

moooi®

NEWS 2011



Cover photo:

Crochet Table; Gothic Chair; 'Charlotte Rochet', *photography & concept Erwin Olaf & Marcel Wanders*; Egg Vase; Mask Lamp; Eyes of Strangers & Brave New World

These pages:

Monster Chair; Set Up Shades; Random Light; 'Naked portrait with Smoke Dining Chair', *photography & concept Erwin Olaf & Marcel Wanders*; Extension Chair & Delft Blue

Manga photography (total concept):
concept Marcel Wanders
photography Nicole Marnati





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**“Most
wanted
new
products”**

WHO WE ARE...

For ten years Moooi has inspired and seduced the world with sparkling and innovative designs.

The venture founded in 2001 by Marcel Wanders and Casper Vissers is named after their native Dutch word for beautiful – the third ‘o’ in the brand name stands for an extra value in terms of beauty & uniqueness. The core strengths of both men continue to complement each other perfectly; Marcel, the obstinate, passionate designer with a nose for business, and Casper, the driven marketer with a keen eye for design.

In addition to Marcel Wanders’ designs, the Moooi portfolio contains a range of work from other nationally and internationally recognized designers. These include, amongst others, Jurgen Bey, Bertjan Pot, Maarten Baas, Ross Lovegrove, Neri & Hu, Studio Job and Nika Zupanc. Marcel maintains an influence in all inclusions to the brand, being personally responsible for the overall design selection process.

During the last couple of years Moooi has expanded its horizons at a rapid pace, opening a gallery and several showrooms in strategically located key-cities: Amsterdam, London, Antwerp, New York and Milan. The Moooi showrooms are the perfect place for design professional to experience the entire Moooi collection in a unique, inspiring setting and to have perfect visual examples of the many possibilities of the Moooi product range! Given their professional nature, the showrooms are open by appointment only.

The collections' style is exclusive, daring, playful, exquisite and based on the belief that design is a question of love. Moooi takes pride in producing timeless objects of beauty which possess the uniqueness and character of antiques combined with the freshness of modern times. This fusion brings the brand to focus on the production of iconic objects. A mix of lighting, furniture and accessory design which outlast everyday interiors, defining our home's personalities & delivering an extra touch of creativity and beauty.

THE NEW WORLD OF MOOOI GALLERY AMSTERDAM

Due to a spectacular re-styling in March 2011 the gallery has had the opportunity to grow hand in hand with the Moooi brand and develop into 'the' ultimate branding experience, becoming Moooi's world & its home address. The perfect location to house not only a great part of the collection, but also Moooi's feeling, history, creativity, style and vision of the future.

Opening the door of the gallery is like stepping into the centre of Moooi's heart and into a universe containing extraordinary, playful realities in different scales and compositions. The perfect Alice in Wonderland feeling, with giant blow-ups of Moooi items and its poetic mission statement printed on the entrance wall. Behind the giant products hides the world of Moooi, with artistic/interactive installations, colorful product compositions, a museum corridor and even a Moooi theater.

The world of Moooi doesn't only tickle imagination with its creative styling. It is a world that stimulates all our senses with its vibrant colors and shapes, mesmerizing sounds and delicious fragrances. A real 360 degree ode to beauty and creativity.

Moooi Gallery Amsterdam is the perfect setting to house Moooi's collection and deliver an authentic & lively brand experience.

Curious? Have a look around!





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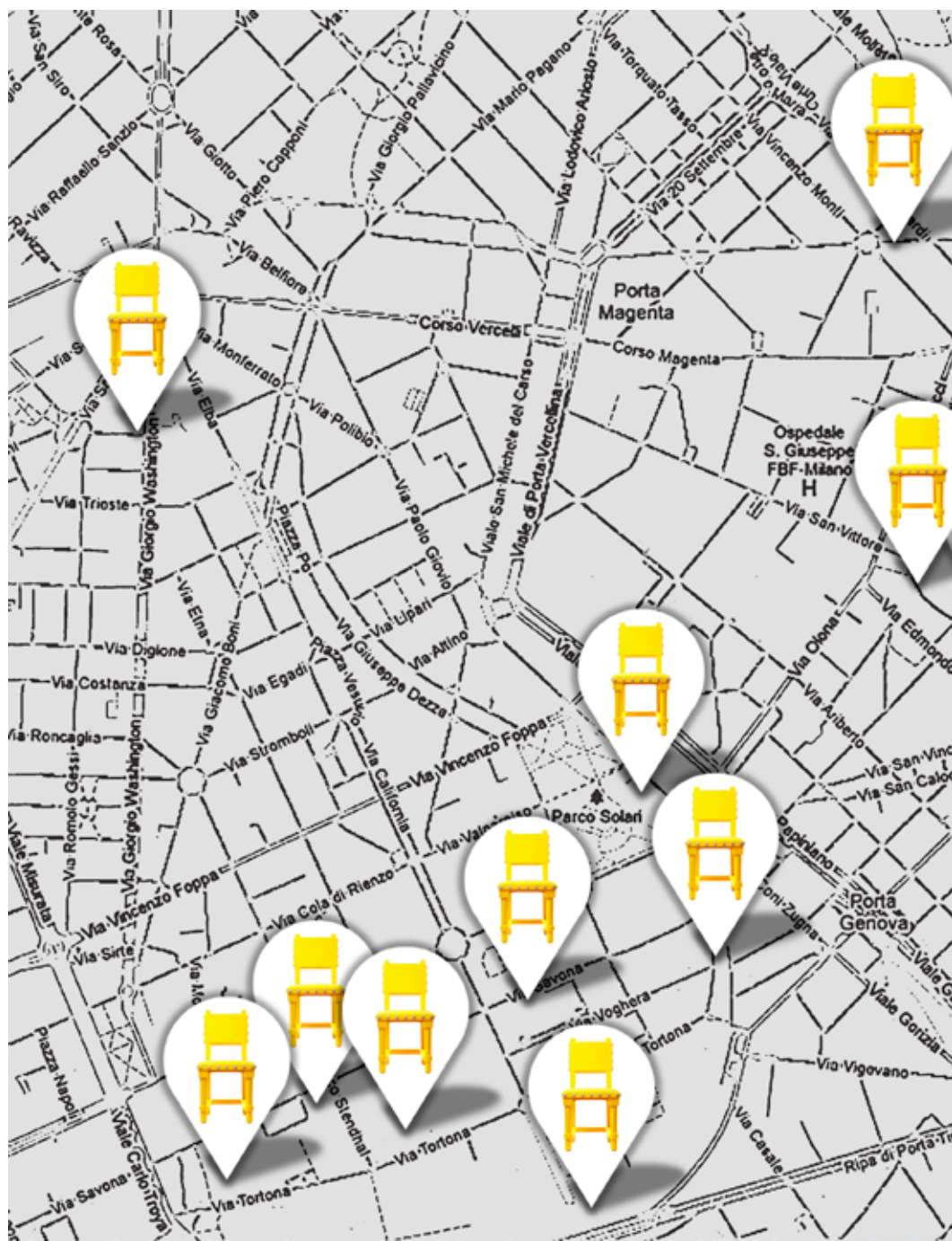


REMEMBER OUR FIRST MILAN?

