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

UNDER EMBARGO UNTIL SEPTEMBER 09

How has your collaboration with Baccarat evolved over the years?
Marcel Wanders: The collaboration dates back to 2010 with the launch of our first collection United Crystal Woods. Collaborating with Baccarat is an art in itself. During a project with them, a symbiotic relationship is quickly formed. Our high standards for beauty and meaning are aligned throughout the creative process. It is uplifting to work alongside artisans, true craftsmen who take pride in the smallest of details. The secret of success for Baccarat is that their artisans have a rare ability to be fearless. Everything they create is inspired and full of magic.

What was the inspiration behind this beautifully crafted collection of games?
Marcel Wanders: These games we have reimagined for Baccarat have been around for centuries. They have been handed down like heirlooms from society to society and from generation to generation. They are inherently the true meaning of timeless. We wanted this generation to experience the same games but in a contemporary way. Often games such as these are displayed in the home, becoming integral to a room’s overall design aesthetic. Our goal was to create a beautiful collection that captured the enduring history of time and offered people a more luxurious way to spend time together.

What were the materials you worked with in making this collection?
Gabriele Chiave: In this collection, we worked with crystal and marble, which has been the typical material of the long standing, successful partnership between Marcel Wanders and Baccarat. As a transparent material, crystal offers us an almost magical quality, allowing it to effortlessly and endlessly reflect light.

How do you find working with Baccarat’s artisans to be?
Gabriele Chiave: Their craftsmanship is impeccable and their know-how of the manufacturing process is unsurpassed. More than this, however, is their understanding of how to bridge traditional items into symbols of modernity. As a result, they create timeless icons of design that will never be equaled. It is a truly rewarding experience to work with a company that puts people and craft at the center of their endeavours. It is a collaboration that has resulted in some of our most lauded designs.

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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

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