

Q&A Marcel Wanders x Lladró

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Marcel Wanders Launches Nightbloom with Lladró

How did the collaboration come about?

Marcel Wanders: Lladró which specializes in handmade porcelain figurines has a history of searching for contemporary artists and designers to bring a design sense to the vast creative potential of porcelain. The brand's universe embraces sculptures, lighting, objects for the home and interior design as well as fashion accessories. We connect with them in the idea of designing at an unhurried pace and with the same loving care and attention of alchemists. We share unique craft processes that bring the past into the contemporary moment. This is a collaboration of pure inspiration, technique and passion.

What inspired your collaboration with Lladró?

Gabriele Chiave: We are most concerned with bringing the human touch back to design and ushering in design's 'new age'. Lladró has given us this wonderful opportunity to create with the designer, craftsperson and user reunited. As a world leader in the design, manufacturing and distribution of porcelain art creations, Lladró is the perfect partner to marry lightness and the surface details of flower petals with the beauty of matte porcelain.

Tell us about the Night Bloom collection -how have you drawn inspiration from nature and translated it into the finished product?

Marcel Wanders: This collection reminds of the gentle dance of living petals in the wind. Each 3D-relief part of the bouquet is designed to be uniquely unrepeatable. Set in matte porcelain, and purposefully positioned, the petals allow the light from within to accentuate their surface details and enhance any room with the perfect balance between light and shade. The idea was to create a sense of natural randomness, whilst following an organised order.

How did you find working with Lladró's signature hand crafted porcelain? How did that differ from your other creative materials? What was the biggest challenge you faced?

Marcel Wanders: We work with many materials, but very few give us the soft, malleable touch as does Lladro's porcelain. It is like touching another's skin. It is willing to be shaped and perfectly sculpted by hand. It offers a sense of natural fluidity. Because of this, we were able to create each element of the bouquet lamp as a unique, handcrafted creation. The challenge, therefore, comes from its greatest asset. Its flexible nature requires a reverence-like approach while reshaping it.

Tell us about the design process -how did your initial design idea evolve into the finished product?

Gabriele Chiave: The collection was originally inspired by the way petals of a flower delicately dance among the breezes of the wind. Our process entailed sketching then sculpting with a sense of natural randomness. It is the only way to achieve an unrepeatable creation. Each bouquet lamp is unique because of the painstaking attention to detail. It was a slow process, with many iterations until... perfected beauty.

How are you incorporating innovative lighting technology in your Nightbloom collection (use of LED)?

Gabriele Chiave: To take advantage of the LED technology that emits light from within, each of the petals is purposefully positioned and aligned to create a repetitive assortment. Together, the petal placement allows the hidden, center light to accentuate its surface details and enhance any room with the perfect balance between light and shade. The true loveliness of these pieces comes from the light that finds its way through the 3D-relief petals to create a colour gradient from the inside to out.

Who do you envision as the target audience for this product?

Marcel Wanders: Anyone who wants to be inspired. Really, though, this white porcelain chandelier collection places beauty on any surface within a room. And because of that, each piece can captivate attention on its own, while also work itself into many different interior design settings.

Your creative mission is to generate an environment made with care and passion: a 'humanist' design that comes from a close relationship between the designer and artisans. Has the collaboration with Lladró met these requirements?

Marcel Wanders: Yes, the collaboration exceeded our expectations. We want to replace the coldness of industrialism with the poetry, fantasy and romance of different ages, and bring them to life in the contemporary moment. Working with Lladró, we were able to combine their unique craft processes with our goal of bringing the past forward to make something exquisite and beautiful for the home and to connect with people in meaningful ways.

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Please credit: Nightbloom by Marcel Wanders for Lladró, 2019

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](#) 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

About Lladró, the 21st-century artistic porcelain brand

For more than sixty years, Lladró has deployed its unparalleled know-how in the field of porcelain in its only factory in the world, in Valencia. Each piece is delicately made by sculptors and artisans in an entirely handcrafted process that combines age-old techniques with its own unmistakable palette of colors. Lladró also explores the vast creative potential of porcelain in collaborative projects with renowned contemporary artists and designers. The brand's universe embraces sculptures, lighting, objects for the home and interior design as well as fashion accessories. Famous all over the world, Lladró is an ambassador for Spain in the over 100 countries to which it exports its porcelains through a select network of its own boutiques and distributors.

www.lladro.com

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