

Moooi's Podcast



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The sound of Moooi is as eclectic as its collection

Sight, smell, touch, taste, and hearing are known as the traditional human senses. So, it's the obvious focus for multi-sensorial lifestyle brand Moooi known for their boldness and originality. Almost all senses are constantly represented in Moooi's endeavours. During Milan Design Week 2022, they released several music albums and songs on Spotify. This autumn the brand, founded in 2001 by Marcel Wanders and Casper Visser, release two series of podcasts that are as unexpected as they are delightful. The podcast series are called 'Design Dreams', and 'Moooi's Marvellous Tales from the Museum of Extinct Animals'. Both podcast series are available on Spotify, Apple Podcasts, Google Podcasts, and moooi.com.

MULTISENSORIAL STORIES

The podcast series can be viewed as an extension of their ongoing successful Design Dreams video series. With this platform, Moooi shares the design dreams stories of designers they work with for their interior- and lifestyle collection. By adding a Podcast format to their multi-sensorial mix, the lifestyle brand is catering to a broader audience worldwide.

Moooi's Design Dreams Podcast is a mirror of their collection, which is original, playful, unexpected, inspiring and based on the belief that design is a question of love. When curating their multi-sensory and comprehensive lifestyle collection, Moooi does not tell designers what to do, but listens to what designers want to make, and tries to realise their dreams. Eclectic and always on the edge of commercial reality and cultural interest, each design comes with a story.

DESIGN DREAMS PODCAST

Design Dreams is a podcast series by Moooi where creatives from all kinds of industries talk about their creative philosophies, where they get their inspiration and creativity from, how they envision the future, and what A Life Extraordinary means to them. The Design Dreams Podcast differs from other design-related podcasts with its storytelling format. Instead of a talk with a host, each episode features a different creative elaborating on their extraordinary lives as artists, designers, and/or architects.

The first episode of Design Dreams by Moooi features Clark Scheffy, Thomas Overthun, and Niko Vladimirov from IDEO, the US-based design company. Later episodes feature Polish 3D artist- and designer Ada Sokół, Argentinian digital artist Andrés Reisinger, British architectural designer Paul Cockshedge, and many more. Design Dreams by Moooi is available on Spotify, Google Podcasts, and Apple Podcasts.



MOOOI'S MARVELLOUS TALES FROM THE MUSEUM OF EXTINCT ANIMALS

To celebrate their first-ever bedding collection, Moooli launches a series of fictional tales about their Extinct Animals. Whether you listen to them before bed, on-the-go, or simply during a relaxing moment at home, 'Moooli's Marvellous Tales from the Museum of Extinct Animals' will transport you to imaginative realms of the old world underlined with a moral. The inspiration and protagonist of each tale is an Extinct Animal from their Museum of Extinct Animals. The first tale to be released centres around the Dodo Pavone and its heartfelt wish to fly.

THE MUSEUM OF EXTINCT ANIMALS

Moooli sailed away on a bold adventure around the globe and dug up the dustiest of museum archives to find invaluable treasures: the drawings of lost animals, trimmed by imagination. The most invaluable treasure from past and present expeditions is the unexpected diversity of beauty, in all its forms...

For Moooli, unique drawings of forgotten species were made available by museums and archives from all over the world. Inspired magnificent extinct animal drawings, Moooli created designs for surfaces: fabrics and leathers, wall coverings, carpets, accessories, a bedding collection, and now stories that bring the Extinct Animals back to life!



"MOOOI DOES NOT TELL DESIGNERS WHAT TO DO, BUT LISTENS TO WHAT DESIGNERS WANT TO MAKE, AND TRIES TO REALISE THEIR DREAMS"

ABOUT MOOOI

For over twenty years, Moooli has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooli is named after the Dutch word for beautiful - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooli does not tell designers what to do, but listens to what designers want to make, and realises their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special. With their multi-sensorial approach, the lifestyle brand merges the physical with the digital. A Life Extraordinary!

ABOUT IDEO

IDEO is a design and consulting firm with offices in the U.S., England, Germany, Japan, and China. It was founded in Palo Alto, California, in 1991. The company's 700+ staff use a design thinking approach to design products, services, environments, and digital experiences. IDEO is known for its human-centred, interdisciplinary approach. As early leaders in the practice of design thinking, they create positive impact through design by applying a creative mindsets and skills, and by teaching others to do the same. They help clients and customers around the world build the capacity and outcomes required to navigate today's complexity and lead their markets.

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As problem solvers, IDEO drives change, builds new ventures, and designs digital and tangible experiences in business, social, and governmental sectors through co-creation with their clients. As teachers, they help individuals, teams, and organisations cultivate the confidence they need to step into the future with optimism and creativity.



ABOUT ADA SOKÓŁ

Ada Sokół is a 3D artist & designer. Her works allow the viewers to glance into her extraordinary imagination and offer a glimpse into her perspective of the beauty surrounding us. Subtlety, femininity, magic - those keywords are the most accurate way to describe her aesthetic. Her works are an ultra-sensory experience, based on oneiric scenery resembling visions of the far future. Her renders' themes and main inspirations are creatures and phenomena from the surrounding environment - water bears, sea dragons, orchids or fungi.

As an independent entity, Ada quickly made her way to embody a solid, self-made 3D brand. During the years spent in Paris and London, her unique style developed during collaborations with Nike, Apple, Louis Vuitton, Valentino, Rimowa or Gentle Monster on global campaigns, videos and multimedia installations. Recently, she has already appeared on multiple exhibitions (Miami Art Basel, Dubai Expo) and debuted as an academic lecturer at Swiss ECAL. Overall, her works have been exhibited worldwide, from Beijing,

New York, Los Angeles to London or Paris. confidence they need to step into the future with optimism and creativity.

ABOUT ANDRÉS REISINGER

Creating at the intersection of art, design, and direction, Andrés Reisinger bridges the imagined and the tangible. Conceptual yet accessible, his immersive 3D visuals, otherworldly compositions, and experimental use of texture draw the realm of dreams close. Hailing from Buenos Aires and based in Barcelona, Reisinger applies over a decade's worth of experience working with the likes of Apple, Microsoft, and Samsung to challenge the boundaries of diverse media. His progressive spatial experiences and hyped collectible pieces have earned him recognition in the Forbes 30 Under 30 Europe, ADC One Club Young Guns, and the AD100, among others.

In February 2021 he launched a digital furniture collection, called The Shipping. The collection sold out in less than 10 minutes via an online auction. A revolutionary feat in the design world.

ABOUT PAUL COCKSEGE

Paul Cocksedg is an internationally acclaimed British designer, who has spent the last decade building a reputation for innovative design, underpinned by research into the limits of technology and materials. His work spans design products, architectural projects, installations and sculptures, all infused with the sense of simplicity, joy and wonder that characterises his work.

Cocksedg has collaborated with major brands including such as British Land, Swire Properties, Swarovski, Fendi, NHS, BMW, as well as private clients, and his work is included in collections at the V&A, MoMA and Vitra Design Museum. His work has received accolades from Wallpaper*, the Design Museum, Homes & Gardens and the German Design Council.

INTERVIEW & MORE INFORMATION

Interested to learn more about Moooli's podcast series? Want to do a virtual coffee via Zoom? Or have a burning question about a different topic? Contact our global PR at Moooli, via press@moooli.com or call +31 (0)6 11 28 25 05.

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