



Moool presents 'A Life Extraordinary'

"We searched museums around the world and found the most incredible drawings of bygone animals, documented by explorers on their travels. We were able to borrow them for our "Museum of Extinct Animals". So much of what has lived is lost and can only live in our memories and imagination. For Moool, the "Museum of Extinct Animals" became an inspiration. We want to share our excitement, wonder and love, and try humbly, against our better judgement, to hold on to what is lost and celebrate it coming back alive again." - Marcel Wanders

Moool travels back to via Savona 56, showcasing a universe of mystical worlds and points of view inspired by the extraordinary diversity of life. It's a real voyage of discovery!

Angles & Facts

Moool Through the Eyes of...

Given the complete freedom to design a Moool environment through their eyes, Megan Grehl, interior design practice (New York) and ConcreteArchitecturalAssociates (Amsterdam) welcome you into two diverse worlds. They reflect their own unique design philosophy and aesthetics using Moool products in an exciting new way.

The Museum of Extinct Animals

Time-travel through the museum corridor while admiring 10 magnificent drawings of extinct animals! Unique drawings of forgotten species were made available by museums and archives from all over the world. Inspired by these magnificent extinct animal drawings, the team created designs for surfaces: a new collection of **fabrics, leathers, wallcovering** and **carpets** that bring the extinct animal back to life!

Spot the tallest car in via Savona!

Can you spot the tall car parked right in front of Moool's presentation at via Savona 56, standing proud? It's a life-sized Turbo Table High by Maarten Baas. Jump in!

Moool Wallcovering

Moool fully shapes a three-dimensional world of creative luxury with the creation of Moool Wallcovering! Inspired by each other, Moool and Arte achieve the highest standards of quality with the introduction of the ExtinctAnimalWallcovering. The new wallcovering collection adds a new dimension to Moool's eclectic collections.



Complete press release

Mooui presents 'A Life Extraordinary'

"We searched museums around the world and found the most incredible drawings of bygone animals, documented by explorers on their travels. We were able to borrow them for our "Museum of Extinct Animals". So much of what has lived is lost and can still only live in our memories and imagination. For MOOOI, the "Museum of Extinct Animals" became an inspiration. We want to share our excitement, wonder and love, and try humbly, against our better judgement, to hold on to what is lost and celebrate it coming back alive again." - Marcel Wanders

This year Mooui travels to Milan on a timeless adventure, offering everybody the chance to explore the extraordinary diversity of beauty in all its forms. Mooui has developed original and inspiring new ways of presenting its many creations at via Savona 56 during Salone del Mobile. It reveals a three-dimensional world to be discovered and treasured by curious day to day wanderers. Emphasizing the endless possibilities, this year's presentation consists of three exhibitions; Mooui Through the Eyes of Megan Grehl, Mooui Through the Eyes of Concrete & The Museum of Extinct Animals.

Mooui Through the Eyes of...

This year, during Salone del Mobile, Mooui takes on an unexpected approach and invites interior design practices Megan Grehl (New York) and Concrete Architectural Associates (Amsterdam) to design two interiors exploring Mooui, Through the Eyes of...

Concrete and Megan Grehl have been given access to all the Mooui ingredients – furniture, lighting, fabrics, leathers, carpets and accessories – and the complete freedom to create an interior reflecting the essence of their philosophy and artistic vision. The only common factor featuring in these two very different spaces are iconic Mooui designs which subtly blend into both worlds; designs which they cherish and love.

The Museum of Extinct Animals

Mooui sails away on a bold adventure around the globe, digging up the dustiest of museum archives in order to find these invaluable treasures: the drawings of lost animals, trimmed by imagination. With the Museum of Extinct Animals Mooui celebrates nature's diversity, stimulating to stretch the limits of imagination. Highlighting that the most invaluable treasure from past and present expeditions is the unexpected diversity of beauty, in all its forms.

Inspired by these magnificent extinct animal drawings, the team created designs for surfaces: a new collection of **fabrics, leathers, wallcovering** and **carpets** that bring the extinct animal back to life!

Mooui presents all its luxurious novelties and extensions within a variety of rich and inviting product islands, bursting with extraordinary designs on all their surfaces.

