

news 2012

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NEWS 2012

ALTDEUTSCHE MÖBEL

VALENTINE & BABY VALENTINE

BIG BEN

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Paper Chandelier

Monster Barstool

MOOOI PRESENTS ITS BRAND NEW COLLECTION

Mooodi is proud to announce the birth of its brand new collection in the spring of this new, promising year!

During the cold winter months the Mooodi team and its designers never stopped brainstorming, creating, developing and stretching the line of the brand's endless possibilities. After all, Mooodi always strives to express its full potential & deliver its promise to the public of design lovers. This News Boook is no exception. It brings together Mooodi's new designs & photographic material with inspiring stories & product descriptions.

As every year, Mooodi's new design collection is presented for the first time during Il Salone del Mobile in Milan, that represents the perfect occasion for an exclusive preview of what's new. Nevertheless, after the fireworks of the fair, while leafing through the pages of this News Boook you will experience the thrill of admiring Mooodi's new designs privately, by yourself & at your own pace. A magic realm of paper encloses the new distinctive creations by Marcel Wanders and Studio Job. You will experience the sparkling glamour of Marcel Wanders' Valentine and Baby Valentine, the perfect magic lamps. Admire the towering force of the Wanders' Big Ben wall clock and the vintage charm of his Container New Antiques table. Take your time to leaf through the forgotten atmospheres and decorative character of Studio Job's Altdutsche Möbel collection and consider the details of its joyful, intricate pattern. This booklet will also reveal the soft, delicate patterns of Marcel Wanders' new covers for the Boutique sofa & cushions. And it will describe in detail the product family extensions & technical updates.

Throughout the News Boook you will witness examples of the new photography concept by Erwin Olaf & Marcel Wanders, which complements and highlights the ground breaking nature of Mooodi's design icons. "Inside the Box" is the theme of a series of photographs which artistically portray a Mooodi product inside a box, as a precious gift which is intimately protected, almost wrapped by a naked person. The model & the object merge inside the box, blending the purity of people & design in the warm embrace of a dreamy world. This fusion of human emotions and timeless beauty are the perfect representation of Mooodi's motto and ultimate promise: to make the environment more beautiful, exciting & inspiring.

"We are thrilled and look forward to an exciting future full of opportunities and adventures! However, we could never achieve our goals nor make our design dreams come true without your interest and support, so we take this opportunity to thank you. Thanks for your love of design and your dedication to our brand. We hope that you enjoy reading this booklet and that it inspires you in every possible way. With affection..."

The Mooodi Team

photography & concept by Erwin Olaf & Marcel Wanders
Monster Chair by Marcel Wanders





Moooi founders reaffirm their belief in the company's value

This story starts 12 years ago, when the paths of Casper Visser and Marcel Wanders crossed. Ever since they have collaborated intensively together, sharing the same passion for beauty & design. They complemented each other right from the beginning and to this day Marcel is the obstinate, passionate designer with a nose for business, and Casper the driven marketer with a keen eye for design. They represent the perfect synergy between passion & ratio. They founded Moooi in 2001, dividing the company's shares equally, and decided to name the venture after the native Dutch word for beautiful: the third 'o' in the brand name standing for an extra value in terms of beauty & uniqueness.

After one year both founders teamed up with entrepreneur Hans Lensvelt who owns the office furniture business LENSVELT in Breda. He gave Moooi a home by exchanging his facilities and a small money injection for a share within Moooi. Moooi's success rapidly spread far beyond the Dutch borders and in 2006 Giorgio Busnelli, the Chairman of B&B Italia, saw its potential and acquired half of Moooi's shares. After six years of having owned half of the company's shares the time has come last February 2012 for the founders Casper Visser and Marcel Wanders to regain their majority and reaffirm their strong belief in the company's value and immense potential.

During the last eleven years it has been broadly proven that Moooi has the knowledge, people & facilities to continue growing in the design branch. "Moooi is "the unexpected welcome" with its playful, daring and innovative design icons, but perhaps also for the way we do our business" pronounces Casper Visser. As Marcel and Casper well know this is their story, the biography of Moooi and a lifetime achievement. A constant adventure with lots of great opportunities, battles to be fought and of course, as all real stories it has an open end...

portrait Casper Visser: Rob Overmeer
portrait Marcel Wanders: Anja van Wijgerden

Founded

in 2000 by Job Smeets and Nynke Tynagel, both graduates of the Design Academy Eindhoven now based in Antwerp and the Netherlands. They redefine the decorative arts for the contemporary age. Their collaboration has created highly expressive, mainly one-off or limited edition works, from the outset.

Often cast in bronze or, later, crafted from laser-cut marquetry, the physical potential and malleability of the materials they use is pushed to the hilt. Their approach is more in keeping with that of traditional guilds than anything industrial. For Studio Job, creation is pre-eminent over definition. Smeets describes it thus:

