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Lladró presents *Nightbloom* by Marcel Wanders

A nature-inspired lighting collection by Marcel Wanders in partnership with the iconic Spanish brand

April 2019. Coinciding with EuroLuce, Lladró announces the launch of *Nightbloom* in collaboration with renowned Dutch design studio Marcel Wanders. This collection of white porcelain chandeliers is inspired by the way the petals of a flower delicately dance in the wind. Sculpted by hand, with a sense of natural fluidity, each element of the bouquet lamp is a unique and unrepeatable handcrafted creation.

As a world leader in the design, manufacturing and distribution of artistic porcelain creations, Lladró has partnered with Marcel Wanders to marry the ethereal matte quality of porcelain with the distinctive beauty of flower petals.

“Working with Lladró, we were able to combine its unique craft processes with our goal of bringing the past into the contemporary moment to make something exquisite and beautiful for the home,” states Marcel Wanders.

The *Nightbloom* collection includes a ceiling pendant lamp, a floor lamp, a desk lamp and a wall lamp, each offering a three-dimensional relief pattern. The lamps project a soft gold glow that recalls the ancient Kintsugi Japanese technique. Creating a mesmerizing pattern, each petal is purposefully positioned to take advantage of LED light technology emitting from within. The gently placed petals and all its details are enhanced through the light at its center.

“The true loveliness of these pieces comes from the light that finds its way through the 3D-relief petals to create a color gradient from the inside to the outside,” adds Gabriele Chiave, Creative Director at Marcel Wanders.

Lladró keeps innovating in its mastery with this new addition to its extensive Lighting catalogue, full of inspiration to create a lifestyle around porcelain.

The items in the *Nightbloom* collection will be available at Lladró boutiques, at the brand’s authorized points of sale and at the online boutique www.lladro.com.



*Every inspiration has a natural origin.
An origin that gives life to new ideas.
Nourishment to grow. Shaping beauty.
Bound by craftsmanship... connected with a
human touch.
A shape so unique in nature. Delicate.
Wondrous. Perfect.
In a world of splendid colour, the matte and
the unglassy, at times, outshine a diamond.
Light from within... radiates effortlessly...
softly...
Connecting its people around the table.
Delicate petals make time stand still.*



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 and 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 polarizes, 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

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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