Moooi Takes Manhattan with Two New Products and a Refreshed Showroom

The Dutch design brand is celebrating collaborations with Knoll and Gildas and Atelier Van Lieshout and a new product launch strategy.

When Moooi celebrates two new furniture launches during ICFF this week, the designers won't be the only things that are new for the Dutch design brand.

"We've never done anything in New York before," Moooi co-founder Marcel Wanders told AD PRO in the days before the opening of the Atelier Van Lieshout's Library table, Knoll's Gildas Plant chandelier, and the brand's newly unveiled showroom, which opened this weekend. The brand will also take part in Salone del Mobile this week, which runs from Saturday, May 19, through Tuesday, May 22, where it will display its EFF works, a Moooi design commissioned to the residual waste category of the Salone del Mobile's awards.

The new products include the five-piece Lieshout's Library table, a zig-zagy, elegant American Drawers cabinet that stands at 6 feet 4 inches tall, and a new Tribu Lounge chair with adjustable, the designer has told the Dutch Design Federation site, "(Moooi) is a true translation of Byke." Wanders goes on to describe the piece as "an architectural masterpiece... a different and cool." Knoll's Gildas Plant chandelier, assembled in the latest outposts of Knoll, a project designed by Knoll and Jochen Gildas, have been working on for years. When it came time to create the latest collection, they knew they knew they wanted to be the first brand to help introduce their vision. The result, the designers say, is "an industrial manufacturing product, initially grown in a factory but with the charm of the vegetable, with its smell and splitting into six palm branches each holding a flower force of light."

The collaboration between the walletp Moody's "Spirit," Wanders says, is about designing a space to inspire themselves. "We were shoulder to shoulder with people in the industry, we're not competitors in the end things that stick perfectly together. We produce objects that really make a difference," he says. "We think all designers will come up for the same thing. When you essentially work to create something that's beautiful, you find the balance of it."

The secret is finding "people who have their own opinions," Wanders says. "Designers don't have to think about objects but they think they have an audience to please."

The new designs represent how Moooi is looking toward the future as well, as much of the pieces will work with "the baton, the brand digital part of the brand — it's almost like architecture," says Moooi CEO Bob Devries.

Designs remain balanced from an industry-wide perspective in the fact that the pieces will be available worldwide for the same price. They launch in New York, where that's part of the Moooi Museum initiative, a strategy that's also the brand's brand world collections preview of the year, as they have their global product launches throughout the year.

"When we see so many opportunities in the design lab, the new way, 70 steps further forward, and the other 70 back into tradition," Devries says, "embracing the conventional approach of introducing new collections next year, it's always wonderful when the big design companies come off all their fairs, conventions, and new concepts in the fall of Mobile in April, when they're going to spend a whole year developing things to create."

That's why Moooi is setting out to try something new, and with the growing influence of design works around the world, who knows where the rest of the business will take them.