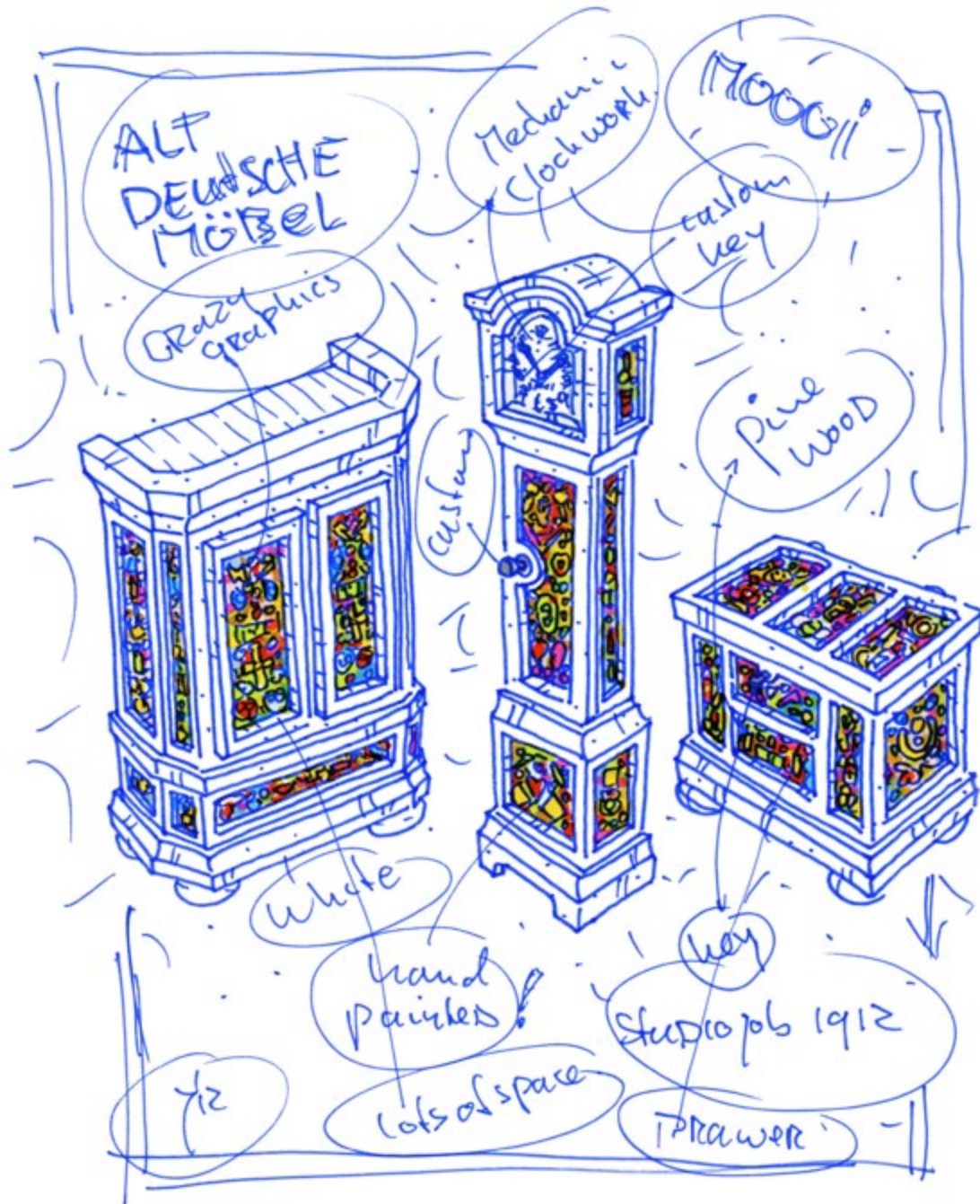
"Unlike most, we are probably not coming from Modernism. Studio Job's contribution is that we have rediscovered a lost path. Consciously and carefully, we are positioning decorative arts in the twenty-first century. Is that design? Whatever. Is that art? Whatever, really."

Opulent, intricate and ironic, Studio Job combine an extraordinarily high level of craftsmanship with extreme ornamentation. They reference both the traditional and the topical, the organic and the artificial. This narrative conveys a tension between good and evil, exploring the different facets of each. Their iconography is at once heraldic and cartoon-like, monumental and yet somehow primitive. Due to this combination of elements, Studio Job's style has become synonymous with the term 'neo-gothic'. This style is placed within an enigmatic, intellectual framework by the number and complexity of symbols and signifiers it conveys.

Studio Job's work is widely collected both in the private and public sectors. Although, by definition, their work has primarily been geared towards collectors and museums, Studio Job has collaborated successfully with various like minded brands eg. Bulgari, Swarovski, Bisazza, Venini, Royal Tichelaar Makkum and Moooi. There have been solo exhibitions in New York, Tokyo, Los Angeles, Paris, London, Milan, Geneva, Miami and Basel.

At the end of 2009 they opened their own curatorial exhibition space for contemporary art and design based in Antwerp. Next year an important monograph titled 'The Book of Job' was launched by the publishing house Rizzoli. In 2011, Nynke and Job turned a post war villa into Studio Job House filled with modernistic icons and contemporary pieces. In 2012 the prestigious Groninger Museum dedicates a large retrospective accompanied by a new book titled Studio Job & The Groninger Museum.

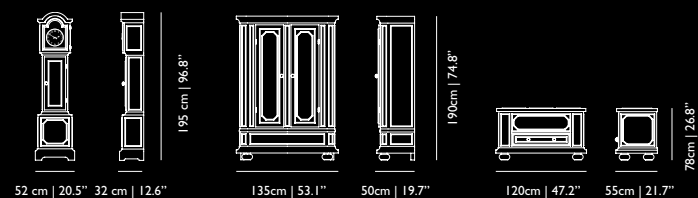




Altdeutsche Möbel

Inspired by the forgotten atmospheres & decorative character of antique Frankish furniture, Studio Job translate the old German hand-painted pieces into playful and happy designs for today's interiors. The solid pine wood becomes the canvas for an intricate, hand-finished study of man's double nature. On the one hand the worker bee, who needs the aid of tools and machines to produce efficiently, and on the other hand the philosopher, who constantly searches for meaning inside himself and in the world around him. Machines, nature, philosophy, life & death smoothly converge in a network of symbolic images, ultimately creating a tightly knit pattern that reproduces the colourful, chaotic and mysterious nature of life.