Moooi always values the sustainable qualities of beautiful & timeless objects. Once upon a time, 10 years ago, Moooi decided to promote its belief in product sustainability by painting a dozens of chairs in bright yellow and scattering them around the city of Milan during il Salone del Mobile, attracting the crowd's attention & curiosity. Back then, this idea was supported by a wonderful color concept developed by trend forecaster Li Edelkoort.

Today, 10 years later, Moooi still believes in the same values and decided to honor this idea during the Salone del Mobile 2011.

To mark this special occasion Moooi will revisit this same yellow statement, but this time by choosing from the 10 sparkling colors of the Gothic Chair by Studio Job. So keep your eyes open while walking around Milan during the Salone. You might bump into a vivid yellow Gothic Chair, like a bright ray of sunshine.



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 the successful design label Moooi (2001).

He exhibits widely and his work is included in such 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 such publications as the New York Times, Domus, The Financial Times and Wallpaper Magazine.

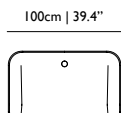




MOOOO



A personal desk top, a private home office, a sided side table, a fruitbowl for your apples.



55,5cm | 21.9"



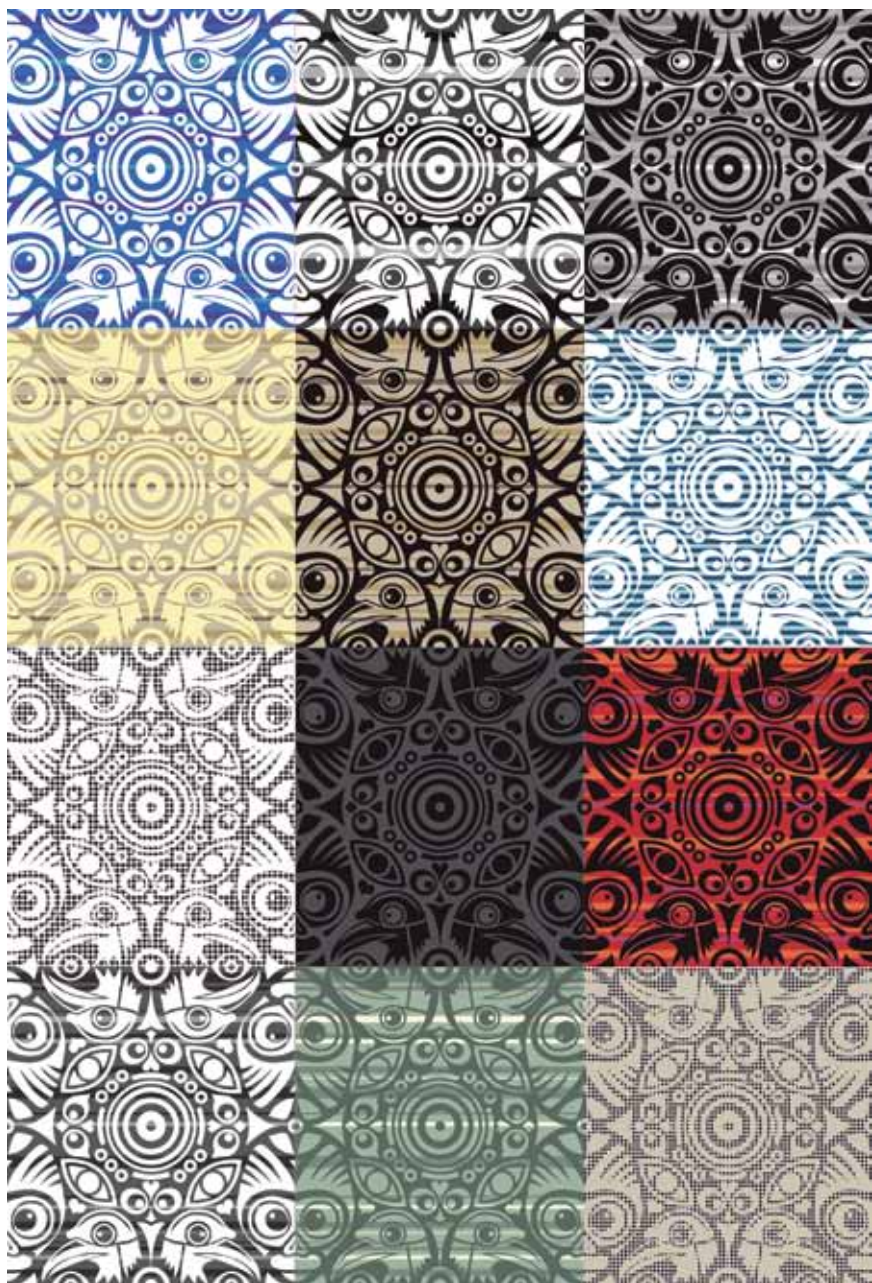
WOOD

BY MARCEL WANDERS 2010

Ideal writing, computer desk with plug hole in the top.
material; 3D pressed oak veneer top, beech frame
colour; black stained

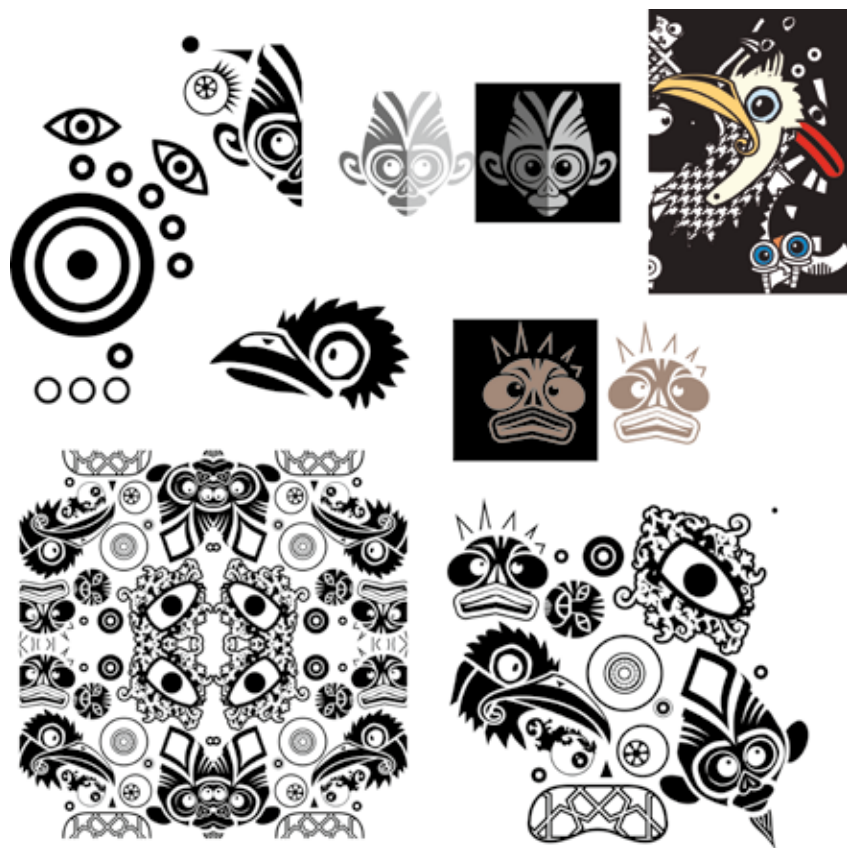
In stock





EYES OF STRANGERS

BY MARCEL WANDERS



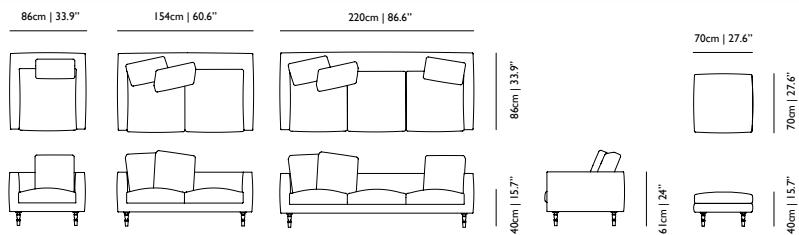
In whatever mirror we look we will meet the rare eyes of strangers.

