



V'S ROCKER - FOLDABLE ROCKING CHAIRS

WHAT

DESIGNED OBJECTS AND ENVIRONMENTS THAT BRING A MEANING INTO OUR LIVES THROUGH EMOTIONS, AESTHETICS, FUNCTIONALITY AND ERGONOMICS.

DESIGN THAT OFFERS PLEASURE AND USABILITY IN UNEXPECTED WAYS.

PLAYFUL, SURPRISING AND NON INTRUSIVE DESIGN THAT IS EASY TO BE AROUND OF. THAT SATISFIES REAL NEEDS RATHER THAN TRANSIENT ONES.

WHY

BECAUSE I CAN.
DESIGN ETHOS BASED IN JOY AND WONDER.

I BELIEVE GOOD DESIGN MAKES LIFE BETTER AND THE WORLD A MORE DELIGHTFUL PLACE.

I BELIEVE IN EMOTIONAL DESIGN, THE ONE THAT IS MORE THAN A MATERIAL POSSESSION FOR US.

I AM COMMITTED TO MY ART, CREATING FLEXIBLE AND INNOVATIVE DESIGN THAT RESPONDS TO ITS AUDIENCE.

CREATIVE PROCESSES BASED IN EXPERIMENTATION, FUNCTIONALITY, AESTHETICS, SURPRISE FACTOR AND SUSTAINABILITY.

WHO

VALENTINA GONZALEZ
WOHLERS
(MEXICO CITY, 1977)

AWARD WINNING DESIGNER BASED IN LONDON. BEFORE ENTERING CENTRAL SAINT MARTINS TO COMPLETE AN MA IN CONTEMPORARY FURNITURE (LONDON 2005-2007) SHE GRADUATED IN INDUSTRIAL DESIGN WITH HONORS FROM THE IBEROAMERICAN UNIVERSITY IN 2000, MEXICO CITY.

HER WORK HAS BEEN FEATURED IN A WIDE RANGE OF INTERNATIONAL PUBLICATIONS AND MEDIA, SELECTED FOR SOLO AND COLLECTIVE DESIGN AND ART EXHIBITIONS IN LONDON, MILAN, NYC, MEXICO AND PARIS.

SHE IS A REGULAR GUEST LECTURER AND SPEAKER IN SEVERAL DESIGN COLLEGES THROUGHOUT THE UK AND AMERICA.

CURRENTLY A PROFESSIONAL FURNITURE AND INTERIORS DESIGNER AND CONSULTANT, VALENTINA HAS BEEN DEVELOPING PRIVATE COMMISSIONS AND CONCEPTUAL FURNITURE FOR THE HIGH-END RESIDENTIAL AND COMMERCIAL INDUSTRY WORLDWIDE SINCE 2007.



SALONE INTERNAZIONALE DEL MOBILE, MILAN 2015: MEXICAN DESIGN PAVILION, VENTURA LAMBRATE
IN COLLABORATION WITH GROW AAD

ZONA MACO - MEXICO ARTE CONTEMPORANEO 2015: THE GHOST OF A CHAIR, IN COLLABORATION
WITH ANDRES SIEGEL GALLERY

PINTA THE LATIN AMERICAN ART FAIR LONDON – PINTA DESIGN MAY 2014

NEW YORK DESIGN WEEK 2014 AT WANTED DESIGN. IN COLLABORATION WITH TERRITORIO CREATIVO

INTERIORS UK - BIRMINGHAM JANUARY 2014: V'S ROCKERS - FOLDABLE ROCKING CHAIRS 'BEST NEW PRODUCT AWARD
INTERIORS UK 2014'

LONDON DESIGN FESTIVAL 2013: THE BLOOMING BRANCHES COLLECTION AND V'S ROCKERS. DESIGNJUNCTION, LONDON.

PINTA THE LATIN AMERICAN ART FAIR LONDON – PINTA DESIGN MAY 2013

THE BLOOMING BRANCHES COLLECTION - SOLO EXHIBITION, RETROUVE GALLERY, MEXICO CITY. MARCH 2013

THE AP-ART LONDON WINTER SHOW 2012 - WINTER WONDERLAND EXHIBITION, CURATED BY ADRIAN PALENGAT'S
GALLERY. LONDON 22 NOVEMBER – 22 DECEMBER 2012.

