



## **Marcel Wanders, Dutch design phenomenon joins forces with John Hitchcox and Philippe Starck of yoo**

yoo, the design focused property development brand co-founded by John Hitchcox and Philippe Starck is delighted to announce a global creative partnership with innovative Dutch designer, Marcel Wanders. “Wanders & yoo” will be an ongoing collaboration, enriching the diversity, complementing the current offering and delivering a different perspective, keeping yoo at the forefront of design led residential property for which they are internationally renowned.

Marcel Wanders, described by The Observer (UK) as “one of the most inspiring powerhouses of multi-disciplinary design” and elected “Designer of the Year 2005/2006” at Elle Decoration’s International Design Awards is joining the ever expanding portfolio of respected interior design talent in partnership with yoo; his role will be as concept designer for Wanders & yoo.

Like yoo, Marcel Wanders’ designs are innovative and inimitable. Witty, intelligent and provocative, Wanders eschews austere minimalist concepts to create more decorative products and spaces. Wanders will collaborate with the yoo design team on an exclusive group of developments to create stunning common areas, apartment layouts, finishes and show suites.

John Hitchcox, Chairman of yoo, comments: “This design collaboration with Marcel underscores our belief in the strength of diversity and embodies our commitment to offering a breath and depth of choice. I believe Marcel understands the market and the need for a sense of connection in design, but most importantly he understands the role of the designer. He creates products and spaces that engage the user, his design ethos and ethics beautifully mirror yoo’s work and I believe he will deliver the most exciting, contemporary, urban living spaces.”

Marcel Wanders comments: "Joining yoo represents the organic evolution of my work from product design to concept and interior design to create not only iconic objects but truly unique, desirable and inspirational living spaces."

Wanders' design work is ubiquitous, designing for some of the biggest European contemporary design names including Bizzaza, Droog Design, Capellini and Moooi, of which he is art director & co-owner. He is no stranger to interior design having co-founded the extraordinary LUTE SUITES hospitality-concept, the first "all over city suites" hotel in the world as well as designing the interiors of Mondrian's South Beach, Miami & Las Vegas hotels. Wanders has designed the interior of restaurants 'Blits' in Rotterdam and 'Thor' at the Hotel on Rivington in New York. As an international design award winner his products are presented at the most exclusive contemporary art museums all over the world including the Museums of Modern Art in New York and San Francisco and London's V&A.

A global success story, John Hitchcox and Philippe Starck's yoo brand continues to push the boundaries in innovation and has grown into an internationally respected property concept. The yoo name has redefined the conventions of residential design and property marketing, injecting vivacious spirit, wit and personality into every project they work on.

For further information about yoo: [www.yoo.com](http://www.yoo.com)

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#### **Notes to Editor**

yoo is an international branding, design and investment property company enhancing the quality and adding value to development projects in major towns and cities across the world.

The brand is represented by three core design teams – yoo inspired by Stack, Jade Jagger for yoo and the yoo design studio; all of whom increase sales values through design and sales velocity through branded marketing and maximizing media exposure.

Over the past nine years yoo has been working across the world with international partners on a variety of landmark buildings and large residential projects throughout Asia, Australia, Europe, North and South America and the Middle East. Currently yoo is involved in the development of more than 25,000 apartments valuing over \$10 billion.

**For further press information on yoo contact:**

Kelly Luchford at LUCHFORD APM T: +44 (0) 20 7631 1000, E: [kelly@luchfordapm.com](mailto:kelly@luchfordapm.com)