EYES OF STRANGERS

BY MARCEL WANDERS



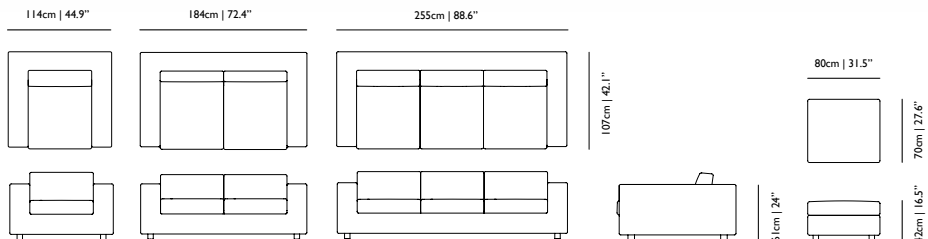




EYES OF STRANGERS

BY MARCEL WANDERS 2010

New addition to the Boutique collection
material; pattern fabric material; 24% polyester 47% cotton, 29% linen
plain fabric material; 27% polyester 42% cotton, 31% linen
colour; red and orange stripe with white pattern
pillows; white on l side, pattern on the reverse
available for Boutique & Boutique XL
In stock & on commission





FATA MORGANA TJ

BY MARCEL WANDERS 2010

In the disturbed mind of the fearless Textile Jockey, tweeds, pied de poules, embroideries, weaves, knots and knits are together creating an endless deep textile hallucination.



FATA MORGANA TJ

BY MARCEL WANDERS 2010

material: printed nylon threads
pole height 4.5mm, total height 7.2mm
various colours

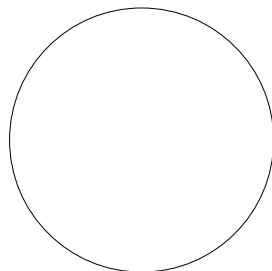
In stock



200cm | 78.7"

300cm | 118.1"





350cm | 137.8"

FATA MORGANA TJ

BY MARCEL WANDERS 2010

material; printed nylon threads
pole height 4.5mm, total height 7.2mm
various colours
In stock



BERTJAN POT

“My main fascination is material and production processes. Everything is made out of material and in my opinion materializing is an inevitable but often forgotten part of the design process.

In design I like a flirt with computer esthetics and industrial production methods, but without using a computer and sometimes also without the industrial production method. Almost all designs come from experiments in materials, old and new. The way a product feels is just as important as how it looks. Only recently I was reflecting on my work and I found out that a lot of projects could be described as structural and non-structural skins (thank you Ed van Hinte!). As in the Knitted lamp where I froze a soft textile around a cluster of balloons and where the resin drained textile becomes the hard structure. It is similar to the Carbon Chair, the Random Light and the Random Chair where a skin becomes a product. Also in the Old Fruits, Tops and Bottoms where a dried skin of a squash becomes the actual structure of a product one could speak of a structural skin.

The non structural skins can be found in the Seamless Chair, or a project like The Anarchistic Chess and the upcoming Slim-Table, where objects are covered in an extra layer, but where the extra skin is not structural but gives the piece its own specific identity, meaning or function.”

BERTJAN POT





HERACLEUM

DESIGN BY BERTJAN POT

POWERED THROUGH ELECTROSANDWICH® BY MARCEL WANDERS

Decorative LED lamp inspired by the Heracleum Plant. The white leaves/lenses ramify from one branch creating a very technical, natural structure. By using the technique of coating conductive layers, the lamp is very thin and delicate. A design not possible with normal wires.



HERACLEUM

DESIGN BY BERTJAN POT

POWERED THROUGH ELECTROSANDWICH® BY MARCEL WANDERS





98 cm | 38.6"



65 cm | 25.6"

