

Marcel Wanders creates new design parasol for Sywawa



Geisha. That's the name of the latest design parasol that Dutch top designer Marcel Wanders is presenting at the Milan Design Week in April.

The sublime parasol embodies the essence of the mysterious Japanese tradition of the geisha, with her understated, soothing ambience. Wanders designed stylised flower motifs for the inside of the parasol. A metal bow adorns the top, a typical accessory on the kimono of a geisha.

Wanders' new parasol will be produced by the Belgian parasol manufacturer Symo, in its famous range of Sywawa 'Sunbelievable Design Parasols'.



Marcel Wanders became world famous with his chair made of reinforced rope that is now in the MoMA in New York. The American magazine *BusinessWeek* included Wanders in its list of *50 Stars of Europe*. Other world-class museums have also exhibited his work: the Centre Pompidou, Boijmans-van Beuningen and the Stedelijk Museum in Amsterdam for example.

Pierre Christiaens, CEO of Symo Parasols, is proud to produce Marcel Wanders' latest creation: 'We offer hip design on the parasol market under the brand name Sywawa. To this end we frequently collaborate with top designers. We bring their design parasols to the terraces of hotels, restaurants, brasseries, swimming pools and beach bars all over the world.'



Questions? Contact Pierre Christiaens, CEO, on +32 50 459 170 or pierre@symoparasols.com

Photos of the Geisha parasol:

<http://www.symoparasols.com/pers/>

(user symopress – password sywawapress)

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