Textures, shapes and patterns merge harmoniously in these three-dimensional worlds, enriching and defining their interior in every direction. At their feet, reigns a multi-layered collection of sharp and vibrant carpets by **Mooui Carpets**. The vertical dimension fulfils its potential with a new astounding high-end, stylish collection of wallcovering completing the 360° worlds of creative luxury. Their designs are created by Mooui and its new partner **Arte**, renowned for the superior quality of its products. Mooui's upholstered furniture items are dressed in a new collection of fabrics and leathers which add yet another layer of beauty to the sets.

Every single carpet, wallcovering and fabric possesses unique characteristics like every animal species in our wonderful world. Their exotic appearance, striking features, cuteness and all their essence are absorbed into Mooui's new design language.



Extinct Animal Collections

Enchanted by the stories of newly discovered animals, some travellers from the past tried to immortalize them on paper. Touched by the beauty of these drawings, by the striking features of the animals, their majesty and mystery resulted in eclectic Extinct Animal collections. A new collection of fabrics, leathers, carpets and the introduction of Moooi wallcovering, bring the extinct animals back to life!

Extinct Animal Fabrics by Moooi

The Extinct Animal Fabrics are the ultimate high-end collection of numerous fabrics and leathers. They bring a touch of luxury, softness and a splash of natural beauty to upholstered designs from the Moooi collection. Inspired by a selection of unique extinct animal drawings discovered in dusty libraries around the world, Moooi envisions a collection of fabrics based on the animals' features. To follow this ambitious adventure, Moooi dives into the world of fabrics and leathers, discovering their natural qualities and the different feel of diverse materials.

The Extinct Animal Fabrics are a force of nature to be reckoned with! Their organic structures, extreme softness or roughness, their landscapes and geometric patterns are reminders of the wonders of nature.

They embody not only the extinct animals' looks & textures but also their tactual feel. An assortment of high-quality materials serves this purpose. They range from high pile cotton velvet to jacquards; from treated leathers to mohair and fluffy fur. Thanks to this collection, our favourite Moooi designs get to wear the most amazing outfits! Every day we can time-travel and immerse our fingers into the extinct animals' soft furs, onto their cracked skins and silky plumage.

Moooi Wallcovering by Arte

Moooi is proud to announce its new partnership with Arte, passionate manufacturer of sophisticated wallcoverings. Known for their superior quality and high-end patterns, Arte wallcoverings adorn the walls of residential homes and project interiors all over the world. Inspired by each other, Moooi and Arte achieve the highest standards of quality with extraordinary, innovative designs.

The Extinct Animal Wallcovering collection broadens Moooi's design horizons by adding a new vertical dimension, which elevates its 360° world of creative luxury. An extraordinary wallcovering collection is inspired by 10 newly discovered drawings of extinct animals made by travellers from the past. These sketches ooze with the unprecedented beauty of exotic, untamed creatures. In close collaboration with design brand Arte, the animals' features and textures are poured into a collection of luxurious wallcoverings, made of the most exquisite materials, such as three-dimensional soft suede, real metal foil, paper weave, raw jute, moiré textile etc.

Each pattern is inspired by the characteristics of one animal. Striking combinations of colours, features and patterns of its fur, plumage or skin bring it vividly back to life on our walls. Some designs narrate a story; others stimulate our senses through the use of imagery and textures. Cherish the possibility of bringing imaginative worlds and symphonies of shapes & colours to the vertical dimension. Lose yourself in a rich, luxuriant forest or let your eyes wander within dreamy, vibrant and stylish landscapes.

Moooi Carpets

Moooi Carpets offers a rich and refined carpet collection in different materials with an extensive assembly of unique, iconic and breathtaking designs. From Signature rugs and broadlooms by renowned names from the world of design, fashion & art, to adjustable Moooi Works designs and Your Own Design, which provides totally customizable solutions. The Extinct Animal collection is a new family within the Signature collection. Each carpet is inspired by one of the extinct animals. The colours, structure and patterns of their fur, plumage or skin comes vividly back to life. Legends and stories that surround these creatures from the past also find a place at the heart of every carpet.