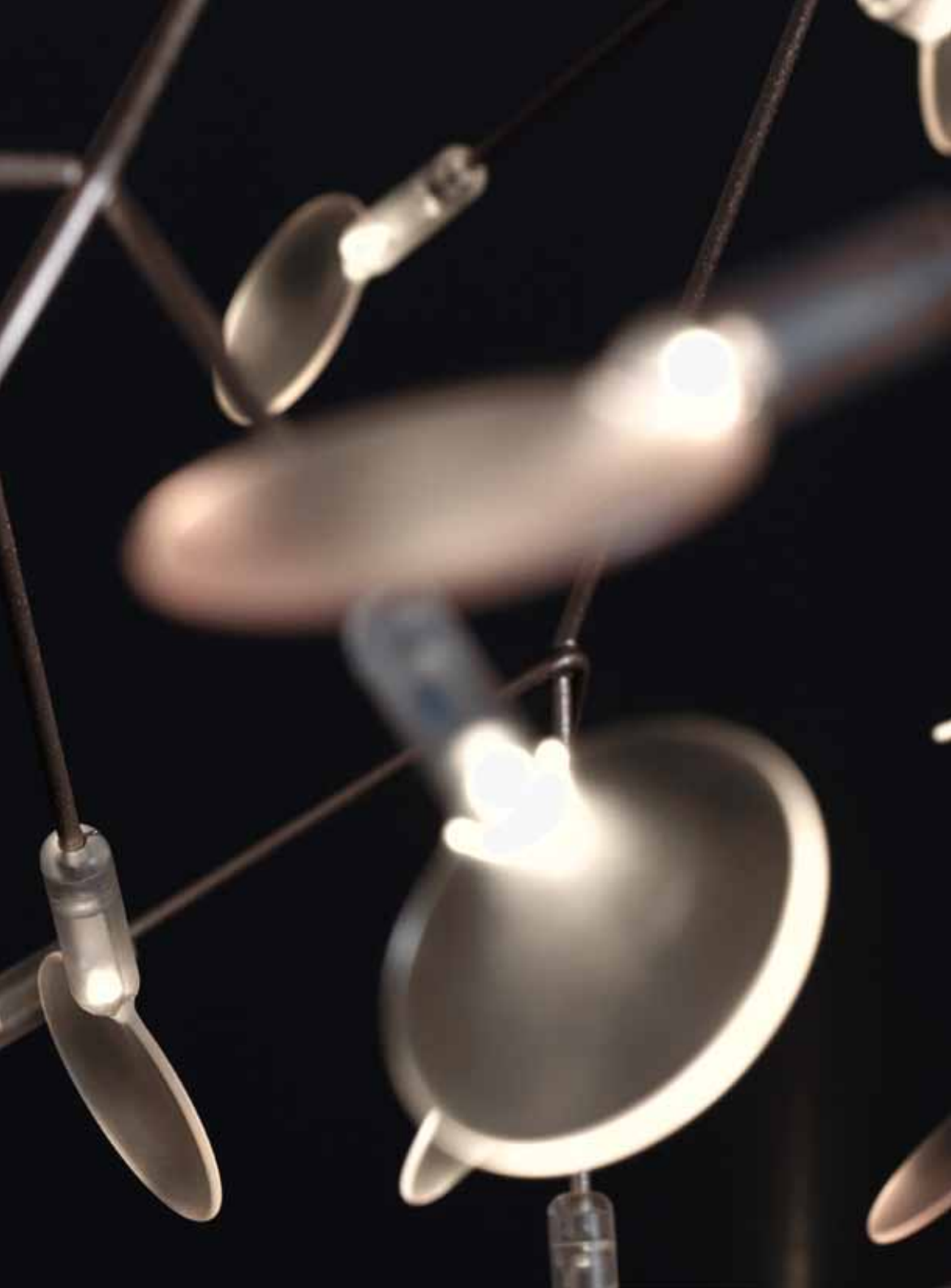
HERACLEUM

DESIGN BY BERTJAN POT 2010

POWERED THROUGH ELECTROSANDWICH® BY MARCEL WANDERS 2010

Decorative LED lamp
material; metal wire frame, poly carbonate lenses
ultra thin suspension wire
colour; copper & nickel

In stock



ROOM



ROOMS

NATA JANBERIDZE & KETI TOLORAIA

Nata Janberidze born (2 May 1981) and Ketí Toloraia (21 April 1981) became friends while studying at the Academy of Art in Tbilisi, Georgia.

The girls graduated with honors from the academy in 2003 and the same year 'Young Designers' decided to organize an exhibition for the young Georgian Artists at Tbilisi Modern Art Gallery where they also presented their own design pieces. It was the designers first successful collaboration and where the idea of creating the company Rooms came.

POSITION LAMP

BY ROOMS

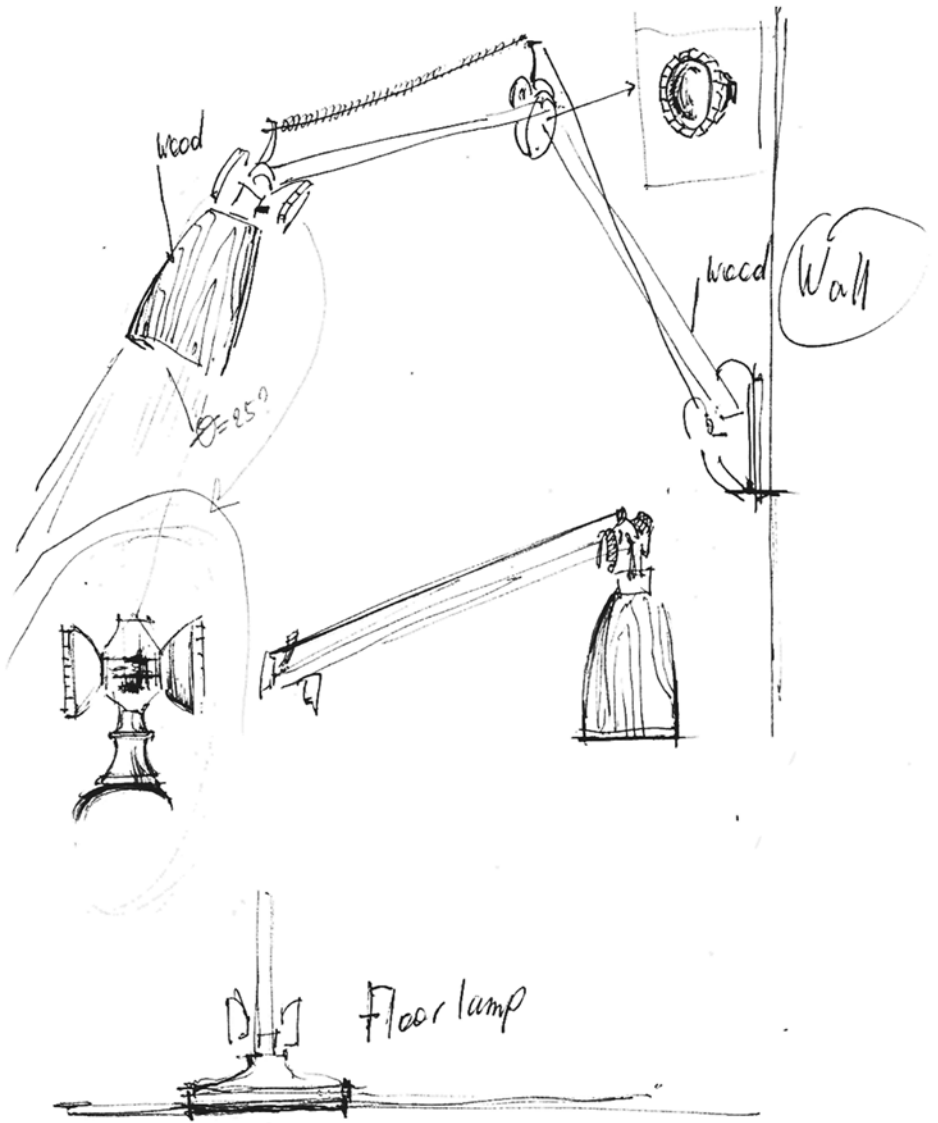
“The inspiration originates from the old classic table lamp shape, which we see everywhere and is a timeless design. We wanted to create not only a functional lamp but a piece of art.

We reinvented it and developed a perfectly crafted wooden lamp with improved, refined details and an unusual size. The design of the lamp is multifunctional and easily adaptable to the structure of a wall lamp or a floor lamp.

Position lamp is the surrogate of the old metal lamp. We wanted to create something natural and alive. Because it is made of wood, the lamp can breathe. It's also artful, organic, nice, functional and timeless. From a practical point of view it fits in most interior environments.

Design is about love and we want to share this love with you. Enjoy the Position Lamp by Rooms.”

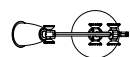
ROOMS



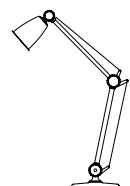
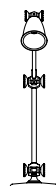




140 cm | 40.2"



42 cm | 16.5"



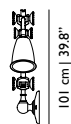
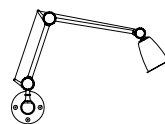
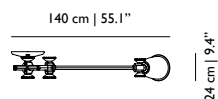
155 cm | 61.0"

POSITION FLOOR LAMP

BY ROOMS 2010

Large wooden lamp with details in turned wood.
material; solid maple wood
adjustable in various positions
available in floor and wall versions
colour; maple
On commission





POSITION WALL LAMP

BY ROOMS 2010

Large wooden lamp with details in turned wood.
material; solid maple wood
adjustable in various positions
available in floor and wall versions
colour; maple
On commission