Altdeutsche Cupboard by STUDIO JOB

An ode to the beauty of old Frankish furniture, Studio Job's elaborately decorative cupboard is nothing less than a symbolic interpretation of life's essence. Roses, skulls, keys and feathers tickle our imagination and point towards life's beauty and mystery. From now on finding our favourite trousers could become a philosophical experience...

material: solid pine stained in white, hand painted artwork



Altdutsche Blanket Chest by STUDIO JOB

There is always something magic about the word chest, even if it's simply meant to store blankets in a charming vintage way... In this case the magic originates from the intricate pattern of symbols designed on its surface, creating a mysterious message that waits to be deciphered.

material: solid pine stained in white, hand painted artwork



Altdutsche Grandfather Clock by STUDIO JOB

Checking the time will never be the same with Studio Job's Grandfather clock, a playful interpretation of old Frankish furniture holding all its beauty and atmosphere. A Studio Job souvenir is hidden in a secret compartment of the clock. A treasure to be found...

material: solid pine stained in white, hand painted artwork



photography & concept by Erwin Olaf & Marcel Wanders
Raimond by Raimond Puts in association with OX-ID

"Inside the Box" is the theme of a new photography concept by Erwin Olaf and Marcel Wanders. A series of Photographs which artistically portray a Moooi product literally inside a box, as a gift which is further protected, almost humanly wrapped by a naked person. The model & the design merge inside the box, blending the creators with the creations in the warm embrace of a silent, dreamy world.

The best packaging you can image!



