

**Q&A with Marcel Wanders and Gabriele Chiave (Creative Director at Marcel Wanders)**

**Q: How did you find working with Bill Amberg's Studio?**

Marcel Wanders: When it comes to bespoke leather items, the Bill Amberg Studio stands as the standard for quality and craftsmanship around the world. As an industry leader in leather products, interiors and furniture their vision matches ours. They have a dedication to strengthening their global presence through the creation of timeless items for high-end private residences, commercial projects and cultural institutions around the globe. This was our first time collaborating with them and their artisans have come from traditional leather, hand-crafting backgrounds which is a seamless connection with how we work as well.

**Q: Can you explain more about computational design and its purpose?**

MW: There is something magical about the endless. When a design is seamless, it becomes eternal and invites people to explore. It is so layered that there is no beginning, no ending. Therefore, no right or wrong way into it. These patterns and geometric shapes repeated over and over introduce greater depth, meaning and inspiration.

**Q: Why focus on mathematics and nature in the design?**

MW: We often look for opportunities to juxtapose design elements and bring concepts together to create collisions of surprise. Nature is, of course, organic and emotional. Using geometry and math and fixed, repeated patterns is a nice opposition from the natural world that works well.

**Q: What do you enjoy about working with leather?**

Gabriele Chiave: Leather is a material that I enjoy very much. It's tactile and beckons the hands to touch it. Unlike many materials, working with leather inherently brings forth the feeling of durable quality. There is a rugged softness to it that makes it a pleasure to design with.

**Q: Is leather difficult to work with?**

GC: I would say that working with leather is a welcome challenge. Leather naturally has an uneven quality to it. Over time, it gets stretched, folded, creased and pressed. It made sense with this project to take a bespoke approach that takes the inherently distressed surface and unevenness of the material into consideration.

**Q: How did you find alignment with Bill Amberg studio?**

GC: Our process and values aligned very well with them. We love working with our hands and their artisans all come from traditional craft disciplines. Their passion for using their skill sets across a diverse and historic techniques for use in contemporary leatherwork.

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**Note to the Editor:**

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Please credit:

SFM 42 by Marcel Wanders for Bill Amberg Studio, 2019

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### **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](http://www.marcelwanders.com)

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