DESIGN WEEK MEXICO 2012: INTRODUCING THE CONFIDENT COLLECTION DESIGNED BY WOH&CO FOR HILANDO MEXICO,
MEXICO CITY, OCTOBER 2011

LONDON DESIGN FESTIVAL 2012: THE WILD BODGED CHAIR, SOUTHBANK CENTRE, LONDON. IN COLLABORATION WITH
DESIGNERSBLOCK

MEXICO THROUGH YOUR SENSES, MEXICAN EMBASSY TO THE UK. LONDON, JUNE 2012

PINTA ART FAIR LONDON , EARLS COURT EXHIBITION CENTRE, MAY 2012

'MEXICAN FACTORY: CONTEMPORARY INDUSTRIAL DESIGN' MUSEUM OF MODERN ART, MEXICO CITY,
OCTOBER 2011 - FEBRUARY 2012

DESIGN WEEK MEXICO 2011: OBJECTS OF DESIRE, PART OF DESIGN AND PERSONALITIES EXHIBITION.
MEXICO CITY, OCTOBER 2011

LONDON DESIGN FESTIVAL 2011: EDEN, THE TENANGO CHAIR BY WOH&CO FOR NATUZZI 'CHAIR AFFAIR' PROJECT.

SURREAL WOMAN: CELEBRATING 75 YEARS OF THE SURREALIST MOVEMENT. COLLECTIVE EXHIBITION CURATED BY
GUTS FOR GARTERS, LONDON 2011

NEW YORK DESIGN WEEK 2011. IN COLLABORATION WITH WANTED DESIGN, MAY 2011

LONDON DESIGN FESTIVAL 2010: 13 GHOSTS, A MAJOR INSTALLATION OF CONTEMPORARY FURNITURE. IN COLLABORATION
WITH DESIGNERSBLOCK

TWO'S A PAIR: FRIDAY LATE AT THE VICTORIA AND ALBERT MUSEUM. PART OF THE LONDON DESIGN FESTIVAL 2010

PINTA ART FAIR LONDON, EARLS COURT EXHIBITION CENTRE, MAY 2010

INTERNATIONAL CONTEMPORARY FURNITURE FAIR (ICFF) NYC 2010 -IN COLLABORATION WITH
THE BRITISH EUROPEAN DESIGN GROUP (BEDG)

SALONE INTERNAZIONALE DEL MOBILE, MILAN 2010: ABSTRACT TENOCH I & II / EROTICA CUTOUTS.
IN COLLABORATION WITH DESIGNERSBLOCK

LONDON DESIGN FESTIVAL 2009: THE GHOST OF A CHAIR. IN COLLABORATION WITH DESIGNERSBLOCK

SALONE INTERNAZIONALE DEL MOBILE, MILAN 2009: THE PRICKLY PAIR CHAIRS. IN COLLABORATION WITH
DESIGNERSBLOCK

SELECTED EXHIBITIONS



V'S ROCKER

FOLDABLE
ROCKING CHAIR

WOH
& CO
BY VALENTINA GLEZ, WOHLERS



THE ORIGINS OF ROCKING CHAIRS ARE UNCLEAR. HISTORIAN'S WILL TRACE BACK THE IDEA OF ATTACHING CURVED BANDS CALLED 'ROCKERS' TO THE BOTTOM OF A CHAIR TO NORTH AMERICA THROUGHOUT EARLY 18TH CENTURY. IT IS SAID THAT IT WAS ENGLAND'S NORTH AMERICAN COLONIES THAT ACTUALLY DEVELOPED THE CONCEPT. LATER INTO THE MODERN ERA AND THROUGHOUT THE 1920's, FOLDING ROCKING CHAIRS BECAME AN ADDITION TO THE ALREADY FASHIONABLE ROCKER FAMILY WITHIN AMERICA AND ENGLAND. THIS WERE COMMONLY USED FOR OUTDOOR ACTIVITIES AND TRAVEL PURPOSES.

WHILE THIS WAS HAPPENING BETWEEN AMERICA AND ENGLAND, IN MEXICO AND DURING COLONIAL TIMES, SPANISH SHIPS CROSSED THE ATLANTIC OCEAN BRINGING OVER EUROPEAN GOODS, INCLUDING FURNITURE. SHIPS WILL MEET SHORE IN VERACRUZ PORT AND ALSO IN TLACOTALPAN, A LITTLE COLOURFUL WATERFRONT TOWN NEAR BY.

