PRESS RELEASE

" *We stand on the shoulders of giants before us, for from that elevation we see both the path we've traveled and the one that we are called to.*" – Marcel Wanders

Marcel Wanders Rides Leonardo Da Vinci's Iconic Horse

During Salone Del Mobile, 2019 in Milan, Marcel Wanders will transform the iconic Leonardo Horse to celebrate 500 years of Leonardo Da Vinci. Inspired by its original form in 1492, and perhaps even more by its incompletion, Marcel Wanders has joined an exhibition that includes thirteen designers who will recreate their own version of the horse in real-size. A finished replica stands in front of the Milanese Hippodrome. Marcel Wanders has always felt that in comparison to Da Vinci, he is a mini-magician. Born from this self-assessment is a full-colour 3D scan of Marcel Wanders riding the dark bronze patina horse while holding a magician's top-hat and a rabbit in his hand. Da Vinci's inventive versatile design has always been a guide to Marcel Wanders, inspiring him to remark, "*We stand on the shoulders of giants before us, for from that elevation we see both the path we've traveled and the one that we are called to.*"

###

Note to the Editor:

For visuals and additional press material please contact:

pr@marcelwanders.com

+31 (0)20 2620184

Or register to our pressroom at press.marcelwanders.com.

Please credit: In the Shadow of Leonardo I Feel Like a Magician, Marcel Wanders, 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; 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

###