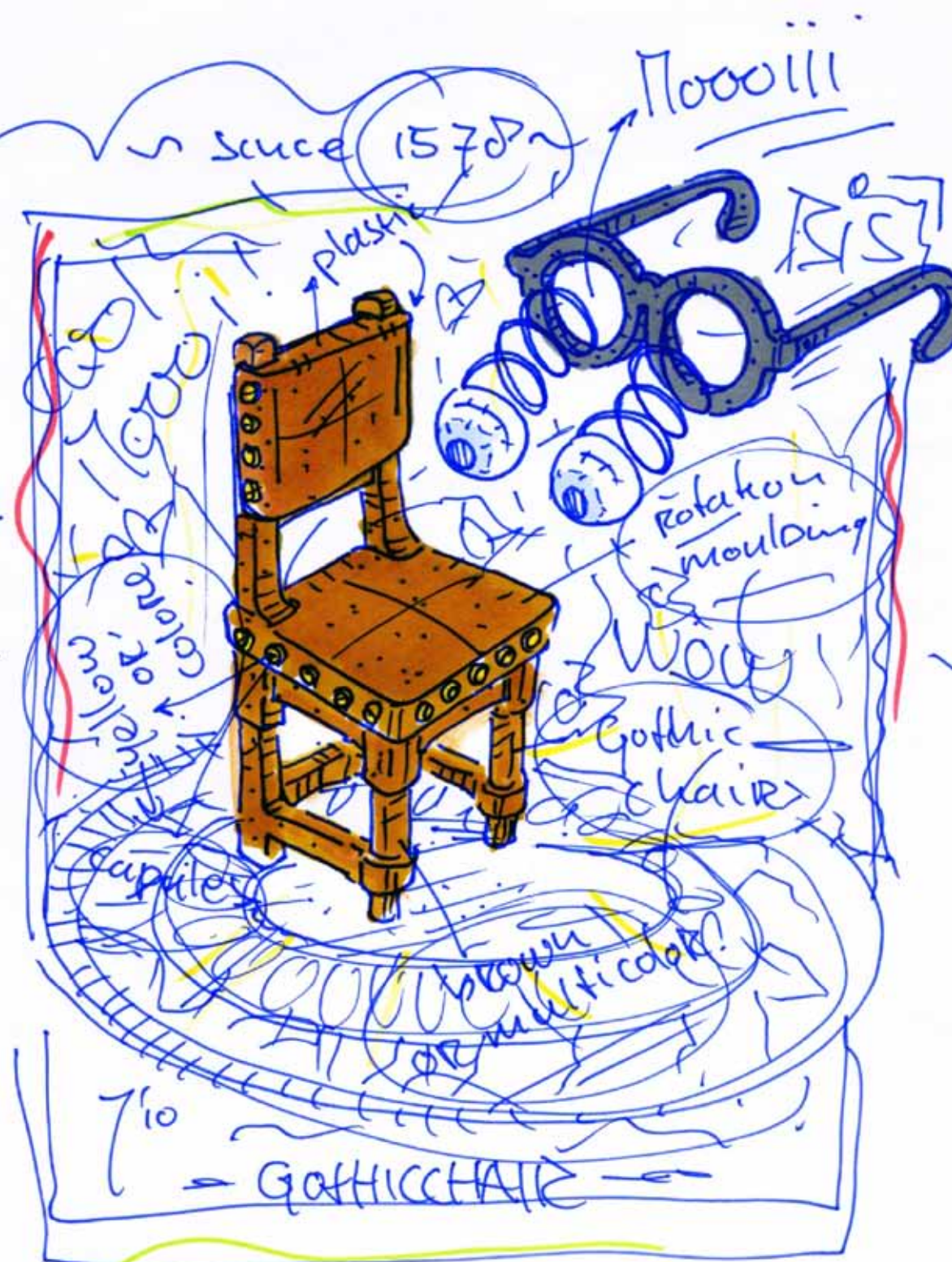
STUDIO JOB

JOB SMEETS & NYNKE TYNAGEL

Founded in 2000 by Job Smeets and Nynke Tynagel, both graduates of the Design Academy Eindhoven now based in Antwerp and in the Netherlands, their work is highly expressive, usually one off or limited-edition artesian works, often cast in bronze or finely constructed laser-cut marquetry.

The works project a strong narrative, depicting good and evil fantastical stories. Their work has been added to several major collections and exhibitions worldwide, including solo exhibitions in New York, Tokyo, Los Angeles, Paris, London, Milan, Geneva, Miami and Basel. Although, by definition, their work has primarily been geared towards collectors and museums, Studio Job has collaborated successfully with various like minded brands.

Studio Job's work has been shown internationally in numerous museums. They have recently opened their own curatorial exhibition space for contemporary art and design based in Antwerp. Here their own work (and also that of other designers and artists) is shown.





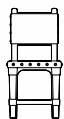
GOTHIC CHAIR

BY STUDIO JOB

“And then, of course, there is Moooi, the eccentric company with which Nynke and I have been fortunate to work with for some years.

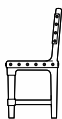
The Paper collection of 12 products has done well, and we felt it was time to offer a Studio Job chair. I bought a magnificent 16th century style, neo-Gothic chair in an antique shop and put it on the table at Moooi, proposing that this complex handcrafted archetype be produced by the industrial method of rotational moulding. Studio Job drew up a design that acknowledged all the limitations of rotational moulding without sacrificing the character of the original model. The Gothic Chair was born lucky right from the beginning. An affordable and functional archetype for indoors and out, available in a bright spectrum of ten colours.”

JOB SMEETS



90 cm | 35.4"

44,5cm | 17.5"



46 cm | 18.1"

46cm | 18.1"

GOTHIC CHAIR

BY STUDIO JOB 2010

material; polyethylene (rotational moulded)

Suitable for indoor and outdoor use

colours; light grey, dark grey, blue, brown, white, yellow, red, orange, pink & green

Additional sets of coloured upholstery pins are also available for large projects

In Stock



'Job Lounge' for Groninger Museum

BY STUDIO JOB







FIRMSHIP CARPET

BY STUDIO JOB

“The design of the carpet finds its origin in the nautical iconography.

Originally Nynke Tynagel designed the pattern for the facade of a big building at the harbor of Rotterdam. Last year we used it again in the boat and offices we designed for a brand new company called Firmship. As always... Moooi Pirate's keen eyes spot everything and invited us to do a composition for this carpet!”

JOB SMEETS



350cm | 137.8"

FIRMSHIP CARPET

BY STUDIO JOB 2010

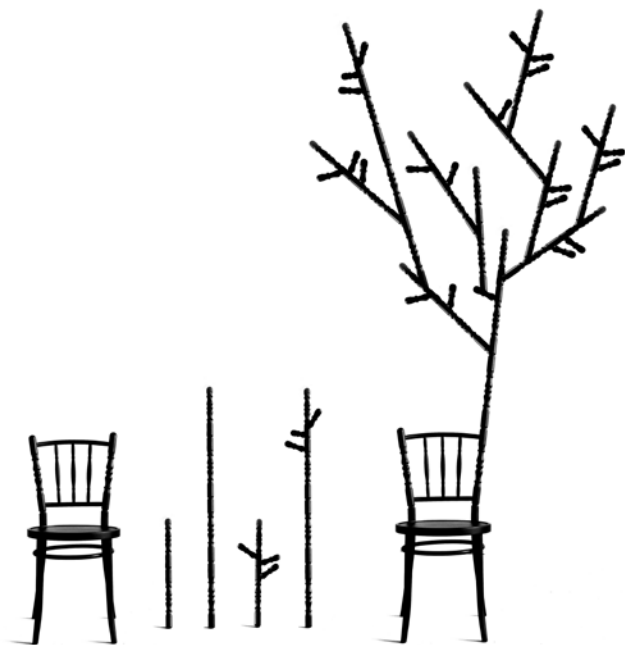
material; printed nylon threads
pile height 4.5mm, total height 7.2mm
various shades of grey
In stock



SJOERD VROONLAND

After graduating cum laude at Artez in 2010 with his collection 'Revised Crafts' Sjoerd Vroonland (1985) wanted to focus on only one thing: designing contemporary chairs.