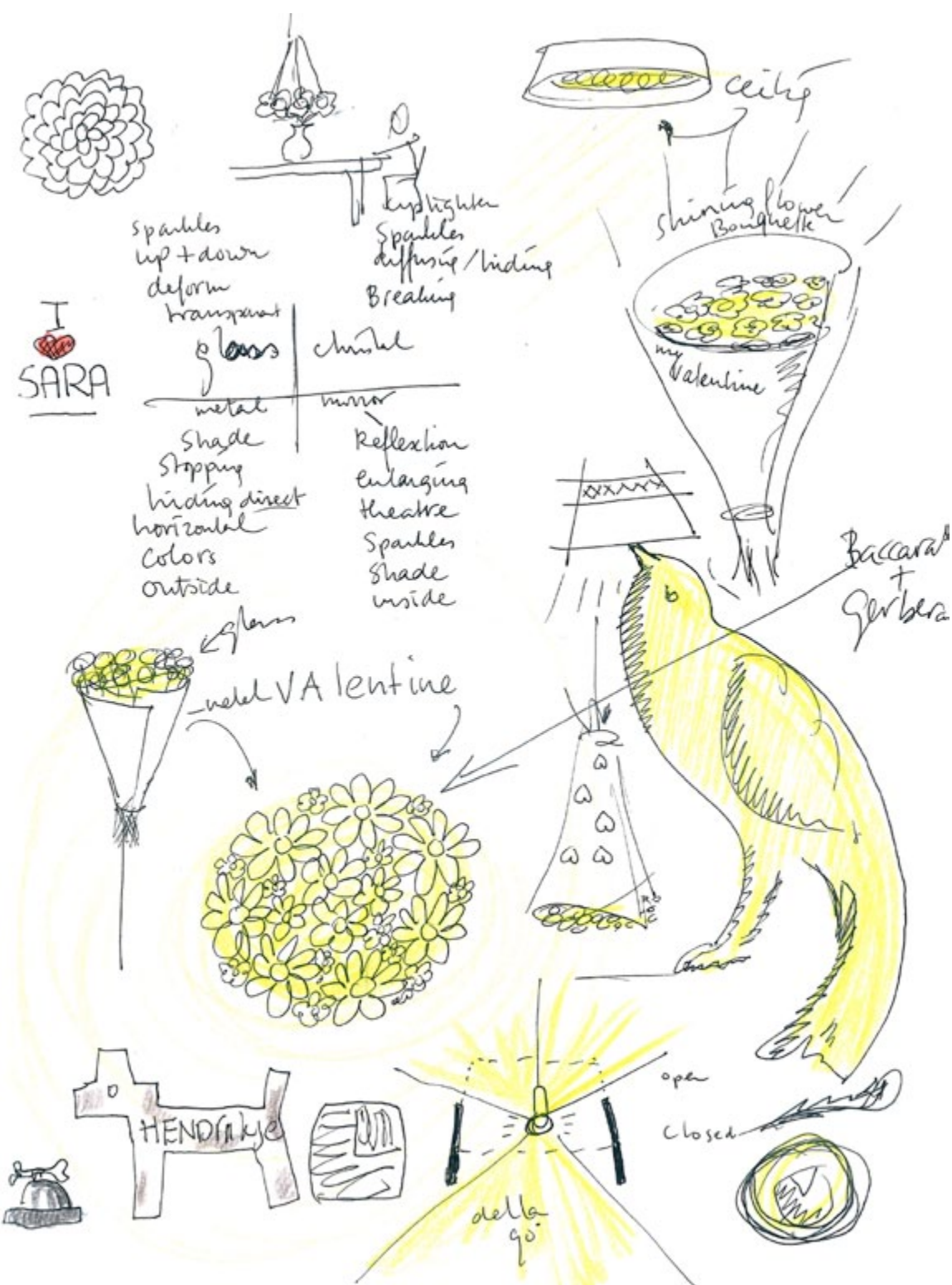
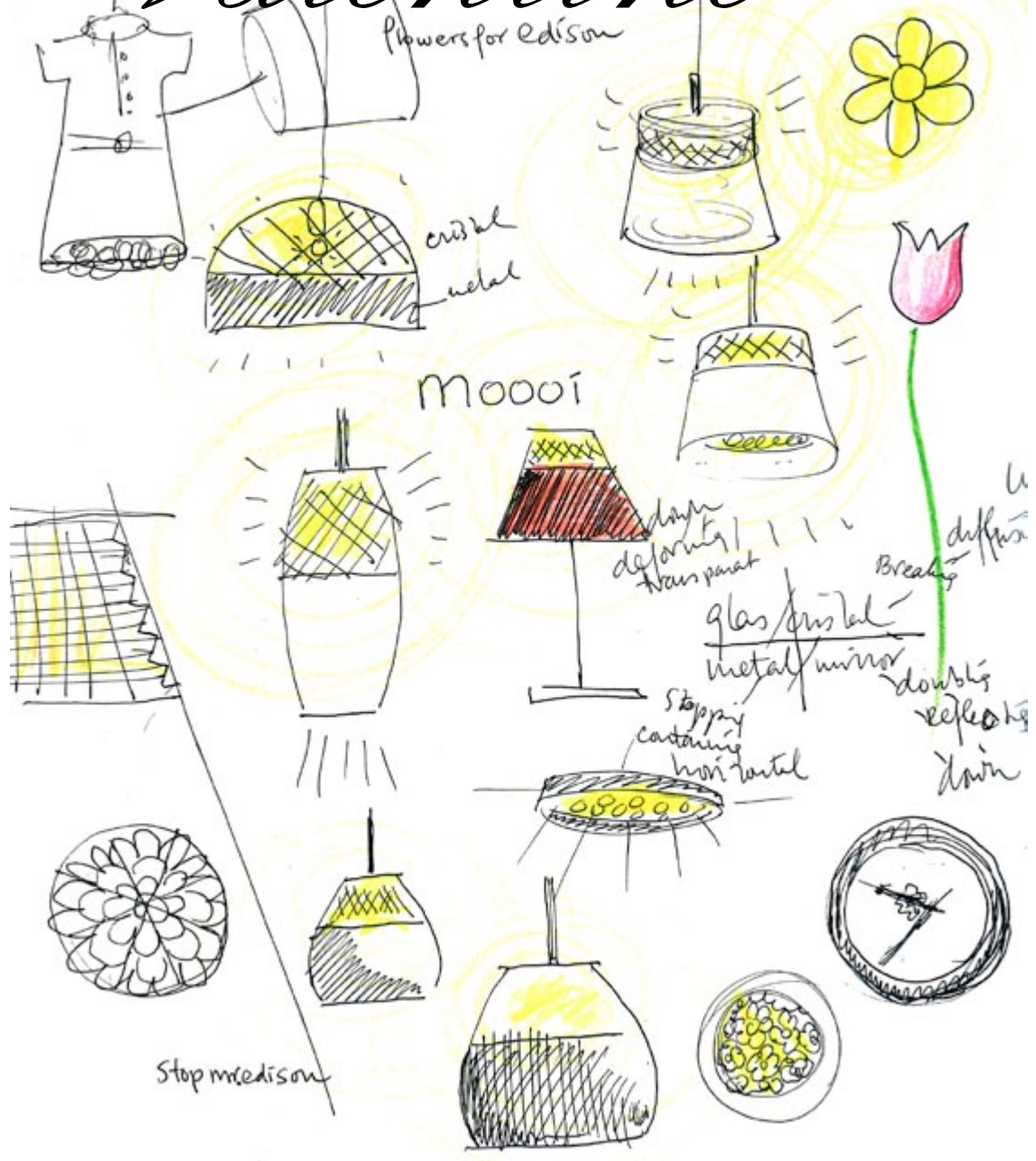
Marcel Wanders

Marcel Wanders is a product and interior designer who drew international recognition for his Knotted Chair produced by Droog Design in 1996. His work is ubiquitous; designing for leading international companies such as Flos, Alessi, Puma, KLM Royal Dutch Airlines, MAC Cosmetics, Cappellini, B&B Italia, Moroso and Target. Wanders also designs for architectural projects, such as the Kameha Grand hotel in Bonn, the Mondrian South Beach hotel in Miami and the Villa Moda store in Bahrain. In addition to running his studio, Wanders is co-founder and Artistic Director of Moooi (2001).



He exhibits widely and his work is included in significant museum collections as MoMA New York, The Stedelijk Museum, Amsterdam, and the V&A Museum, London. Wanders has further published numerous books and is extensively profiled in the global media, appearing in publications as the New York Times, Domus, The Financial Times and Wallpaper Magazine.

