

Q&A

UNDER EMBARGO UNTIL APRIL 09, 2019

Marcel Wanders Launches Destination Unknown with Londonart

1. "Lady Gaga del Design", "The Prince of Design", "Beethoven of Design", the Dutch Prince, have defined Marcel Wanders in so many ways. How would you define your studio today?

MW: Over the years, yes, there have been many monikers given to myself and our studio. We are a very lively group that breathes creativity into everything we do. From the eccentric projects to the most mundane tasks, we are inspired to create with ingenuity and innovation. We want people to define us by our creative output. Our culture would be hard to label with a single descriptor, but we are comfortable with anything people want to call us as long as we continue to uplift the human spirit. After all, we are all here to design with passion and make our most exciting dreams come true.

2. Milan and the Salone, still present many innovations? How is it important to show at Salone?

MW: We look forward to this experience every year. It is a celebration of all of the effort of those involved in our collaborations. We cherish the opportunity to bring surprise, delight and attention to our partners who continue to pursue global recognition. This exhibit is important as it is our chance to show our versatility across a wide range of design elements. Sometimes, we present extensions of previous collections, while other times we are introducing designs to the world for the first time. It is an event that exposes us to new thinking that inspires us to push our craft.

3. We know what Marcel Wanders is and what it was, but what will the evolution be? Where is your studio researching today? What approach does your studio have to a new project?

MW: Our evolution will be a continuance of what we have been pursuing for some time, which is to use the past and storytelling to create design that creates meaningful connection with people. No matter what the project is, we will always approach it in the most collaborative of ways. We are a studio that very much enjoys the sharing of ideas and we make it a personal challenge to push each other to higher levels of design. Part of our approach will involve cherishing heritage, ancient crafts and techniques and re-working them to create meaningful design for a new contemporary humanistic age.

4. Is your "capsule collection" for Londonart art inspirations that draw from the past and are projected into the future?

GC: Our collection of wallpapers is inspired by 13 different cities, that comes out of our collaborative effort with Londonart. Through each we cast a vision of some of the world's most alluring cities including Delft, Vienna, Versailles, Melbourne, Moscow, London, Shanghai, Havana, Amsterdam, Pompeii, Kyoto, Macho Picchu, Rio de Janeiro and Cape Town. These wall coverings lend themselves to the creation of patterns and details of our signature elements. They have given us a large canvas to share a global vision and our passion for design.

5. Why "Wanderlust"? What is the most iconic wallpaper? Why?

GC: These wall coverings offer a dimensional way to bring people on a journey. They satisfy our human desire to explore and go beyond our limits. In the collection, you will find another pattern known as Queen of the World. This may be the most iconic of the set as it portrays a mix of cultures references and the studio's signatures such as the egg and the vase - all together in a beautiful iconic figurative artwork. Digitally printed, the entire collection features elements from five continents. They can transform any room into the exciting and immersive cultures and customs of the world.

6. Your studio is responsible for hotels such as the Mondrian Doha; each project tells a story. Which interior design project are you most proud of and why?

MW: Well, every interior project has its own concept and each has been developed in a unique way. Therefore, we are proud of every one of them and the multidisciplinary efforts that make them come to life. We live in Amsterdam, of course, so the Andaz Prinsengracht Hotel here is special to us. We infused so much of our culture into that experience that it inspires guests to embrace what they discover here – creativity and open-mindedness. With each interior space we design, we bring elements of the local culture inside. We are very proud of our ability to connect with a setting and create a destination, leaving an impact that stays with guests long after they leave.

7. Is the Marcel Wanders world a deliberately dreamlike and magical world? 5. Does design have to have a social function?

MW: Yes and no. The creative team doesn't necessarily approach design to answer to any particular function or cause. We ultimately want to create meaning and connection. There are times when we daydream and design an object with no other function than to delight or surprise people. And there is indeed value in that. However, as we progress through some projects, we discover a deeper connection to how society can benefit. We want to work toward a balance of form and function, as long as our guiding purpose remains to connect with people. I will say this, we do adhere to the notion that good design has the power to serve a social function and improve our human condition, and that is always worth pursuing.

8. Together with your team you realize scenarios capable of amazement, what are your studio's stylistic language codes? What is the process? Do you follow everything together? Do you always agree?

GC: To agree to everything would be very boring. While everyone on the team brings something different to the collective creative table, we do adhere to brand values that guide us in what we want to achieve as a studio. Our process begins by understanding the client's vision. We bring our thoughts together and collaborate, share ideas and find ways to push the work. As we work together, we look for ways to replace the coldness of industrialism for fantasy and romance of different ages. We consider things such as how will people view or physically use what we create. How can we bring a sense of luxury and timelessness to the project? In what ways can we surprise and create another level of connection? What is the story we are telling and how can our design combat a throwaway culture and instead be cherished forever? When we accomplish these things, then, we are better aligned to create amazing things.

9. The projects out of your studio are often a synthesis between manual skills and industrial technology. What are the projects your studio finds the most exciting?

MW: When you have a heightened sense of purpose, by way of design, every project is exciting. That is because our process is exciting. Our creative discussions are exciting. And experimentation is exciting, too. We love the challenge of combining different materials and creating new objects from that. Our study of, and our experience with, every type of material matches well with our industrial design expertise. We want to bring the human touch back to design, which leads us to finding ways to support ancient and hand-made techniques. The fusion of craftsmanship and technology always makes inspiring design that resonates with those who experience it.

10. Your team is a big multi-ethnic family, what are everyday challenges?

GC: Our daily challenges come in different forms. Sometimes, it's a cultural difference that causes us to see things differently and perhaps creates miscommunication. Or at other times, we have a creative difference of opinion. Of course, everyone has a unique perspective, and in the end, that is what elevates the work. We wouldn't be where we are today without our differences. We can welcome these everyday challenges, because we have developed a mutually respectful culture where creativity and passion are championed above all.

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Please credit: Wanderlust by Marcel Wanders for Londonart, 2019

Collection Tagline: Walls of The World

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, 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

About Londonart

Londonart is an Italian company producing exclusive wallpapers, based in Noventa Vicentina in the province of Vicenza, with showrooms in Milan and Miami. It is specialized in the production of exclusive wallpapers which are divided into multi-functional collections of undisputed aesthetic appeal, and also boasts numerous international projects in the contract and retail sectors. The flexible, agile brand has managed to establish itself with determination and character in the landscape of Made-in-Italy design, becoming a symbol of true excellence in the sector.

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