

THE ILLUSION OF TIME

STARBUCKS

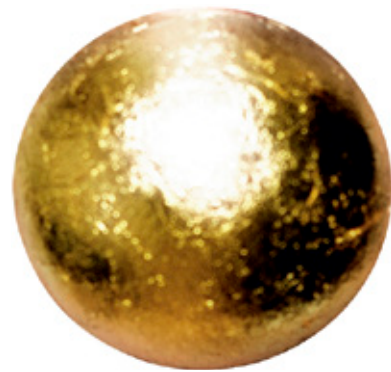


marcel wenders



STUDIO

Marcel Wanders is a leading product and interior design studio credited with 1,900+ iconic projects. Under the creative leadership of Marcel Wanders, who is supported by Gabriele Chiave since 2014, the multi-disciplinary team of 50+ breathes creativity across a multitude of projects. Marcel Wanders works with premium brands such as Alessi, Baccarat, Bisazza, Christofle, Decorté, Flos, KLM, Hyatt Hotels Corporation, Louis Vuitton, Morgans Hotel Group, Puma. Today, many of Marcel Wanders' designs are celebrated in some of the most renowned museums in the world, including the Centre Pompidou (FR), MoMA (US), and Stedelijk Museum Amsterdam (NL). Marcel Wanders is shaping the design industry and advocating for a more romantic and humanistic design thinking. Respecting the past and the diversity of cultures, Marcel Wanders develops a contemporary language that is personal yet a catalyst for the post-post-



modernist era we call the “Contemporary Renaissance of Humanism”. Rooted in a humanistic perspective, Marcel Wanders brings back humanity in the technocratic world of design. Creating a reality in which designer, craftsperson and user feel welcomed and embraced. With each new project, Marcel Wanders defies design dogma, preferring to focus instead on the holistic, romantic, surreal, archetypical, 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. Marcel Wanders' work excites, provokes and polarises, but never fails to surprise, to celebrate and entertain. Regarded by many as an anomaly in the design world, it is his mission to create an environment of love, live with passion and make our most exciting dreams come true.

marcelwanders.com





THE CLIENT

STARBUCKS RESERVE

Starbucks has been on a journey of making premium arabica coffee for over 40 years. In an effort to raise the level of exceptional experiences, the brand launched Starbucks Reserve, pushing its own boundaries of craft and developing unique roasts through experimentation to elevate brewing coffee to an art form. Starbucks exhibits this premium coffee in an evolved, surprising multi-sensory setting where guests discover the rarest, most extraordinary coffees Starbucks has to offer. In its unique venues, Starbucks Roasteries, visitors are introduced to new processes of brewing, aging, infusing and blending that translate into surprising creations.

Starbucks Roasteries are places of discovery and the enjoyment of the exceptional. Settings are designed to foster a culture of human connection, a goal that is shared by Marcel Wanders. The partnership fosters the mission to inspire and nurture the human spirit — one person, one design and one place at a time. It aligns to how Marcel Wanders strives to introduce one-of-a-kind objects that uplift the human spirit. Both brands share the philosophies of experimentation, collaboration and craft. Marcel Wanders and Starbucks Reserve's goals of eliciting a meaningful and very personal reaction is the same — be it through savouring coffee or experiencing a bespoke design. Both brands desire is to have a positive sustainable impact on the world. As Starbucks continues to build and operate one of the world's largest green retail businesses, Marcel Wanders seeks to create emotional sustainability through his long lasting, limited design.

Collaborating through open discussion and experimentation, Marcel Wanders and Starbucks Reserve present an accord of form and function. Supporting each others' concepts, two global brands marry to create a sum that is greater than its parts, working together to design a memorable experience, and ultimately, the meaning they take away from it.

SCOPE

BRIEFING

Create a collection of limited edition iconic pieces ranging from affordable but exclusive gifts to special and valuable art collectibles, to be sold at Starbucks Roasteries, flagship stores of premium Starbucks Reserve. The collection should express both the signature design of Marcel Wanders and the exclusivity of Starbucks Reserve.

PRODUCT DESIGN

The Tick Tock Key Chain	1000 pcs.
The Ballerina Spinning Top	1000 pcs.
The Mad Tamper	1000 pcs.
The Queen's Scarf	500 pcs.
The Nightwatcher Candle Holder	200 pcs.
The Diva Bell	200 pcs.
The Sandman Hourglass	100 pcs.
The One Minute Bunny	100 pcs.