Valentine





Valentine

by Marcel Wanders

"A magic mirror and the power of crystals transform a simple shell into an endless light bouquet of flowers", Marcel Wanders

Valentine's shiny, refined black, white, gold & chrome shell encloses and frames a meadow of light and sparkling glamour. With the style of a precious jewel, Valentine is designed to guard his heart of crystallized flowers, frosted in time. A treasure as perfect and untouchable as lovers' memories. As light and revealing as a first date. As exciting as the initial glimpse of a carefully wrapped gift.

With Valentine it's love at first sight!





material: crystal clear blown glass with chromed, gold plated or lacquered shade, transparent cord and steel cable suspension
 colour: chromed (chromed inside), gold (gold inside), black (chromed inside) & white (chromed inside)

35,5cm | 14"



29,5cm | 11.6"



Valentine

21cm | 8.3"

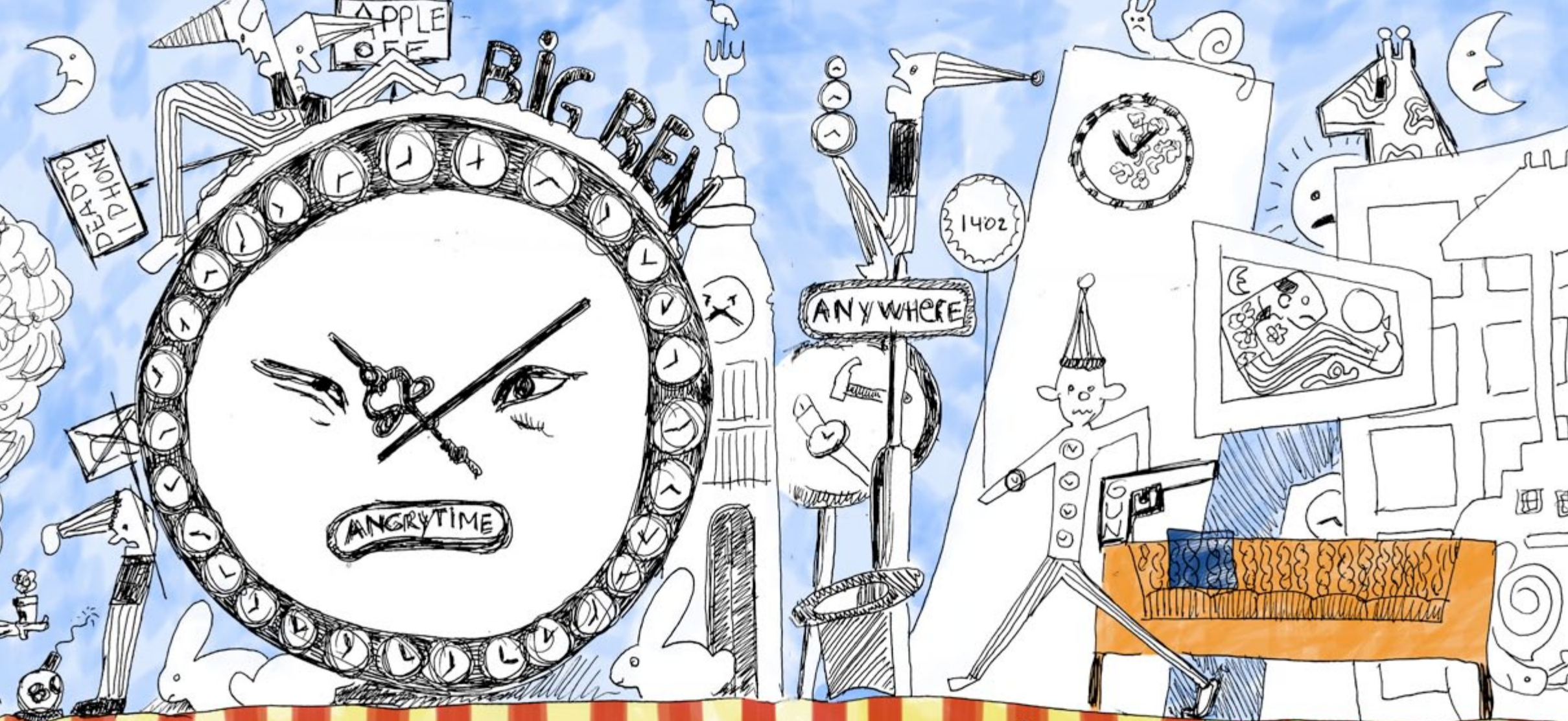


18cm | 7.1"

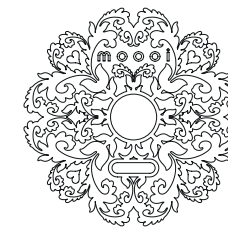


Baby Valentine





REVENGE OFF THE WAISTED
WATCHES !!!



BIG BEN

by Marcel Wanders

With time constantly ticking away in our pockets, on our wrists and computer screens the use of wall clocks has almost been forgotten. We still admire works of art and architecture like the Big Ben that help us tune into London's time and space, but our personal daily time, the seconds and minutes we spend working and socializing, have become as small as our pockets and as abstract as our computer screens. Big Ben by Marcel Wanders helps us regain consciousness of time's weight. So why not give it an important position in our living space? Why not go for a giant, decorative, iconic wall clock to give time our own, personal dimension?