Thanks to the use of an extremely soft and comfy material, high pile soft yarn, their high-resolution prints bring the animals back into our lives, untamed and beautiful.



Moooi's Novelties & Extensions

This year, Moooi launches precious new designs and product extensions in Milan, where you can explore and treasure the novelties by Atelier Van Lieshout, Bernhard Dessecker, design duo Kranen/Gille, Moooi Works, Simone Bonanni and Marcel Wanders. The new range of furniture and lighting are designed to bring new levels of creative luxury into our lives.

Furniture

Liberty Lounger by Atelier Van Lieshout

Sculptor Joep van Lieshout set himself a goal: to create one chair per day for a month. He named the project Prototypes as part of his utopian project New Tribal Labyrinth. This futuristic vision focuses on the reinvention of the industrial revolution by recreating an ideal world based on the lost relationship between individuals and raw materials.

The first lounger of this series was handmade with no room for mistakes, no sketches and no measuring equipment but purely based on the senses of the artist and the physical interaction with the object. Atelier Van Lieshout's Liberty Lounger is the result of intuition showing that a good product needs no adjustments.

Hana Armchairs & Footstool by Simone Bonanni

The soft and inviting armchairs and footstool by Simone Bonanni are the ultimate pleasure for comfort-seeking lovers. In Japanese Hana means flower. Sitting in their warm, cosy embrace feels like luxuriating within the soft petals of a spring blossom.

The Hana Armchairs and Footstool are more than a family of seating objects. They are sculptured around the human body and its need to be pampered, embraced and accommodated for long stretches of time. Their generous, cute, subtle curves allow for hours of daydreaming, book reading or just simply letting your imagination fly.

40 Winks by IDEO & Marcel Wanders

During a studio exchange with global design firm IDEO, Marcel Wanders and a team of IDEO designers explored new concepts for the lounge chair. '40 Winks' is a contemporary reinterpretation of the American furniture icon. It allows for the ultimate form of motionless transportation, as soft as a cloud, as cosy as a bed. Contoured and luxurious, this recliner conforms to anyone's desire to relax, read and daydream in the most peaceful state of mind.

'40 Winks' is an elegant paradise of soft, stylish black upholstered leather with side resting arms, supported by a swivel metal base. The multiple resting points include a full lounge position. With '40 Winks' you can dream at any time of the day.

Obon tables by Simone Bonanni

Obon is a collection of three tables inspired by an ancient, earthy, irregular material: terracotta. With its origins lost in the mists of time, terracotta is at the base of millenary archaeological finds all over the world. These precious discoveries are evidence of our timeless creativity and desire to leave a sign, admire and ritualize.

The tables' design is the result of a patient process of combining shapes and volumes. Their graphical purity blends into the structure of ceramics creating a unique mix of new and antique. Enjoy a pure touch of earthiness in a sophisticated world.

Something Like This Sofa by Maarten Baas

"Something like this" has developed into a complete modular sofa system, to match any interior style and dream. With endless possibilities, imagination is the only limit.



Golden Chair Black by Nika Zupanc

Black is the new gold for Nika Zupanc's Golden Chair. Its elegant new black frame and the existing golden one can both be dressed in a selection of fabrics to match different interiors.

Bart Pouf & Footstool by Moooi Works

Inspired by 18th century Rococo, Bart Family is now ready for the full range of 21st century comfort. Available in two sizes, it completes the collection with its rounded charm.

Container New Colours by Marcel Wanders

Three new fashionable colours envelop the foot, barstool & stools of the original Container series and the entire body of the Container New Antiques: light grey, terracotta and concrete.

Lighting

Iconic Eyes by Bernhard Dessecker

The first sparkle of this great idea was inspired by iconic automotive headlights. They have been modified to design a grand pendant light with a classy, powerful impact for the foyer of the Bavarian National Museum in Germany.

The light's oval design is modern with a classic touch. It generates a precious ambient glow enhanced by bright rings of light and is produced in two sizes. Glorious and breathtaking in appearance, it consists of numerous lenses and a constellation of LED lights.

