

# *lady Jane*

DESIGNED BY MARCEL WANDERS STUDIO  
FOR GAMMA&BROSS



GAMMA&BROSS

Q&A WITH MARCEL WANDERS & GABRIELE CHIAVE

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Left: Gabriele Chiave - Right: Marcel Wanders



# *4 Questions with Marcel Wanders & Gabriele Chiave*

CREATIVE DIRECTORS AND CREATIVE LEADERS  
AT MARCEL WANDERS STUDIO

## **How did this assignment come to you?**

MW: Our collaboration with Gamma & Bross began 10 years ago, when we have designed the Collezione Privata. As this was, and still is, an incredibly successful collection, this year we got to design its little sister. Lady Jane is the beautiful outcome of a 2-year long design process to create a holistic salon experience.

## **How does their philosophy align with your studio?**

MW: Much like our studio, Gamma & Bross has at its heart a continuous drive for product innovation. They pursue a high degree of design content for each of their salon environments. We also align in our attention to the human form and what it requires to be in its highest state of relaxation. They, like us, use design and beauty as their measurement for the decisions they make in all things.

## **This assignment seems to pair function with form.**

### **Are they at odds with each other?**

GC: While the pieces need to work in the salon setting to create a complete environment, yes we needed to follow specific technical requirements as expected when designing this kind of professional equipment. >>

>> Function and form should not necessarily be at odds, that's where the excellency of product design lies. However, our approach always begins with the person who will be reclining in the furniture we design and the mirrors they sit before. Our goal is to uplift the human spirit and where better to achieve that than in a spa? We crafted the accessories to be convenient for spa employees, but again shaped them to serve the soul standing in front of them, to curate a story for such a special relaxation moment.

**What freedoms or challenges did you discover with this collection?**

GC: When creating a collection that includes furniture with accessories that can roll to other places, we needed to find ways to tie them together. We used a few things to accomplish this. One is the curved, contoured shapes of the chairs, trolley, reception desk and mirrors. All are rounded, elegantly curved, all matching one another. Secondly, we used the signature golden flower in different ways throughout the entire collection. These little appointments allow every piece in the collection to connect with sophistication across a room no matter how large the salon.