Included with Big Ben are 5 labels to personalize your clock, indicating your favorite location; Home, Everywhere, Nowhere, Milan and Amsterdam. For a customized label you can contact us and we will help to create an even more personal tag. Wherever you are, Big Ben can be there as well!

material: fibreglass with powder coated steel hands

colour: black & white

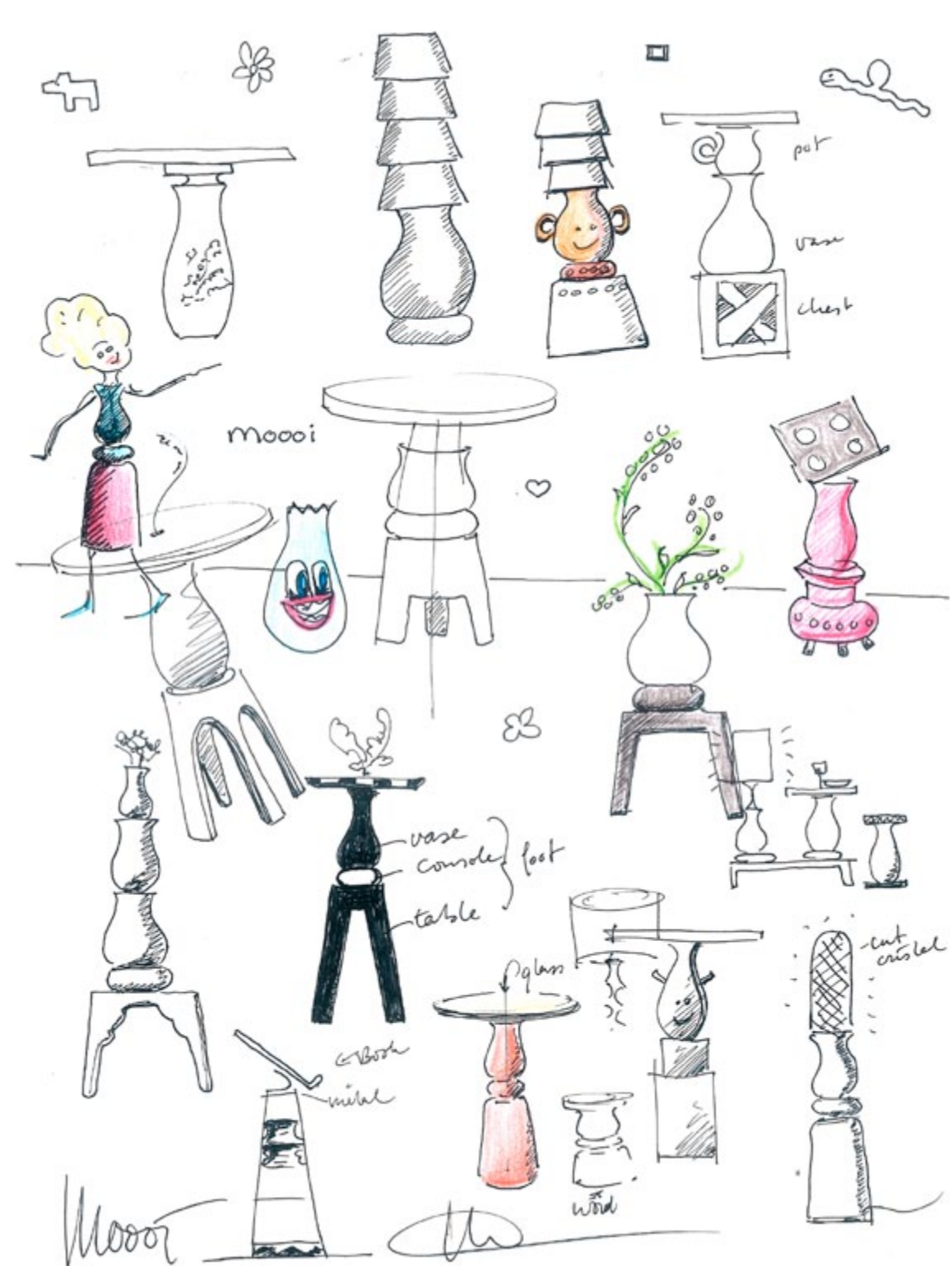
180cm | 70.9"





photography & concept by Erwin Olaf & Marcel Wanders
Chess Table by Front

Containerable new Antiques



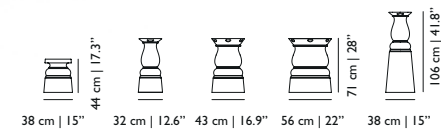


Container Table New Antiques

by Marcel Wanders

A fancy new addition to the Container Table series, the New Antiques tables brings a touch of vintage charm to its growing family. For the first time in the Container Tables' history antique patterns emerge to unite with new designs in a fresh embrace. The contemporary, minimalistic table tops meet the rounded, ornamental shapes of its feet creating the perfect fusion between the past and the present, the decorative and the functional. The Container Table New Antiques are available in many different combinations of shapes, sizes and materials.

material: polyethylene (PE), stainless steel inserts
the foot must be filled with sand or water to create extra stability,
the Container Tops are available in 3 different high quality materials to match your Container Foot,
the size of the top defines the size of the foot.
colour: black, white, and now also available in **grey & brown**





DELFT BLUE  GREY JUMPER

DELFT BLUE JUMPER

by Marcel Wanders

Whoever said that a sofa cannot fit like a glove? Or that Delft Blue has to necessarily be cold and frail? Marcel Wanders' Delft Blue Jumper sofa and cushion covers are born to challenge existing assumptions and materials with an unexpected twist.