Plant Chandelier by Kranen/Gille

Design duo Kranen/Gille has developed the Plant Chandelier, which has grown and spread its branches in unforeseen directions. Originally, they created several design items including the chandelier, which has been recently acquired for the permanent collection of the Noordbrabants Museum in The Netherlands.

The philosophy behind its design is the imitation of nature's architectural structures, while indulging in the poetry of their beauty. Inspired by the linear patterns of Karl Blossfeldt's plant photography, and unrestricted by cables or wires, the chandelier is free to elegantly flow towards the ceiling. Its silhouette follows the anatomy of sun-kissed tree branches, with a golden glow, which converge into frosted domes of light.

Pet Lights by Marcel Wanders

Uhuh, Purr & Noot Noot (owl, rabbit & penguin) are a series of table lamps by Marcel Wanders with their very own personalities and characteristics. Rounded, endearing and elegant, they find their place in any kind of interior climate and environment. Their frosted glass bodies, decorated with touches of gold, emit a sunny, heart-warming light glow. Choose your favourite characters amongst a penguin, a rabbit and an owl.

Their gold plated ceramic features bring the animals to life, accessorizing them with precious jewels that complement the snowy whiteness of their bodies. Enjoy a wonderland of fairy tale characters with heaps of charm!

Mega Chandelier by Moooi Works

The Mega Chandelier is a custom-made lighting composition made of a unique selection of lamps from the Moooi collection, an explosion of beauty and creativity in the classic form of a chandelier. It is so much all at once: a stunning composition, a staged piece of art, a brilliant installation, a skilful Joost van Bleiswijk assembly of diverse styles and complementary designs.

Given a grand stage, the Mega Chandelier is the perfect protagonist to draw all eyes to its aura. In a bang, it generates a grand spectacle of beauty and splendour!

Chalice Metallic Grey by Edward van Vliet

The crystal beauty of the Chalice lamp is enhanced by a soft metallic-grey body with black rings at the base of each translucent silver glass chalice. The result is a new bouquet of light, available in two sizes.

Coppélia Suspended Black by Arihiro Miyake

Coppélia's dance continues fluid and undisturbed in this new version, available in two sizes. Enveloped in a black costume,



Refined fabrics

Extinct Animal Fabrics by Moooi

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Their organic structures, extreme softness or roughness, their landscapes and geometric patterns are reminders of the wonders of nature. They embody not only the extinct animals' looks & textures but also their tactual feel. An assortment of high-quality materials serves this purpose. They range from high pile cotton velvet to jacquards; from treated leathers to mohair and fluffy fur.

New Fabric Families by Moooi

Moooi has decided to enrich its fabric assortment with fresh families that are applicable to new and existing upholstered items from the Moooi collection. They offer a rich variety of colours, structures and materials, and the possibility to choose from a broader selection.

Always on the lookout for beauty we are proud to also present some poufs upholstered with beautiful cow stomach leather. The leather has been developed by the talented material designer **Billie van Katwijk** and we are working together with her to find ways to use it in the collection.

New partnerships

Moooi Wallcovering by Arte

The Extinct Animal Wallcovering collection broadens Moooi's design horizons by adding a new vertical dimension, which elevates its 360° world of creative luxury.

Arte is a passionate manufacturer of sophisticated wallcoverings. Known for their superior quality and high-end patterns, Arte wallcoverings adorn the walls of residential homes and project interiors all over the world.

Inspired by each other, Moooi and Arte achieve the highest standards of quality with extraordinary, innovative designs



Notes to the Editor

Press Preview

Monday 16th of April from 14.00 to 18.30hrs - via Savona 56, Milan

For interview requests, please contact Nikki Brandenburg: nikkibrandenburg@moooi.com

Full list of interviewees Moooi

Marcel Wanders (Founder/Art director/Designer)	IDEO
Robin Bevers (CEO)	Edward van Vliet
Merantine Paree (Brand Manager)	Arihiro Miyake
Gabriele Chiave (Creative director Marcel Wanders)	Nika Zupanc
Bernhard Dessecker	Rick Tegelaar
Simone Bonanni	Luca Nichetto
Atelier Van Lieshout	Umut Yamac
Kranen/Gille	Billie van Katwijk
Maarten Baas	Joost van Bleiswijk

Partners

Megan Grehl
Concrete
Arte Wallcovering
Moooi Carpets

Opening times during Salone del Mobile 2018 at via Savona 56

Tuesday 17th of April - Saturday 21st of April from 10.00 to 21.00hrs

Sunday 22nd of April from 10.00 to 17.00hrs

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Background information

Moooi

For almost twenty years Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 by Marcel Wanders and Casper Visser 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. Since 2013 the company's art direction is in the hands of Marcel Wanders. From 1 September 2015 Robin Bevers assumed the position of Moooi CEO, taking over this role from Moooi co-founder Casper Visser.