PACKAGING DESIGN

Collection Packaging

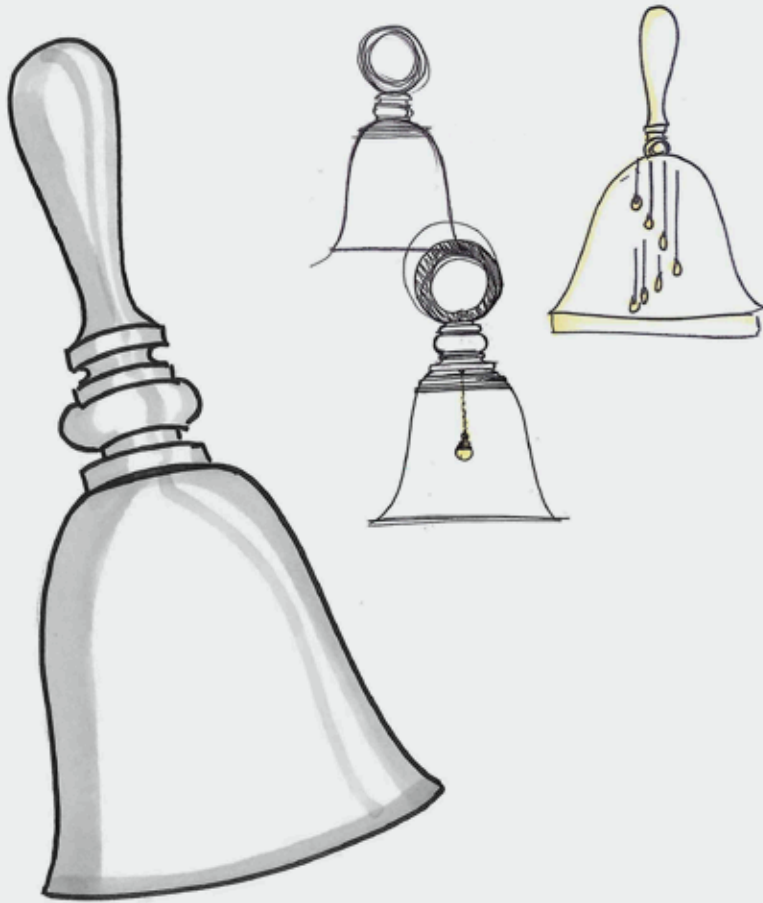
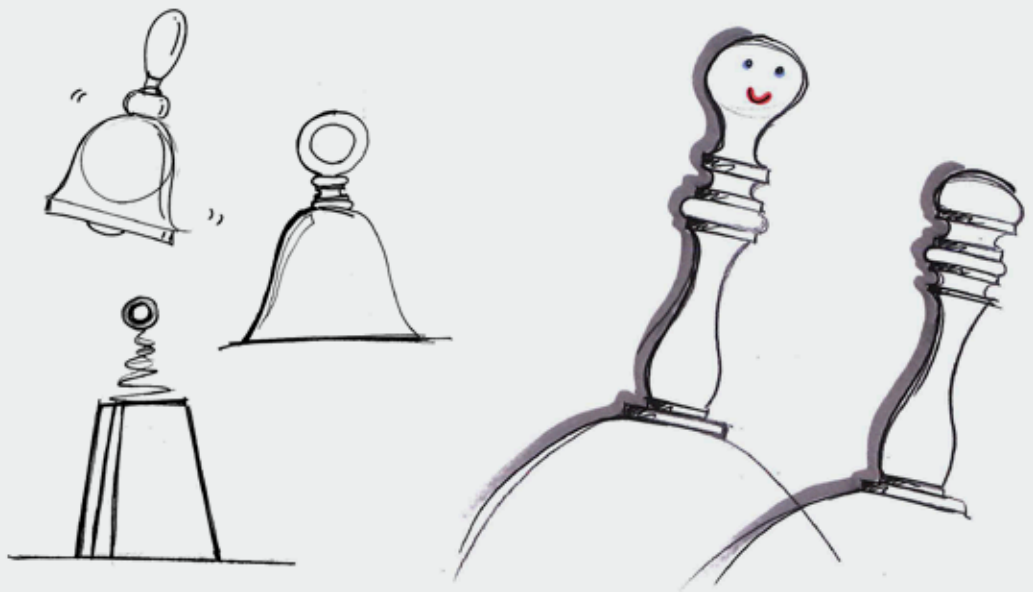
VIDEO

