning. Our charge to ourselves was to create with logic but to keep the dream inside. I wanted to make something that connects to the idea of the Nomade, but that is functional, transient, and of course, beautiful.”

While this is a substantial piece, that maintains considerable size, it is designed in a way that makes it very light, yet durable. Closed, it sits stable, mimicking a bag featuring a handle. With a gesture to Miami Beach’s historically rebellious colorful architecture, Marcel designed a second Lounge Chair created of turquoise leather called Ocean Drive Inspiration. These fun, playful pieces are the perfect way to relax as the intimate contoured shapes support body and soul. Whether on the beach, or on a deck enjoying the sun, this mobile object of travel is just the thing needed to unwind. Marcel adds, “It’s fun, it’s a bit playful. It uses its capacity to be a bit playful and I’m really excited that we found a way to make it really lightweight.”

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Please credit: Lounge Chair by Marcel Wanders for LOUIS VUITTON Objets Nomades Collection, 2016
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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