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, Maarten Baas, Luca Nichetto, Atelier Van Lieshout, Arihiro Miyake, Bertjan Pot, Umut Yamac, Edward van Vliet, Joost van Bleiswijk, Studio Job and Nika Zupanc. The collection's style is exclusive, daring, playful, exquisite and based on the belief that design is a question of love. 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. To trigger, to create conversation pieces which make your environment more special. To create an extra 'O' in terms of value and beauty!

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. With this unique and iconic mix of lighting, furniture and accessories, which outlast everyday interiors, Moooi creates interior environments decorated with an inspiring variety of patterns and colours to embrace any kind of space and make people of different ages, cultures and personalities fall in love with their homes.

Moooi presents creative luxury for a well curated life. Innovative, provocative & poetic at the same time. A Life Extraordinary!

www.moooi.com

"We don't tell designers what to do, we listen to what designers want to make, try to realise their dreams."

- Marcel Wanders

Megan Grehl

Interior Design Practices, New York

Founded in 2014 in New York City, Megan Grehl specializes in high-end design in both large-scale and small-scale projects, often incorporating their own custom structures, including furniture and product designs.

Projects are designed through a holistic approach with both architecture and interior design teams working closely together. Megan Grehl designs are grounded in conceptual forms that often frame and emphasize statement moments experienced from the exterior and interior spaces. Whether designing a ground-up building or renovating a kitchen, they are grounded in sculptural gestures, simple silhouettes, and layered textures. The team prides their selves in working closely with its clients and meeting their deliverables.

Collectively, the seven-person studio is proficient in English, Mandarin, French, Spanish, German and Korean. Completed projects in Shanghai, New York, Los Angeles, and Paris, and eager to bring skills and talent to other locations, domestic and abroad. The team takes pride in having varied international backgrounds, which informs their work and also our clientele.

www.megangrehl.com



For interviews, press inquiries or imagery please contact:

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Images and information are available at our PRESS ROOM area at www.moooi.com/press

Concrete

Architectural Associates, Amsterdam

Since 1997 concrete develops concepts in architecture, interior design, urban development and brand development. Working with a team of 50+ multidisciplinary creatives for corporations and institutions. Concrete loves provoking, confusing, philosophising, scale models, haute cuisine, burgers, and (most of all) shattering dogmas. Provides results. No grand theories or abstract ideas. Just things that work. Wants the best answers, not the easiest solutions. Concrete likes to let the work do the talking.

Next to URBY, Projects include citizenM hotels worldwide, W Hotels in London and Verbier, Zoku Lofts, Mongkok Skypark, Castell D'emporda, Supperclub worldwide, Rituals stores worldwide and currently working on W Hotel in Mumbai, Virgin Cruises, W Hotel in Osaka, Andaz Munchen and more.

www.concreteamsterdam.nl

Moooi partners

Arte Wallcovering

Wallcoverings for the Ultimate in Refinement

Arte is a passionate designer & manufacturer of sophisticated wallcoverings.

The company has been in play since 1981. It was founded by Jean-Pierre Desart and is now owned by his sons – Managing Directors Steven and Philippe Desart.

Arte wallcoverings adorn the walls of both residential homes and project interiors in over 80 countries worldwide. Every year, an in-house team of experienced designers creates several new collections. All of these new products must be innovative and trendsetting, while also being of superior quality. A lot of time and effort goes into research: Arte is constantly looking for new production methods and quality materials. That explains why designing a new collection can easily take more than a year.