Leading for Vroonland is the overall question: is a chair purely functional? Is it a showpiece and a visual story? Or is it an expression of technical know-how and therefore representative of its era? Together with product developer Arjan Vaandrager he deconstructs 19th and 20th century design classics and translate the craftsmanship of the pieces to develop new techniques.



EXTENSION CHAIR

BY SJOERD VROONLAND

The 'extension' chair is a translation of how a chair is used. Vroonland draws on the manners and customs of how we use a chair, transforming it into a coat hanger seat. What Vroonland intrigues is that technology, craftsmanship, storytelling and the actual physical contact all comes together in this one design: a chair.





190cm | 74.8"



102cm | 40.2"



95cm | 37.4"



46cm | 18.1"

43cm | 17"





EXTENSION CHAIR

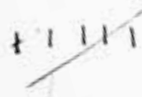
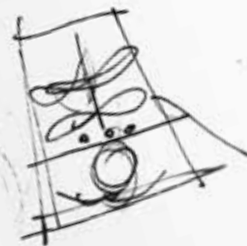
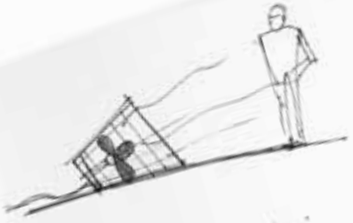
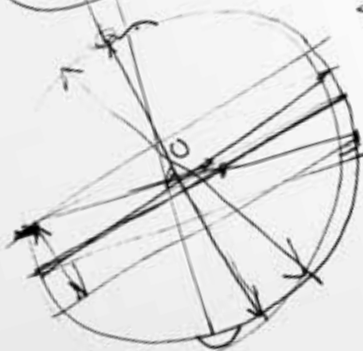
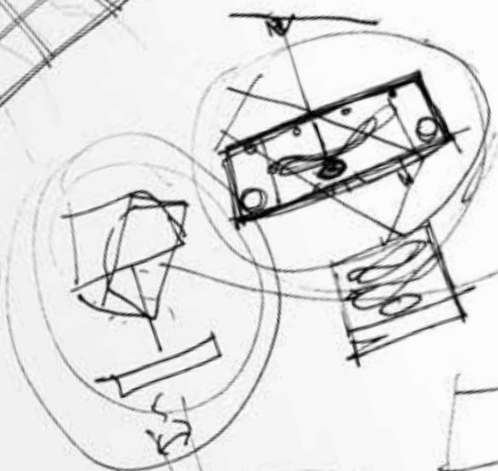
BY SJOERD VROONLAND 2010

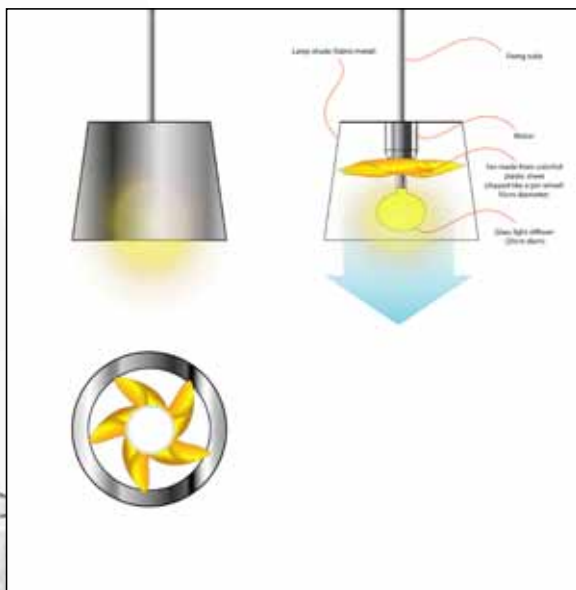
Variety of 3 extensions each with a different function.

Coat-stand, handbag-hanger and a card-holder
(the coat stand extension has an additional
counter-weight in the seat to prevent instability)

material; solid beech
colour; matt black lacquer

In Stock

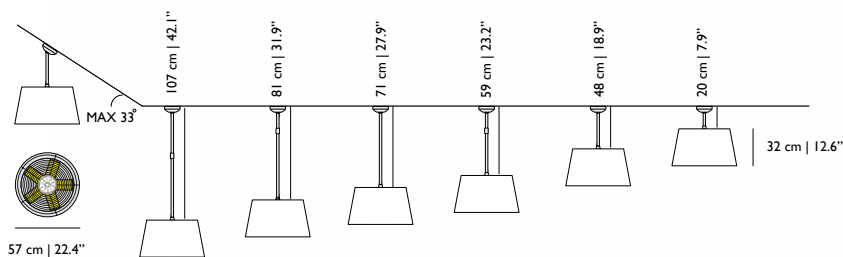




MISTRAL

BY MOOOI WORKS

Just a beautiful shade, just a little bright light in the darkness, a sparkling idea, simple, effective, combining the logic we all so value, get rid of heat and flies, welcome fresh air and light. What a wonderful summer it will be.