The Boutique sofa collection adds a cable knit 'jumper' to its fashionable wardrobe, bringing sensations of coziness and warmth to the existing assortment. The new elegant pillow covers accessorize it with a touch of classical Delft Blue style. Embracing a Delft Blue pillow has never been as comforting and puffy.

Relaxing on your sofa will feel like wearing your favourite soft woollen jumper...the perfect beginning and end to the excitements and fatigues of a long day!

material: Kvadrat Divina 3 (cover), 100% polyester (pillows)



DELFT GREY JUMPER

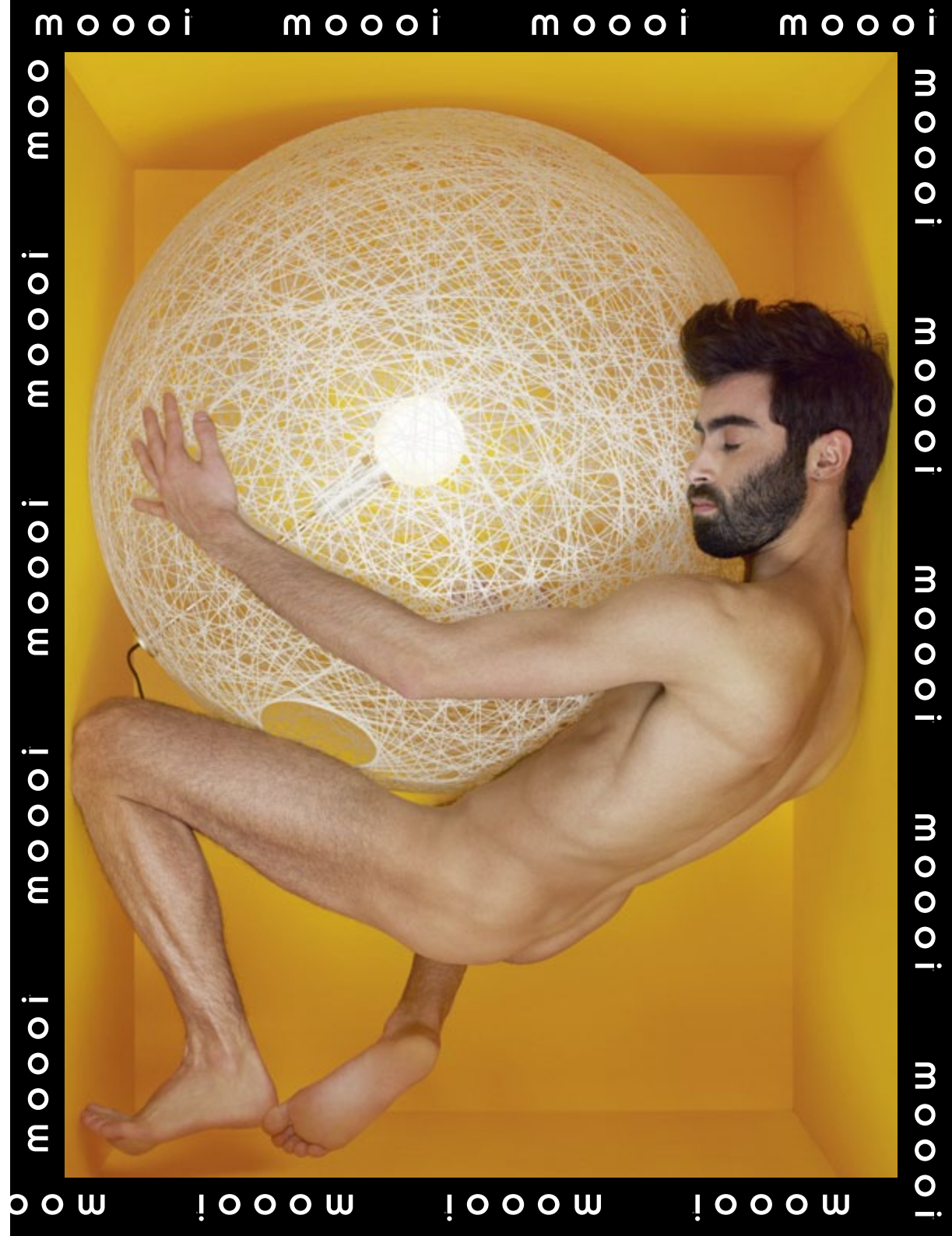
by Marcel Wanders

In every respectable wardrobe you will sometimes find a variation of a beloved design in a different colour to match the mood of the day. This rule applies also to the Boutique sofa cover and pillows. A Delft Blue motif doesn't necessarily have to be blue and white all the time... so why not dress the sofa in a Delft Grey Jumper for a change?

material: Kvadrat Divina Melange (cover), 100% polyester (pillows)



photography & concept by Erwin Olaf & Marcel Wanders
Random Light LED by Bertjan Pot





HERACLEUM II

NEW GENERATION

BY BERTJAN POT 2010

Heracleum II includes a new LED lamp that allows endless technical possibilities, making this new version much more efficient while providing unique and sparkling illumination.

material: metal wire frame, poly carbonate lenses,
ultra thin suspension wire
colour: copper & nickel



MASK LAMP

NEW GENERATION

BY STEFANO GIOVANNONI 2010

Mask is a metaphysical lamp which investigates the relation between geometry and shape, symmetry and asymmetry, meaning and communication. A decorative LED lamp

material: 3D pressed oak veneer, chrome base
colour: black stained, white wash & natural oak

