PRESS RELEASE

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" While the main thread throughout is our Dutch heritage and culture, we chose individual concepts to express the inspiration that has come from generations of designers and allow us to continue giving creative gifts to the world," – Marcel Wanders

Marcel Wanders studio Creates Interior Design of VIP centre and Refreshes Existing Spaces at Amsterdam Airport Schiphol

Amsterdam, January 30, 2020. Celebrating Dutch history with the world, the VIP centre at Amsterdam Airport Schiphol offers travellers a journey through time to experience the iconic, historic and contemporary pieces of Dutch art and design. Created to offer a more exclusive and personal check-in experience, places to meet for business or just to relax the space is comprised of several rooms that each offers a theme and mood, from Delft Blue Dining to XVII century knowledge – all motifs that capture a different facet of the creative Dutch culture.

" *While the main thread throughout is our Dutch heritage and culture, we chose individual concepts to express the inspiration that has come from generations of designers and allow us to continue giving creative gifts to the world,*" says Marcel Wanders.

Upon entering, travellers are welcomed into a space that feels like walking into the Rijks Gallery. Here, they find the masterpieces of 17th Century Dutch painters. On display is 'Rijks, Masters of the Golden Age'. An open lounge presents this modern digital gallery. Artwork is placed on digital screens and carved wooden frames, allowing for interchanging content of different themes and images throughout the year.

From there, guests can make their way to several rooms, such as a lounge that inspires with its digital art installations, such as the now famous Rijks Masters book by Marcel Wanders studio, as well as contemporary design pieces and custom printed carpet. Within, backlit curved glass walls, that were created 10 years earlier and remain as part of the existing architecture by Concrete Architects, change the mood of the space throughout the day. The 'Dutch Contemporary' VIP Room offers full privacy for phone calls and a quiet place to work. Designed to fit Dutch design and contemporary art into a traditional setting with a modern twist, it features furniture made out of white paper and cardboard. The walls in this space appear to be 'Tromp l'oeil' and there are photographs of Hendrik Kerstens that pay homage to the paintings of the Old Dutch Masters like Vermeer, Frans Hals and Jan van Eyck.

A multi-functional press room and conference room offer visitors a cosy environment where guests can enjoy barista coffee, and read a selection of the most informative and influential magazines, watch the news, or get down to business with the latest technology accompanied by bright and friendly design. Smart features include phone air charge, touch screen on the wall, embedded and surrounding sound system and conference table for the best connection. You can find Trompe l'Oeil Boiserie on the walls and decorative wallpaper above. These smart solutions and new technologies are available in all VIP rooms.

A private library is purposefully designed with colours to relax the mind and allow for solitary reading or personal reflection. The Dutch Heritage & Portrait Gallery are VIP rooms that celebrates our culture's innovative and entrepreneurial eras. During this time, artists were regularly commissioned for one-of-a-kind objects and portraits, which leads to the design of the Portrait Gallery where digital screens and prints honour historical key figures in Dutch history.

"*This whole experience is made to allow people to feel as though they have lived within Dutch culture. With a better understanding of Dutch culture's love of beauty and our design sensibilities, visitors leave different from when they arrived. It's another souvenir on their journey,*" adds Creative Director Gabriele Chiave.

The Delft Blue Salon is a newly created private space solely focused on the Delft Blue technique. Originally copied from China by the Dutch, this craftsmanship has become one of Holland's most renowned trademarks and sought-after creative exports. A smoking room captures the essence of the early Dutch explorers and the origins of tobacco, while its vintage furniture and elements remind of the ancient trade industry.

Finally, the Oasis of Silence fulfils a traveller's need for peace, silence and rest. Designed with soft materials to absorb the days long travel stress, these two rooms provide tranquillity far away from the busiest areas of the VIP centre at Amsterdam Airport Schiphol.

The VIP centre at Amsterdam Airport Schiphol showcases sculptures and design accessories by Dutch Designers Maarten Baas, Studio Drift, Kiki van Eijk, Studio IJM, Pepe Heykoop, Floris Hovers, Peter van der Jagt, Daphna Laurens, Norman Trapman, Sjoerd Vroonland and Marcel Wanders. It further includes lighting design pieces by Ontwerp Duo, Kiki van Eijk, Studio Job, Atelier van Lieshout, Bertjan Pot, Rick Tegelaar and Marcel Wanders. Graphics and photographs by Irma Boom, Hendrik Kerstens and Marcel Wanders are also part of the VIP centre at Amsterdam Airport Schiphol.

The new interior design concept by Marcel Wanders studio focuses on selected areas and works in balance with existing areas that were previously designed by Concrete Architects in 2010 and which now also see an update by Marcel Wanders.

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Please credit: VIP centre, Interior Design by Marcel Wanders studio, VIP centre at Amsterdam Airport Schiphol (2020). The new interior design concept by Marcel Wanders focuses on selected areas and works in balance with existing areas that were previously designed by Concrete Architects in 2010 and which now also see an update by Marcel Wanders.

For further information please visit:
www.marcelwanders.com

About Marcel Wanders

Marcel Wanders studio 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, Starbucks Reserve, among scores of others.

Under Marcel Wanders and Gabriele Chiave's creative leadership, Marcel Wanders studio 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 studio's 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 studio has made its 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 studio 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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