

World Of Wanderers
WOW

MILAN SALONE DEL MOBILE 2015

A project conceived, designed & curated by Orianna Fielding © All Rights.

World Of Wanders **WOW**

The concept for this audio visual presentation was to create a three dimensional, living, breathing 'World Of Wanders'(WOW). A multi sensory interiorscape made up of a series of 'living tableaux' creating a three dimensional, fully immersive experience of each design, by deconstructing each piece into its core elements of concept, form, texture, and surface.

For this presentation each of the eight 'tableaus', celebrates one of Marcel Wanders most iconic pieces either designed by him for his own collection or those designed for Moooi and Droog design, to illustrate the concept of providing a unique environment to 'live' each design and experience his work in a kaleidoscope of visual, tactile, sonic and aromatic experiences.

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This PowerPoint presentation is designed as an **audio visual experience**. Each slide has an **audio button** or **video insert** or a combination of both. There is also a note on each slide of the **aroma** that would be created for each interiorscape.

The presentation is best viewed In 'Slideshow' mode by selecting 'play from start 'and scrolled through.

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1.CLOCHE

Featuring the iconic ceramic '**Cloche**' he designed in 2007 for Moooi, for the Milan Salone, this 'tableau' creates a **virtual neon delineated space**, a **symbolic temple to his design**, with giant scaled up versions of the cloche that can be experienced by entering the soaring double doors that open (*video button bottom right hand of slide on black & white bell*) to reveal an interior washed with an intense light, accompanied by the sound of a deep bell chime (*audio button on bottom left of slide*) to provide a **sanctuary space**, a '**three dimensional ode to design**', enveloped by the **aroma of incense, sandalwood and ash**.

aroma : incense, sandelwood and ash inside each cloche



sound: a single tonal echoing chime inside each cloche

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2. CRYSTAL FORESTS OF DREAMS

Inspired by his UNITED CRYSTAL FOREST series designed for Baccarat, this 'tableau' creates a poetic '**banquet of crystal dreams under a dandelion sky**'. A fifty foot long table is layered with **hundreds of the glasses and candlesticks from this collection**, in differing sizes and heights, **ethereal yet totemic**, rising to meet the dreams gently floating down from the **diaphanous dandelion sky** above them. Set to a **haunting urban operatic soundtrack**, *(audio button on bottom left of slide)* the space is immersed in the **aroma of blown out candles, melting wax, hyacinth, orchid and sun dried linen**.



aroma: blown out candles, melting wax,, hyacinth, orchid and sun dried linen



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3. MEMORIES OF THE FUTURE

This 'tableau' is inspired by the CYBORG chair designed for MAGIS in 2011. Encapsulating '**memories of the future**', its elemental lines are thrown into sharp relief by being juxtaposed within a series of **room size, mirror finish, open ended cubes**, symbolically **reflecting the present**. Each room within the cube is lined with a **different surface texture: playing with perception**, ornate wooden inlays using traditional techniques, walls covered in his 'Gold Egg' vases, and floors lined with wood shavings, **deconstructing the past and future of the design** while highlighting the **purity of its form**. A perfect fusion of the futuristic with its historical Shakeresque references, infused with the aromas of **linseed oil, wood shavings, eucalyptus and oak moss**.



aroma: linseed oil, wood shavings, eucalyptus and oak moss





4. CROCHET CUBE

The 'tableau' for the 'CROCHET Cube' is a **multi layered, multi dimensional deconstruction** of the elements of this design. The **minimalist form of this iconic design** is delineated by a **suspended linear neon cube**. The **intricate texture** expressed by the flickering image and sound of a wall of **white noise**, (*video button middle right hand of slide on back & white white noise image*), its **maximalist pattern** represented by an **explosive installation of the 'spaces in between'** framed by wall of black & white vintage **middle eastern tiles** that encapsulate a graphic version of the texture of the cube. This installation is a **fully immersive 3D study of contrasts, accompanied by a soundtrack of white noise.**