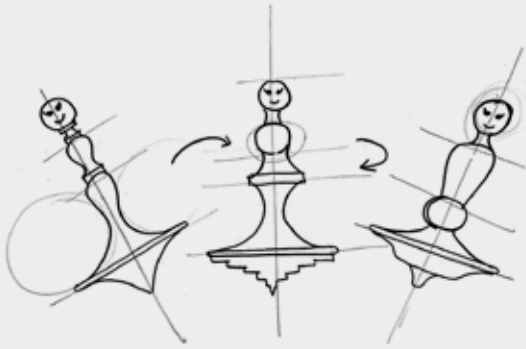
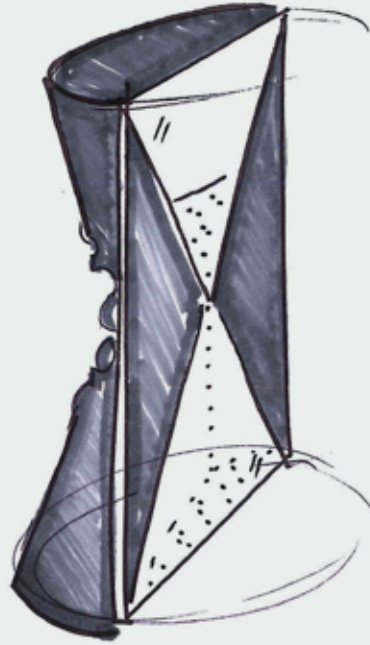
'The Illusion of Time' Animation



CONCEPT

For Starbucks Reserve, Marcel Wanders created a varied collection of unique and inspiring products that reflect the tradition and ritual of coffee. For this collection, a relationship is artfully forged between coffee and its connection to time in a new way. Each piece captures the anticipation that builds as coffee brews, relating to the joy of the human spirit when it's finally ready to consume. There is a timeless beauty throughout the collection that relates to the act of savouring of every sip. With a modern contemporary twist, each object evokes the ceremonial notions and time-honoured ritual of coffee-making.





THE COLLECTION



The collection reflects the ritualised notion of time involved in the preparation, consumption and enjoyment of coffee. With a modern contemporary twist, each object evokes the ceremonial notions of coffee-making and the time involved in the process. The collection pays homage to the extraction, preparation and consumption of coffee, its timeless beauty and its connection to the human spirit. The collection will be presented at roasteries in Seattle, New York, Milan, Tokyo and Shanghai.





THE BALLERINA

Play with time. This gold anodized aluminum spinning top suspends time as it revolves. Round and round, decorative and fun, this token reminds that time is eternal, always flowing and cyclical.



THE MAD TAMPER

Pressed, for time. This highly-polished stainless steel tamper crafts time as it packs coffee grounds. Repeatedly using it extends extraction time while intensifying coffee flavour. Savour every sip with this delightfully designed tamper.



THE QUEEN'S SCARF

Wear time well. This luxurious silk scarf is printed with a stylish medley of coffee stains, aged clock cogs, spinning wheels, rabbits, bells, flowers, tropical birds, butterflies, black and white portraits and references to Wonderland.





THE TICK TOCK

A timeless homage to the days of old. Crafted with interlocking eternal rings, this brass key chain with gold finish resembles a pocket watch.





