

marcel wanders® studio



Marcel Wanders grew up in Boxtel, the Netherlands, and graduated at the school of the Arts Arnhem in 1988. After this he started to work for landmark design & consults.

In the 1990's he participated in a group conceptual designers and he formed the droog design collective. His first and most famous work was then made 'the knotted chair' he made this in his 'marcel wanders studio' that is still existing and where he still makes his work. He is now designing for highly renowned contemporary design manufactures, the most famous one is Moooi of which he is also art director. His work is part of all major design collections around the world. His designs run from mass-produced objects to limited editions and Wanders Wonders specials. He won several national and international rewards and did numerous collections and exhibitions.

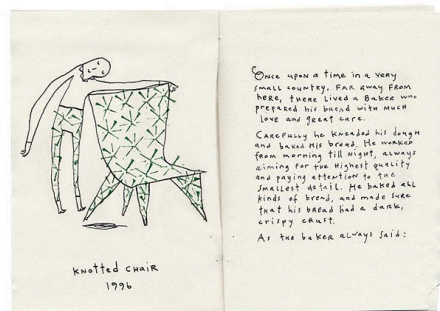
The knotted chair which he made in 1996, was made by Marcel Wanders himself, he made it alone in his studio. He used special reinforced carbon fibre rope and epoxy coated aramid fibres to make it rigid but not too much, it was a whole new invention and quite radical at the time. It was shown the first time in public at a 'dry tech' exhibition in Milan. The chair is nowadays produced several times and can be bought for 2965,0 dollars, yet every chair is different from the other, because each chair is carefully knotted by hand and the ultimate shape of the chair is determined by gravity.

Wanders' idea about the chair came up while he was thinking about the throwaway culture we nowadays have using more energy and materials for less and less effect, and also with looking at the more and more growing ecological issues. He wanted to combine his need to live in a healthy environment within the product that stays with you and where you feel touched by. He likes to work with products that may seem at first sight familiar but then he gives it a different concept. He is always searching for the line between two extremes; one the absolute functional, technical and objective products and on the other hand the intuitive,

stylistic subjective products. He thinks that the real quality of products only exists where these two intersect.

Wanders likes to see products as collections of information, as this is the ultimate form in which they are communicated. We see things by gathering information about them and then coming to a conclusion based on things we already know. In this way people create an image through which they can understand their environment. It is information about what our surroundings are and it tells us whether we will feel connected to it or will struggle against it. We can see and understand even the purely physical appearance of our surroundings only by making links with information we have gathered in the past. In other words we understand our environment by our experiences we had in the past. He says that if a product is understood as information, it should also be designed that way. But of course each person gathers this information differently, we all have developed our own personal filter through which we pick up information. He wants to communicate through his design with as much people as possible. As with the knotted chair it's not only about the concept, but also about the experience if you use it, that is bound with very personal memories and associations like; grandma's chair, hours of knotting at the sailing school, a swing on the big tree near the old country house and so on. This is a function that is not required of a chair, and I think this function is the main reason what the design makes it 'droog design'.

Wanders is a little bit in between limited and unlimited design, because although his work has many concepts and ideas, some of them have it less and are produced in mass production. That is really a shame, his work and ideas are really new and relating to the problems we have in our environment, they are exceptional. Now he becomes more a model or even an icon, just because his work looks new and funny. But of course within his ideas it must also be a product that is accessible for everyone, and then it appears to be very well thought about, it has every aspect that it needs.



<http://www.marcelwanders.com>

<http://www.knack.be>

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