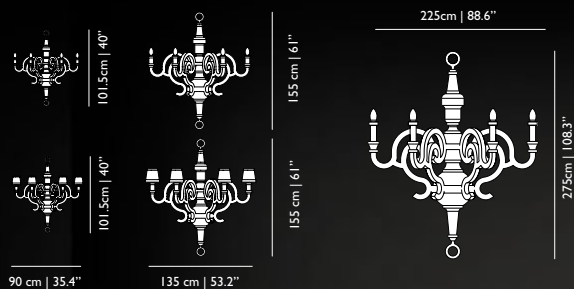


MONSTER BARSTOOL

FAMILY EXTENSION

BY MARCEL WANDERS

material: steel frame, upholstery, fire retardant
synthetic leather upholstery,
abrasion test of >180,000 rubs Martindale
colour: black



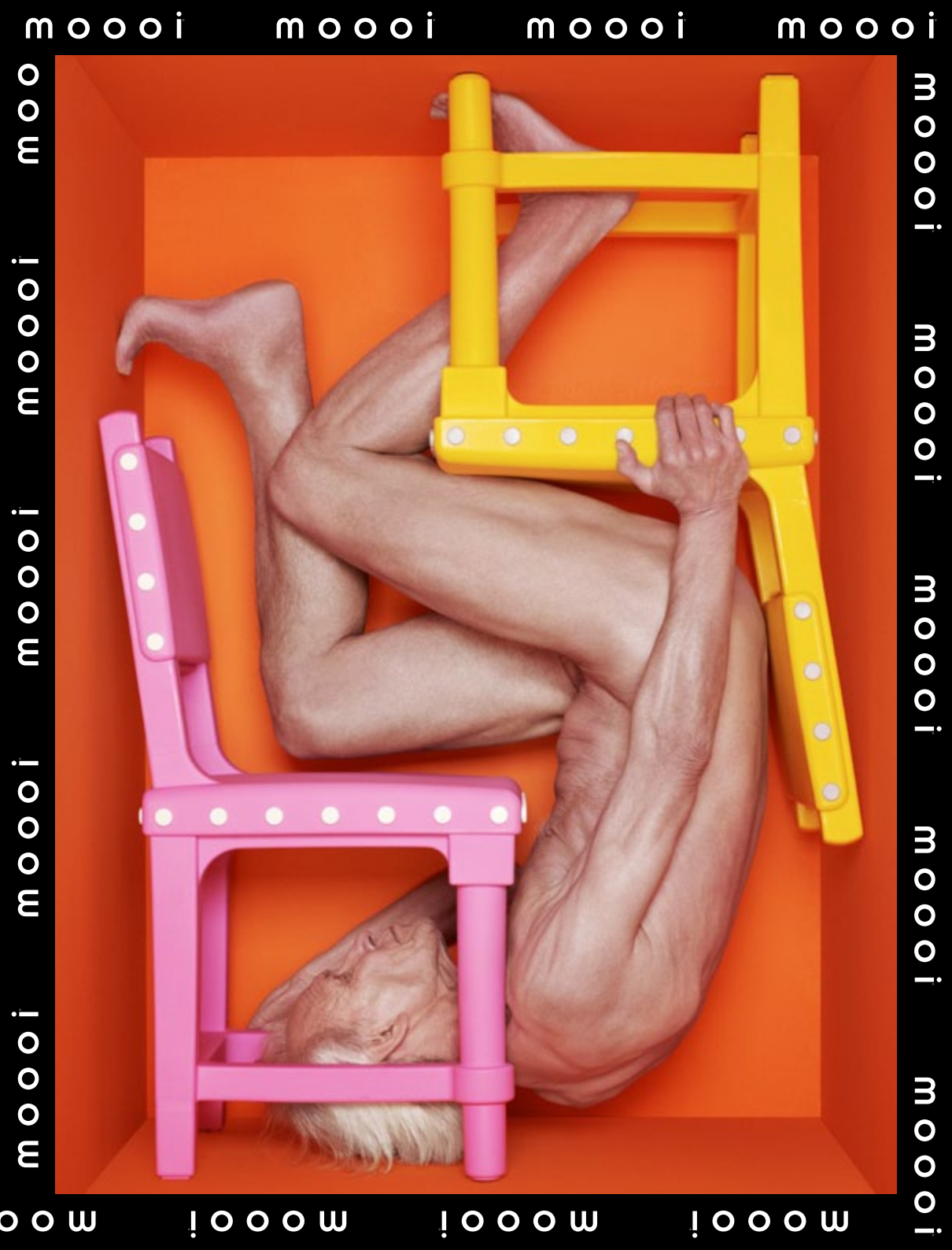
paper chandelier

BY STUDIO JOB

PRODUCT FAMILY EXTENSION

Paper Chandelier XL is a new size within the Paper Chandelier family with measurements exactly between the L and XXL. For this new size and for the Paper Chandelier L there are now shades available making the diffusion of the light more delicate and subtle.





photography & concept by Erwin Olaf & Marcel Wanders
Gothic Chair by Studio Job

moooli bv

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Inside the box

Photography & concept by Marcel Wanders & Erwin Olaf

Photography Moooli products

Nicole Marnati

Product Renderings

Marcel Wanders Studio

All dimensions are in cm & inches.

We advise the use of energy saving light bulbs for
all our lighting.

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