MISTRAL

BY MOOOI WORKS 2010

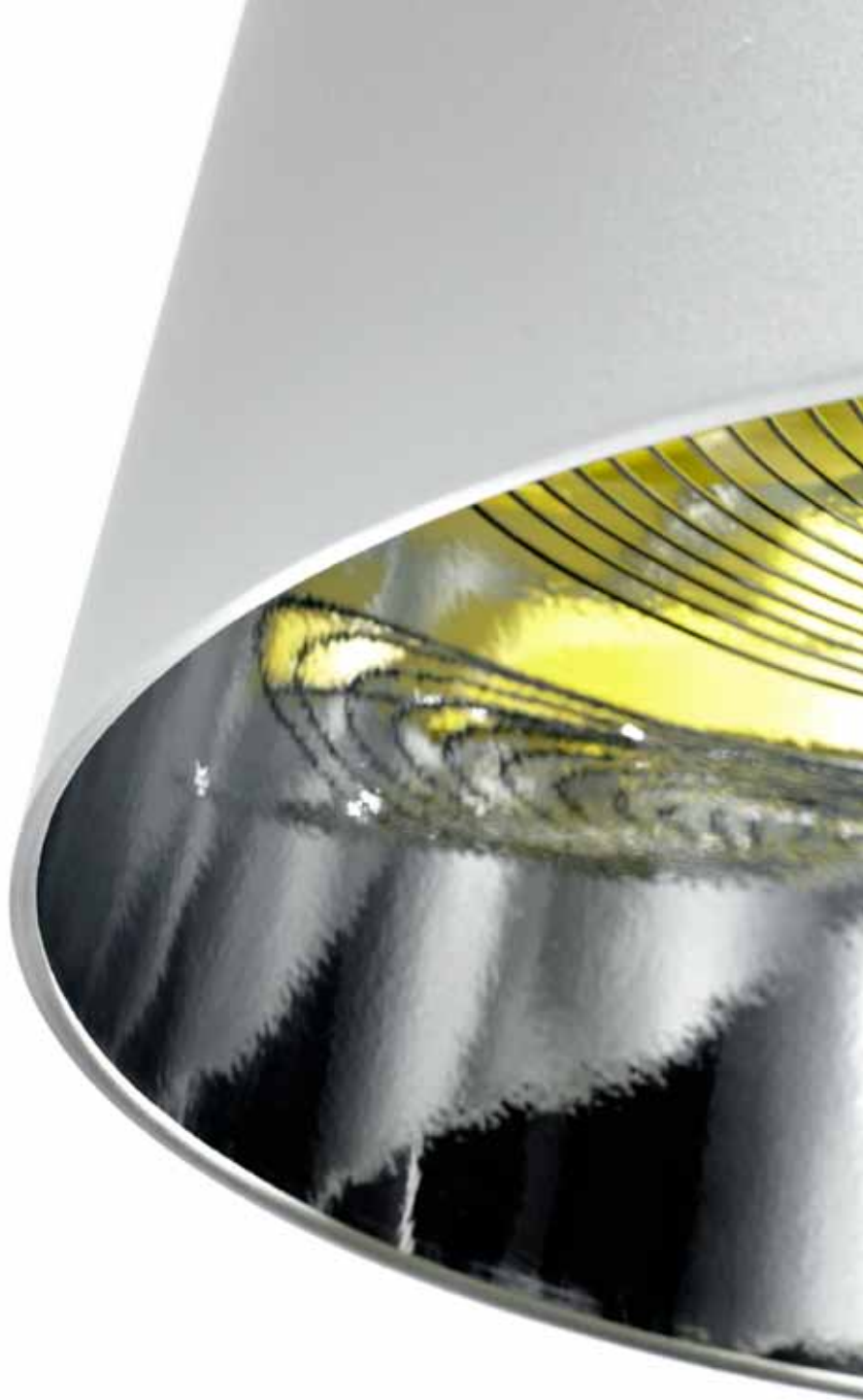
material; chromed body, wooden blades, PVC/viscose laminate,
intricate glass diffuser; reversible wind direction
colour; available in dark brown, white and off white with yellow fan blades
Can be positioned in 7 different heights.

For Europe; available standard with remote control

For USA; available standard with wall control, optional remote control

In Stock





MISTRAL
BY MOOOI WORKS





STEFANO GIOVANNONI

Stefano Giovannoni graduated from the Faculty of Architecture in Florence in 1978. He lives and works in Milan.

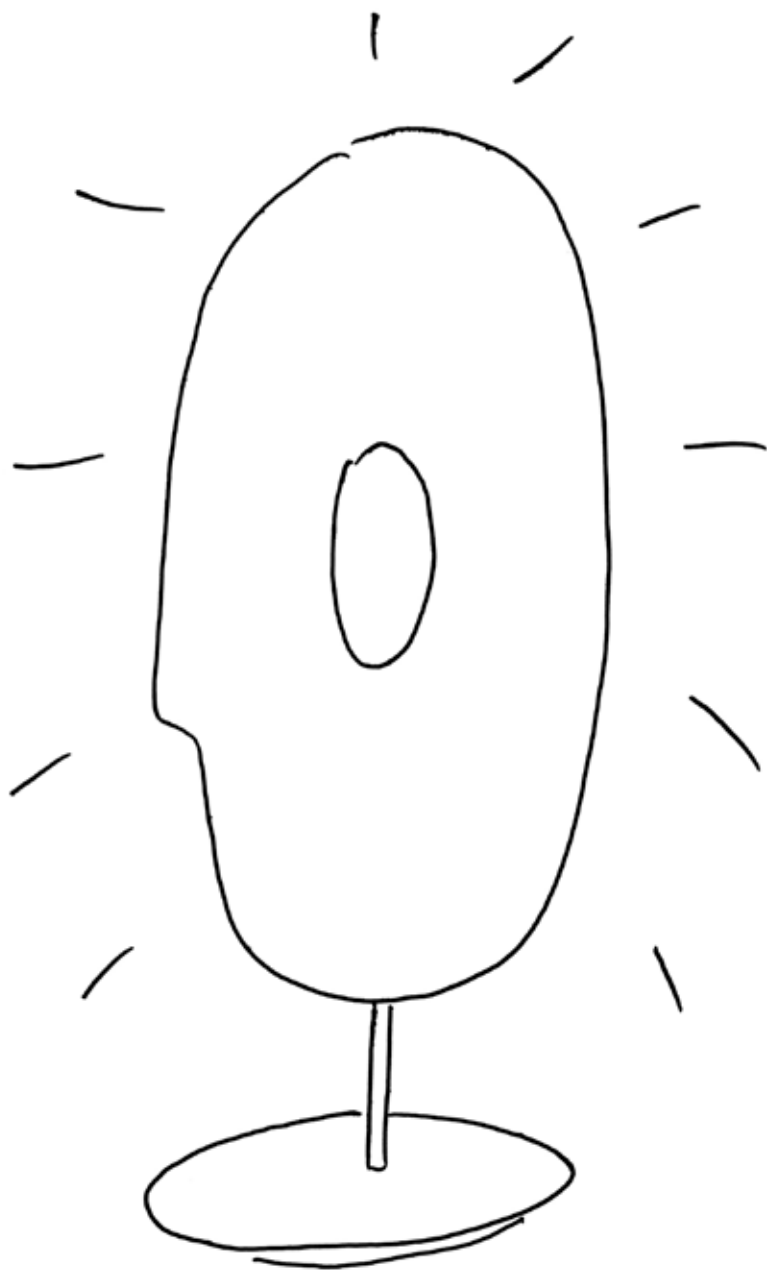
He taught and conducted research at the Faculty of Architecture in Florence from 1979 to 1991. He has been a professor at Domus Academy in Milan, at the Università del Progetto in Reggio Emilia and professor of Industrial Design at the Università di Architettura in Genova.

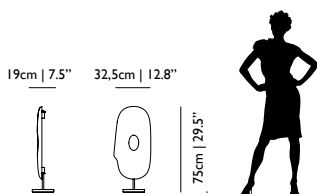
He works as an industrial and interior designer and architect. He has worked with companies such as Alessi, Amore Pacific, Artsana, Bisazza, Cedderoth, Deborah, Edra, Fabbrica Pelletterie Milano, Fiat, Flos, Hannstar, Helit, Henkel, Honeywell, Inda, KDDI, Kokuyo, Laufen, Lavazza, l'Oreal, LG Hausys, Magis, Mikakuto, Nissan, Ntt Docomo, Oras, Oregon Scientific, Puig, Pulsar, Samsung, Seiko, Siemens, SPC, 3M, Telecom, Toto, Veneta Cucine, etc...

He has designed hugely successful products including the "Girotondo" and "Mami" series in steel for Alessi and, also for Alessi numerous plastic characters for the Family Follow Fiction collection. His bestsellers include the Bombo range for Magis and Il Bagno Alessi One.

M A S K 2010
fin.