THE NIGHTWATCHER

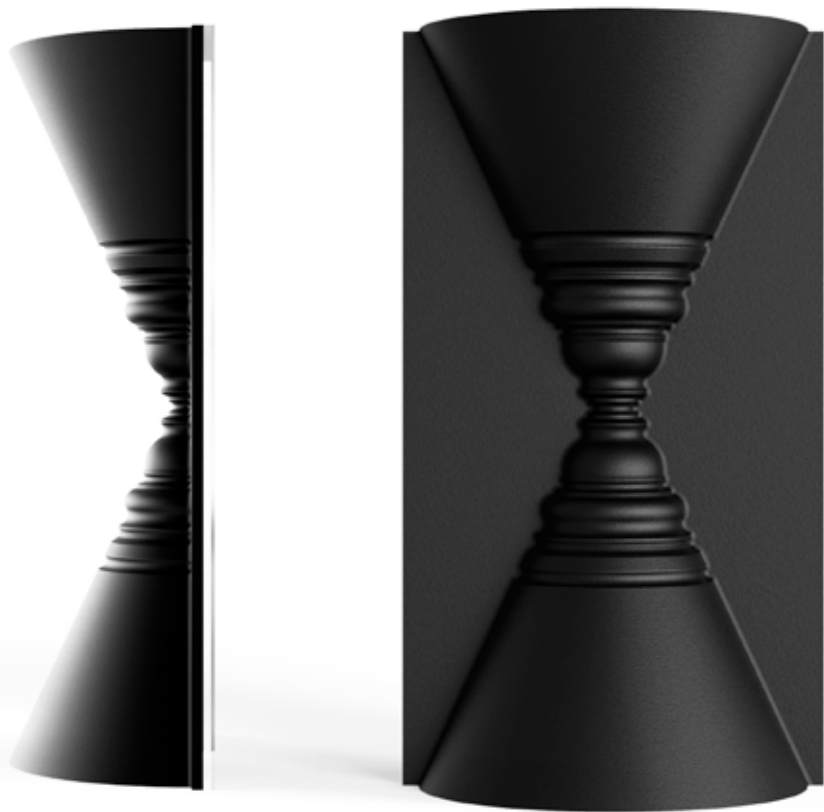
Make time stand still. Designed with a look of cast iron, this durable and elegant candle holder supports tall candles, allowing them to flicker and cast shadows as the hours silently pass by.

THE DIVA

A welcoming symbol, the bell is a staple in the Marcel Wanders world of design. Denoting a time of gathering around the table, these ceramic bells with silver titanium glazing are an inviting call to connection.







THE SANDMAN

The ancient measurement of time. The enduring symbol of our passing hours is captured in an inventive shape, constructed in glass and black metal with a look of cast iron. A play on the traditional form of an hourglass, it offers an interesting perspective on time.

THE ONE MINUTE BUNNY

Bringing the human touch back to design, this ceramic, 24 carat gold plated One Minute Bunny is handcrafted by Marcel Wanders himself. A nod to *Alice in Wonderland*, this art collectible expresses the random beauty that can be captured in just one minute.





PATTERN & PACKAGING

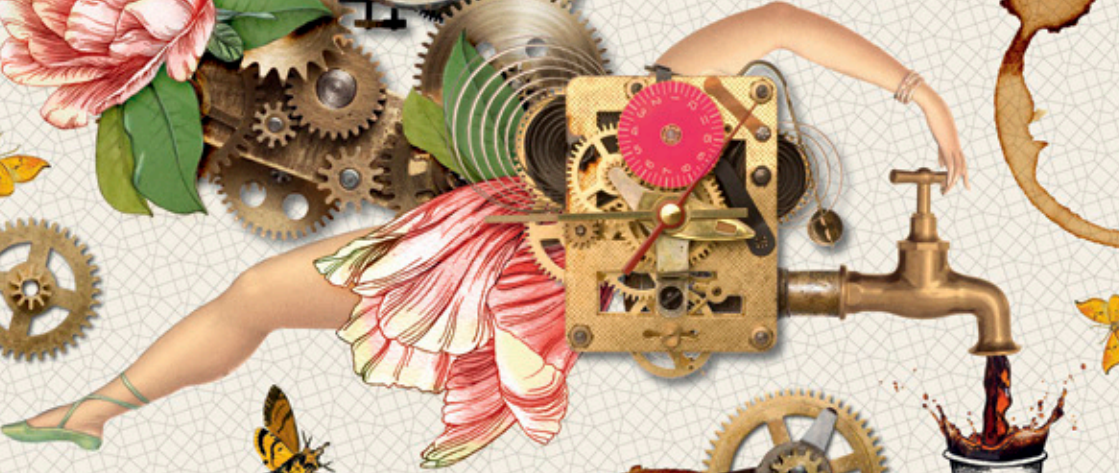
The pattern that adorns the Queen's Scarf was created specifically to function as the storytelling artwork of the collection. Entering the microcosm of the pattern is like entering the Wonderland, where the figures of rabbits in a human form float in a landscape full of tropical flowers and colourful butterflies, as if suspended in time. Images of old clocks, cogs & coffee stains are mixed with quotations on time. The pattern is the main feature of the packaging, which neatly stores and protects the design pieces.