soundscape: white noise





5. LAYER PLATE

Plates form an important part of Marcel Wanders design history. This 'tableau' inspired by his **PATCHWORK PLATES** series (2003) which fuses elements of the traditional and the contemporary by using original plates from the Royal Tichelaar Makkum collection and personalizing them by adding his own **painted and printed layers** to them. For this space, the **plates have been deconstructed into their core elements of form and pattern**. White balloons representing its **circular form**, fill the space and create an almost **dreamlike lunarscape**, with **white, totemic columns of plates** rising from them. Walls are lined with white plate forms to create a **graphic textural motif**. The pattern of the plate designs is applied by **projecting it onto to the installation**, (*video button half way down right hand side of slide on back & white patterned ball*) accompanied by an **echoing, spoken word soundtrack** (*audio button on bottom left of slide*) enveloped in the aroma of **chalk, green muget, hyacinth and narcissus**.



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aroma: chalk, green muget, hyacinth and narcissus



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6. EYE EVERYTHING

The eye is a potent symbol with inherent meaning that forms a continuous theme in his work. This 'tableau' features two of his designs that have 'eyes' as their primary motif. The **BOUTIQUE EYES OF STRANGERS** (2012 Moooi), a wide, low slung armchair covered in a vibrant, **red eye pattern 'that looks back at you'**, and **EYE SHADOW** (2013 Cappellini) a floor lamp covered in eyes in a almost **surrealist, stained glass inspired pattern**. The eyes in the print take on an abstract almost flower like quality that celebrate life. Building on **the leaves and flower like forms that the eyes make**, vintage wallpapers create a context that turns up the volume on the pattern element of the pieces. **A textural, mirrored wall with fresh flower pockets** recreated the patterns in 3D and **fuschia neon eye shapes** highlight the core motif for the installation, creating a space Infused with the **aromas of tuberose, dewy grass, jasmin, geranium and rosemary**, to 'live the design'.



aroma: tuberose, dewy grass, jasmin, geranium and rosemary.

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7. HAPPY BROCCOLI

Featuring a combination of the 'Tudor cupboard' designed for 'Moooi' by Kiki van Eijk & Joost van Bleiswijk, (2013), (included to illustrate a lateral approach to creating unique interiorscapes) it has been used in this 'tableau' as a platform for the green, upscaled version, of the UNITED CRYSTAL FOREST glassware and candlestick collection. The space inspired by the pattern of the cabinet and the texture and colour of the glassware reminded me of the form and texture of a broccoli. The framework for the space is lined with antique hand painted wallpapers with broccoli motifs and vintage tiles that echo the pattern and texture found in each collection. The giant, soaring 'broccoli tree' has the cabinet nestled within it like an abstract tree house, the air filled with the aroma of bay leaves, marjoram, oregano, thyme and lemon grass.



aroma : bay leaves, marjoram, oregano, thyme, lemon grass



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8. SEDUCTIVE NIGHTS OF SOMEWHERE ELSE

This final tableau is inspired by the **VALENTINE TABLE LAMP** (2013 Moooi). The lamp, **dark, glossy and seductive**, is reminiscent of a **'fleeting moment in a '1930's speakeasy in Berlin**. The space delineated by **white neon lines** is filled with **a black velvet intense darkness**, lit by the **refracting pools of light that a hundred VALENTINE lamps cast upon the black glossy floor** in a space where **'forever' can be experienced in a 'moment**. Suspended **video screens** show black & white film of **shining velvet eyes**, eyes with tears streaming liquid oceans, eyes masked by a **sweeping brush of silky lashes**. *(video button on bottom right hand side of slide on closed eye.)* **Neon words speak of transient thinking in a dark city**, of **'seductive nights of somewhere else'**, enveloped in an air of **black ink, vetyver, smoky velvet and bergamot**.

aroma: black ink, vetyver, smoky velvet, bergamot

PLEASE
ENJOY RELAX STEAL DANCE TOUCH
FLIRT SMOKE WONDER FEEL
MUSE EAT SING LISTEN TALK
ASK TOUCH NEON LOOK COMPLAIN
TOUCH EACH OTHER USE CAMERA FLASH



the DARK ROOM



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