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





MASK LAMP

BY STEFANO GIOVANNONI 2010

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

In Stock





NIKA ZUPANC

Smarna mountain, just before the sunset.

"I am a designer of a strange kind. And I almost never sketch on paper. Most of my sketches are mind works, invisible byproducts of walking or running. If there are hills and a lot of trees around me, the designs usually turn out really well.

Smarna gora is a hill just few steps away from my home and is my second and most creative studio. One day, somewhere in the middle of descent - I just new it - this is a 5 o'clock chair! A chair with roses, resembling the china I loved so much.

Since I loved the name so much, I took it as a reassurance that an excellent product would follow."

NIKA ZUPANC



5 O'CLOCK UNI COLOUR

BY NIKA ZUPANC

5 o'clock uni colour additions for large projects only
material; solid beech frame, plywood shells
upholstery; fire retardant foam, fire retardant synthetic leather; (abrasion
test of >100.000 rubs Martindale)
colour; available in universal colours with matching lacquered wood finish.

Please ask a sales representative from Moooi for all possibilities.

On commission





SPEC

CUSTOMIZED PRODUCTS

Please ask a sales representative from Mooodi for our extended specials overview.



MONSTER CHAIR CUSTOMIZED

Monster chair colour additions for large projects only material; steel frame upholstery; fire retardant synthetic leather upholstery, abrasion test of > 180,000 rubs Martindale colour; available in universal colours (synthetic leather and stitching) Monster chairs can be ordered with or without monster face and with or without armrests.

Please ask a sales representative from Mooodi for all possibilities.
On commission



CONTAINER TABLE TOP CUSTOMIZED

The Skai tops can be customized with any tailor-made digital image. This new entry opens a range of possibilities for the container series. Printing is always done on white SKAI, available for all sizes Container Table SKAI tops from a minimum of 10 pieces (all with the same dimension and print) specifications available on request

Please ask a sales representative from Mooodi for all possibilities.
On commission



5 O'CLOCK TABLE UNI COLOUR

5 o'clock table uni colour additions for large projects only wood frame and SKAI top material; solid beech frame, MDF top upholstery; fire retardant synthetic leather, abrasion test of > 100,000 rubs Martindale colour; available in universal colours with matching lacquered wood finish, wood only material; solid beech frame, MDF with oak veneer top colour; available in universal lacquered colours

Please ask a sales representative from Mooodi for all possibilities.
On commission

CONTAINER SERIES

FOR LARGER PROJECTS!



CONTAINER SERIES UNI COLOUR

Container series uni colour additions for large projects only
(container foot, stool, bowl and vase)
material: polyethylene (PE)
colour: available in a variety of PE colours

Please ask a sales representative from Moooi for all possibilities.

On commission



5 O'CLOCK CHAIR UNI COLOUR

5 o'clock chair uni colour additions for large projects only
material: solid beech frame, plywood shells
upholstery: fire retardant foam, fire retardant synthetic leather, abrasion
test of > 100,000 rubs Martindale
colour: available in universal colours with matching lacquered wood finish.

Please ask a sales representative from Moooi for all possibilities.

On commission



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pieces
(all with the same dimension and print)
specifications available on request

Please ask a sales representative from Moooi for all possibilities.

On commission

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Creations manager:
Desirée de Jong

Graphic design:
CMC StudioWorks

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

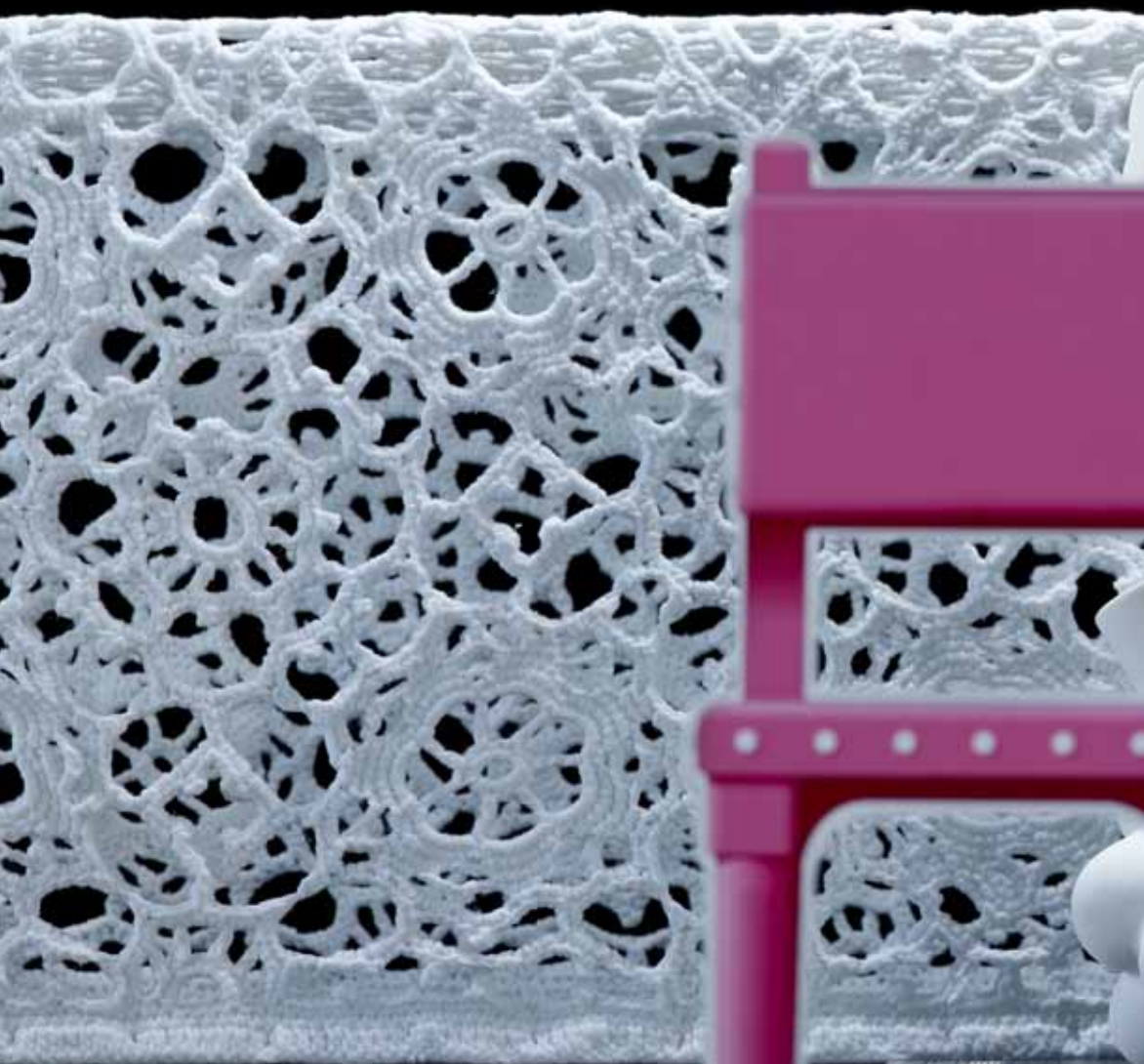
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These pages:
5 o'Clock Chair; Heracleum; Carbon Chair; Chess
Table; Paper Cabinet; Elements Vase; 'Egg geisha',
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