TLACOTALPAN, DECLARED BY UNESCO AS CULTURAL HERITAGE, HAS A HISTORICAL TRADITION OF WOODWORK AND FURNITURE MAKING, SPECIALLY ROCKING CHAIRS: BACK THEN SPANISH CABINET-MAKERS WILL TRAIN SKILLED MEXICAN CRAFTSMAN TO REPRODUCE EUROPEAN FURNITURE, THIS DATING FROM 16TH TO 19TH CENTURY. A REMARKABLE LOCAL TRADITION THAT STILL ON SINCE THEN.

VALENTINA TRAVELLED TO TLACOTALPAN TO LEARN AND EXPERIENCE FIRST HAND THE TRADITIONAL TRADE OF CHAIR-MAKING, FOLLOWING THE ORIGINAL DESIGN AND MANUFACTURING PROCESSES THAT HAVE BEEN TAKING PLACE WORLDWIDE FOR CENTURIES. FROM SOURCING THE WOOD, TO INDIVIDUALLY CRAFTING EACH OF THE COMPONENTS BASED IN ACTUAL TEMPLATES, SHE DESIGNED AND BUILT BY HAND HER FIRST ROCKER.







V'S ROCKERS: BEST NEW PRODUCT 2014
AWARDED BY INTERIORS UK AND
THE FURNITURE MANUFACTURERS
ASSOCIATION UK

V'S ROCKERS
Foldable Rocking Chair



Wohlers





SELECTED INTERNATIONAL PRESS AND MEDIA

FIESTA meets FUNCTIONALITY

Bringing nature, craft, colour and uniqueness to furniture, designer Valentina Gonzalez Wohlers talks to Trending about her love affair with furniture design



Designer Valentina Gonzalez Wohlers sitting on her cactus chair. Photo by M. Paganelli. © Trending

My design can create things that are beautiful and very decorative, but also functional and useful. I'm not designing for a specific market, but for people who appreciate art and design. I want to create pieces that are both beautiful and functional, and that can be used in a variety of settings.



When I designed the first interactive system in a well-known museum, which was completely practical and representative, it was a challenge for me. I wanted to create a piece that was both beautiful and functional, and that could be used in a variety of settings. I wanted to create a piece that was both beautiful and functional, and that could be used in a variety of settings.



One year ago, I was asked to design a chair for a museum. I wanted to create a piece that was both beautiful and functional, and that could be used in a variety of settings. I wanted to create a piece that was both beautiful and functional, and that could be used in a variety of settings.



COMES FROM A CULTURE FULL OF LIFE AND PASSION, COLOUR, FLAVOURS, EXUBERANT NATURE AND WITH A VAST HISTORIC HERITAGE

INSPIRACIÓN @ BRITAIN

Cómo cada año, la ciudad de Londres se convierte en la capital creativa del Reino Unido, por su gran oferta de eventos culturales y artísticos. Este es nuestro reporte.



PAUL COCKSEDGE



VALENTINA GONZALEZ WOHLERS LA CONQUISTA CREATIVA DE MEXICO EN EUROPA



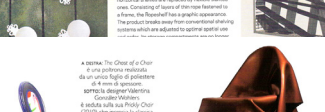
LUCA CASINI



SITE SPECIFIC DESIGN



YUKO MIYAZAKI



LASZLO ROZINSKI



DESIGN AFOPEI GIA OADYE

SUBJECTIVE EYE

THE VIEW FROM A DESIGNER'S MIND

I like furniture that's made to last, and that grows older with its owners, becoming more than just a material possession.

ABOUT THE DESIGNER



Valentina Gonzalez Wohlers sitting on her cactus chair. Photo by M. Paganelli. © Trending



Valentina Gonzalez Wohlers sitting on her cactus chair. Photo by M. Paganelli. © Trending

AD ARCHITECTURAL DIGEST HORS SERIE



CHAIR DESIGN OF THE YEAR

WOHLERS & CO
BY VALENTINA GLEZ WOHLERS

WHERE TO FIND US

EUROPE:
LONDON, BY APPOINTMENT
L'ECLETTICO GALLERY, MILAN

AMERICA:
BERGDORF GOODMAN, NYC

LATIN AMERICA:
TROUVE GALERIA, MEXICO CITY

ARAB EMIRATES
THE NOM. 4, KUWAIT





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