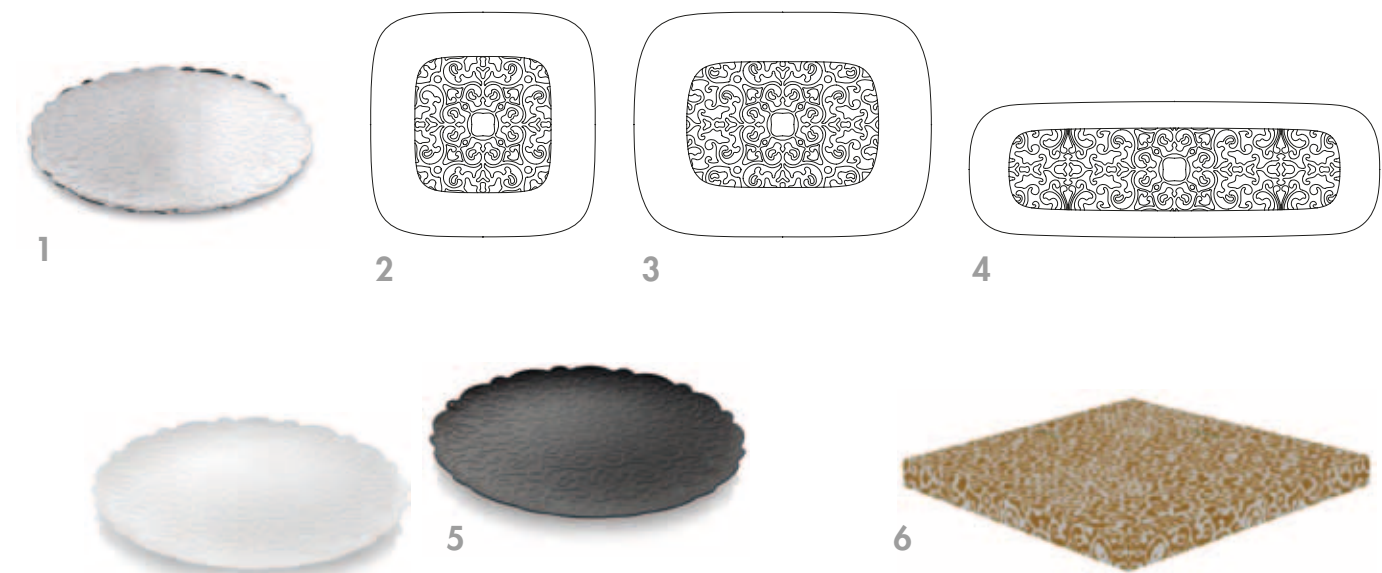


Trays

Product description

Decoration is like a beautiful dress: it should never be overpowering.

Three new steel Trays are have been added to the “Dressed” series to which has recieved a very warm welcome. We believe that Marcel Wanders is one of those rare designers who has actually been able to innovate using decoration. His approach to decoration is to establish a special relationship between an object’s decorated parts and the object as a whole. Traditionally, convention would require that the decoration be applied to most visible and important areas of the object. Wanders, instead, applies it to secluded areas, a bit hidden away, sometimes in areas that aren’t even normally in view at all, to the point that we might even call it a sort of introverted decoration. The name of the series itself, Dressed, highlights the notion that decoration should be designed, like a beautiful dress, to bring out the contents, without being overpowering. These Trays, however, in addition to those previously released (1), are the exception to that rule. Made of 18/10 deep drawn stainless steel and almost completely decorated with series’ motif, both on the top and underneath, by means of relief moulding. Also, the design of the decoration has been applied in a larger scale, better adapted to the larger trays. The Trays are available in a square format cm. 34x34 (2), and two rectangular formats: cm. 45x34 (3), and an elongated cm. 62x20 (4). To these three Trays with straight sides, two new variations of colour, in black or white epoxy paint (5), have been added for the round Trays, made in 18/10 stainless steel and previously presented in 2010. The Trays’ packaging has been designed by the same designer (6). In addition to the trays, the Dressed series consists of Porcelain, Dishes, Glasses and Flatware.



Technical notes

MW07 B Round tray in steel coloured with epoxy resin, black. Relief decoration. Dimensions: ø cm 35 / ø 13¾”
MW07 W Round tray in steel coloured with epoxy resin, white. Relief decoration. Dimensions: ø cm 35 / ø 13¾”
MW09 Square tray in 18/10 stainless steel with relief decoration. Dimensions: cm 34x34 / 13½”x13½”
MW10 Rectangular tray in 18/10 stainless steel with relief decoration. Dimensions: cm 45x34 / 17¾”x13½”
MW11 Tray in 18/10 stainless steel with relief decoration. Dimensions: cm 62x20 / 24½”x8”

Additional project notes

A coloured version of the small, round tray, in addition to three new trays (one square and two rectangular) can be considered as a good expression of the “Dutch Baroque” movement, which has been so well interpreted by the talented Marcel. After the presentation of his Tableware “Dressed” in the spring of 2011, complete with porcelain, glassware and cutlery, he has been drawing a number of followers. Particular attention should be given to the decoration, achieved by the new application of the rolling relief technique, which gives an interesting three-dimensionality to the objects.

Alberto Alessi

Trays



Nome / Name:	Dressed
Codice / Code:	MW07 B - MW07 W - MW09 - MW10 - MW11
Designer:	Marcel Wanders