*"A Man Who Dares
to Waste One Hour of Time
Has Not Discovered
the Value of Life."*



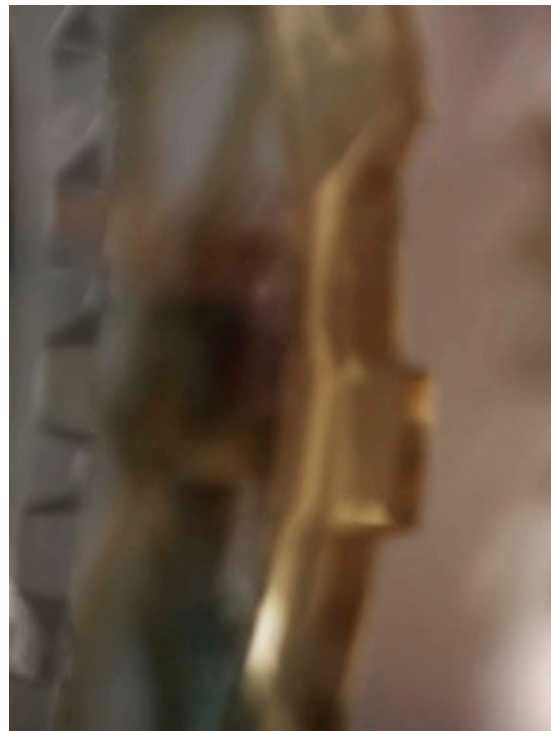
*"You May
Delay, but Time
Will Not."*

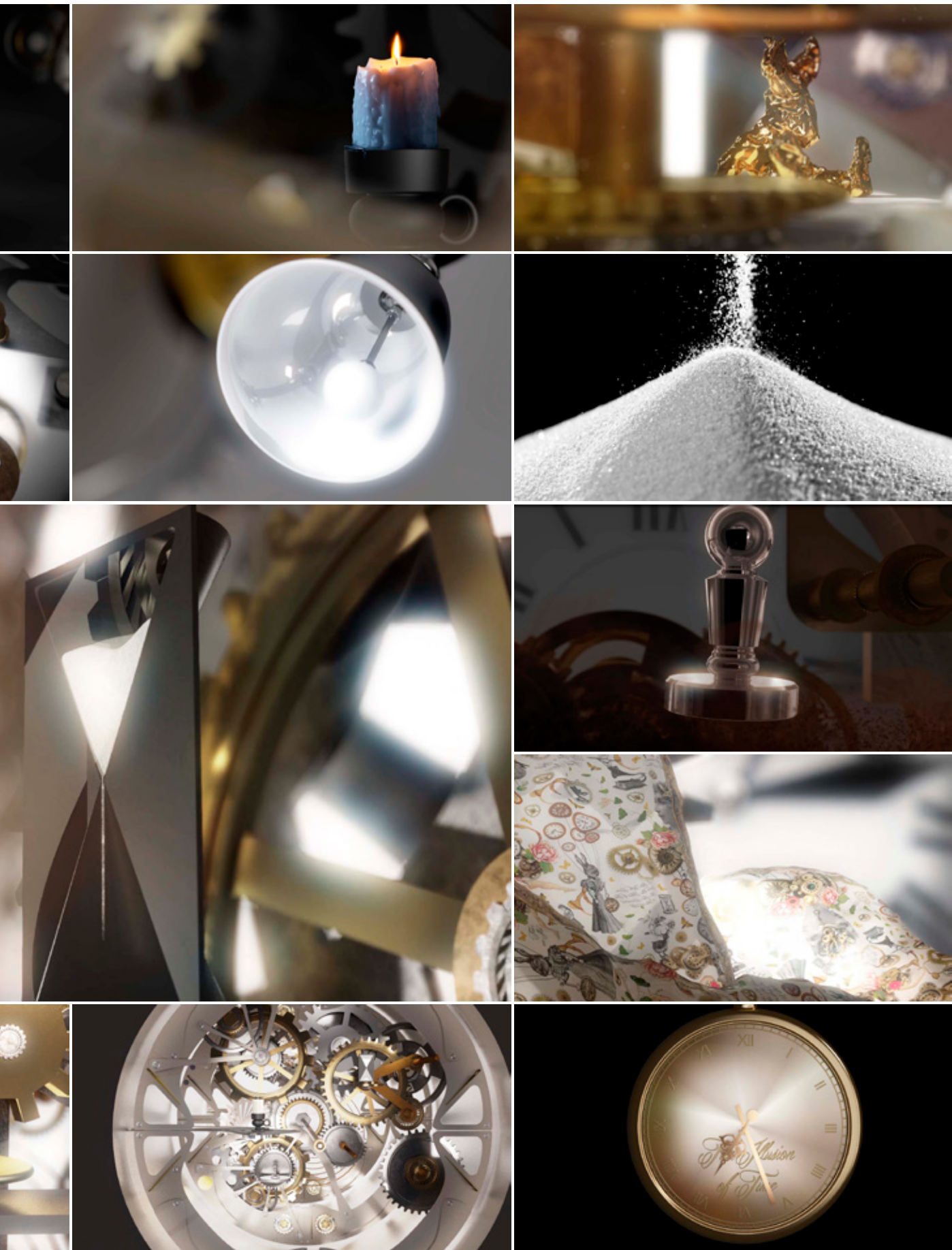


ANIMATION

THE ILLUSION OF TIME

From beginning to the end, a journey through time unwinds. Presented in a time-lapsed format, imagery moves forward and in reverse while pieces of the Starbucks Reserve Collection are introduced. At first, everything happens in slow motion, picking up speed as the action progresses. With the illusion of turning back the clock, every moment is filled with palpable anticipation — like the time spent waiting for coffee to brew. Gears spin. Sand retracts through the hourglass. A candle unburns. The film is the embodiment of the excitement and wonder for what's coming next. It is a beautifully art directed visual and audio representation of what it means to savour every sip with the hopes of stopping time — if only for a moment.





Q&A



Why did you choose a concept around time to connect to coffee?

Marcel Wanders — With this collection, we wanted to pay homage to the extraction, preparation and the consumption of coffee, its timeless beauty and its connection to the human spirit. There is a ritual to brewing and making coffee that this collection celebrates, evoking the ceremonial notions of coffee-making and the time invested in the process.

What does time mean to you?

Marcel Wanders — Time is a gift. It is the one constant in life, right? Enduring and never failing to hold you in a moment. I spend time on many things, I invest time in other things, and I even ‘waste time’ day dreaming. I try to use my time to give back to other people. To create things that create meaning for others, allowing them to connect with design and themselves in meaningful ways.

How does the process of making coffee resemble your process of design?

