

Ventura New York – the Dutch edition

Date: 19 – 22 May 2019 (as a part of ICFE, during NYCxDesign)

Location: Javits Convention Center, 655 West 34th Street, NY 10001



NAME OF EXHIBITOR

WoOL Amsterdam

PARTICIPANTS

INGRID HEIJNE

Country

Netherlands

TITLE OF EXHIBITION

WoOL Amsterdam presents We design for the senses.

Project information

About WoOL – We design for the senses.

We love creating beautiful objects for environments.

WoOL brings the rawness of nature together with refined aesthetics to create high-end wool felt objects that enhance the experience of any interior.

Our exclusive hand-crafted natural wool products are not only beautiful, but highly functional. They shape light, modulate sound and invite touch for an optimal experience of any space.

At WoOL we make more than just objects, we create connections to our inner world and those around us. We know how to design for deep conversation, intimate settings and invite energy and vitality in.

All WoOL products are drawn from real life, produced in sustainable ways.

WoOL Products – Hand-crafted

Our wool felt products are exclusively hand-crafted Dutch design.

From big to subtle, with our scalable and modular wool felt products, a desired atmosphere and desired size can be created.

We only use sustainable produced premium wool felt, assuring our products are durable, visually stunning and always pleasant to touch.

WoOL Roomdividers make rooms supportive of conversation or creativity and can bring quiet when sound reflection and privacy are needed.

WoOL Wall objects shape light and sound into a spectacle.

About Craft Process

We realize that when raw material makes it into our Amsterdam based studio, it comes with a legacy.

In the wool we still find the animals, the seasons they endured and what sustained them during the time they walked the land.

There are the rough hands that cared for the animal and shaved it, and even the machines that turned the raw wool into premium felt.

Therefore, craft for us means caring and deeply engaging with the material, testing it with our own hands, sensing, smelling, absorbing its essence and giving attention to the process and our client's needs.

At WoOL we carry nature's legacy on, into your space.

About Inspiration

At WoOL we follow what our imagination draws from the earth.

Sensing the atmospheres of nature, what our hands tell us when we touch the ground or seeing a pattern in the natural world for the first time. We see potential and follow it to form.

We love trying to capture the raw essence of what can't easily be captured. Think the play of light on a coral reef in the sea, listening to the silence of moss or witnessing the movements in the wind of nature's own designs.

These offers of nature to our senses make us understand how we can connect people to their environment with our craft.

The beauty, sensitivity and openness it takes to make what we love making is what we want to bring to all people interacting with a WoOL object.

Inspiration is for us taking in, being touched and touching others.

Website

www.woolamsterdam.com

Instagram

<https://www.instagram.com/wool.amsterdam/>

Facebook

<https://www.facebook.com/wool.amsterdam.products/>