About half of the products are manufactured in-house through environmentally-friendly processes. A smaller number of wallcoverings are produced by external partners who apply the same quality and sustainability norms. Arte keeps a permanent stock in the headquarters in Zonhoven, Belgium. Arte has corporate showrooms in Paris and Cannes (France), Culemborg (The Netherlands) and London (UK).

For more than 35 years Arte's only focus has been on covering walls in the most beautiful way. With an extensive, in-house design team and a state-of-the-art production facility, this Belgian-based and family-owned company is considered the reference when it comes to high-end wallcoverings. You can expect absolute expertise and professional support for all your projects.

www.arte-international.com



For interviews, press inquiries or imagery please contact:

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Luxury Hotel Cosmetics

Imagine checking-in in a beautiful hotel room after a day in an unfamiliar city, spent between people, chaos and noise... After closing the door of your luxurious hotel room you are finally in peace, far away from home. Moooi has always been about bringing additional beauty to our lives by decorating our homes, offices and hotel rooms with iconic and innovative pieces of furniture and lighting. In 2015, together with Luxury Hotel Cosmetics, Moooi introduced a line of sumptuous beauty products for luxury hotels. The shampoo, conditioner, body wash and bodylotion bottles (50ml) come in the shape of Moooi's extra O, which symbolizes an extra value in terms of beauty and uniqueness. The fragrance evokes contrasting senses and is multi-faceted, characterized by the purity of its individual ingredients. A fresh blend, starting with a light top note of bergamot, cardamom and nutmeg lead over to a warm, aromatic woody heart of lavender and cedarwood are perfectly complemented by a deep, elegant base note of patchouli, tobacco and musk. This year (2018) Moooi added unique travel slippers to the Moooi Luxury Hotel Cosmetics collection in collaboration with Renate Volleberg. Renate designed slippers with a two-dimensional, paper-cut type pattern that become three-dimensional once worn. Discover more of Renate's designs at shoedesign.nl
www.moooi.com/luxury-hotel-cosmetics

Moooi Carpets

Moooi Carpets offers a rich and refined carpet collection with an extensive assembly of unique, iconic and breathtaking designs. From Signatures rugs and broadlooms by renowned names from the world of design, fashion & art, to adjustable Moooi Works designs and Your Own Design, which provide totally customizable solutions. Ideal to finish off any interior environment in style! A dedicated team of designers, project managers and customer care is at your service to meet individual project requirements. No matter the size, scale or specification of your wishes, their experience and knowledge is at your availability to produce the most creative and stylish flooring solutions for hospitality, leisure and office. A groundbreaking high definition Chromojet 800 printer achieves incredible diverse yet accurate tones through mixing 16 basic shades and using 76dpi reproduction to create an unlimited mix of colours. This opens the doors to an endless and infinite world of depth, making it possible to produce photo realistic rugs and broadloom flooring solutions.
www.moooi.com/carpets

Gentle Monster

Moooi and Gentle Monster launched the Third Eye Collection in November 2017. A new line of sunglasses inspired by ancient Egyptian hieroglyphic drawings which connected the graphic symbol 'O' to a human eye. It is infused with the two brands' shared vision and philosophy of creative luxury and high-end experimentation. Founded in Seoul, Korea in 2011, Gentle Monster is the fastest growing eyewear and sunglass brand in Asia, now a global business with extensive worldwide distribution. The designer eyewear brand distinguishes itself with their 'high-end experimentation' philosophy, stemming from the brand's core focuses: product, space, styling, culture redesign, and technology. Gentle Monster collaborated with several notable designer brands including Opening Ceremony, Tome, and Hood by Air.
www.gentlemonster.com

Billie van Katwijk

Billie van Katwijk is a designer with a focus on revaluation and nature. She has a fascination with animals, skins and uses unconventional methods of producing beautiful objects. She graduated in 2017 from Design Academy Eindhoven (The Netherlands) within the direction of conceptual design. With her project Ventri she developed a unique range of textured leathers made of cow stomachs. Ventri reveals how slaughterhouse remnants can become luxurious design. Her projects are shown at various exhibitions worldwide and Dezeen included her project Ventri in the top 10 biggest design trends of 2017. Currently she is based in Amsterdam where she develops new and existing projects to inspire people.
www.billievankatwijk.com