Marcel Wanders — Coffee is made in a very intentional way. Beginning with the hand-selection of the beans, there is an art to the curating, preparation and roasting processes that ensue. Sourcing is everything. The sourcing is reminiscent of our creative process, in that we bring all the elements of a design concept together, then share ideas and explore freely. There are nuances to the finished brew, with different levels — a medium

or dark roast, for example. And much like our design, there is the same type of experimentation and time invested. We collaborate, ask different questions and evolve in a certain direction, like selecting our preferred ritual way of coffee-making.

People have been making coffee for generations. With the concept of ritualised time, how did you make the collection contemporary?

Gabriele Chiave — We started with looking at the process of drinking coffee. The intentional passing of time is the epitome of a leisure activity. We considered the iconic symbols of time like the hourglass and pocket watch. From there, we looked at the elements of coffee that relate to time, and that even affect time in a way, such as the tamper. To extend the concept and collection further, we considered the things that reflect concepts of waiting, anticipation and things that play with the pace of time.

How did you make a human connection with something as intangible as time?

Gabriele Chiave — Harvesting coffee is such a hand-crafted process, which inspired us to also look in a certain way and explore an assortment of materials in this collection — from silk to aluminum to ceramics. We invested the same attention to details and love for materials as coffee growers, distributors and lovers do. Time is abstract, yet time invested in something can be made real. We wanted the investment of time to become tangible and felt for ages.

Release date: 2018
Client: Starbucks Corporation
Project Title: The Illusion of Time
Creative Lead: Marcel Wanders & Gabriele Chiave
Project Leader: Jonas Samson

For more information:
joy@marcelwanders.com
+31 20 4221339

marcelwanders.com

All Rights Reserved
Copyright © Marcel Wanders, 2019

