

VALENTINA  
GONZALEZ  
WOHLERS

WOH  
& CO  
VALENTINAGW.COM





## WHO WHAT

**VALENTINA GLEZ 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 INTERIOR  
DESIGNER AND DESIGN  
CONSULTANT,**

**VALENTINA HAS BEEN  
DEVELOPING PRIVATE  
COMMISSIONS AND  
CONCEPTUAL FURNITURE FOR  
THE HIGH-END RESIDENTIAL  
AND COMMERCIAL INDUSTRY  
WORLDWIDE SINCE 2007.**

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

**DESIGN THAT OFFERS PLEASURE  
AND USABILITY IN UNEXPECTED  
WAYS.**

**SOPHISTICATED, EXCITING 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  
PRACTICE, CREATING FLEXIBLE  
AND INNOVATIVE DESIGN THAT  
RESPONDS TO ITS AUDIENCE.**

**CREATIVE PROCESSES  
BASED IN EXPERIMENTATION,  
FUNCTIONALITY, AESTHETICS,  
SENSUALITY AND  
SUSTAINABILITY.**

VICTORIA & ALBERT MUSEUM, SEPTEMBER 2015, LONDON: DESIGN EXHIBITION CELEBRATING THE DUAL YEAR MEXICO – UNITED KINGDOM 2015

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

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

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

LONDON DESIGN FESTIVAL 2013: THE BLOOMING BRANCHES COLLECTION AND VAL'S ROCKERS, FOLDABLE DOCKING CHAIRS. DESIGNJUNCTION, LONDON.

PINTA ART FAIR LONDON – PINTA DESIGN LATINAMERICA - EARLS COURT EXHIBITION CENTRE, 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 VAL 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 VAL FOR NATUZZI 'CHAIR AFFAIR' PROJECT.

SURREAL WOMAN: CELEBRATING 75 YEARS OF THE SURREALIST MOVEMENT.  
COLLECTIVE EXHIBITION CURATED BY GUTS FOR GARTERS, LONDON, JUNE 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)  
UK TRADE AND INVESTMENT AWARD 2010

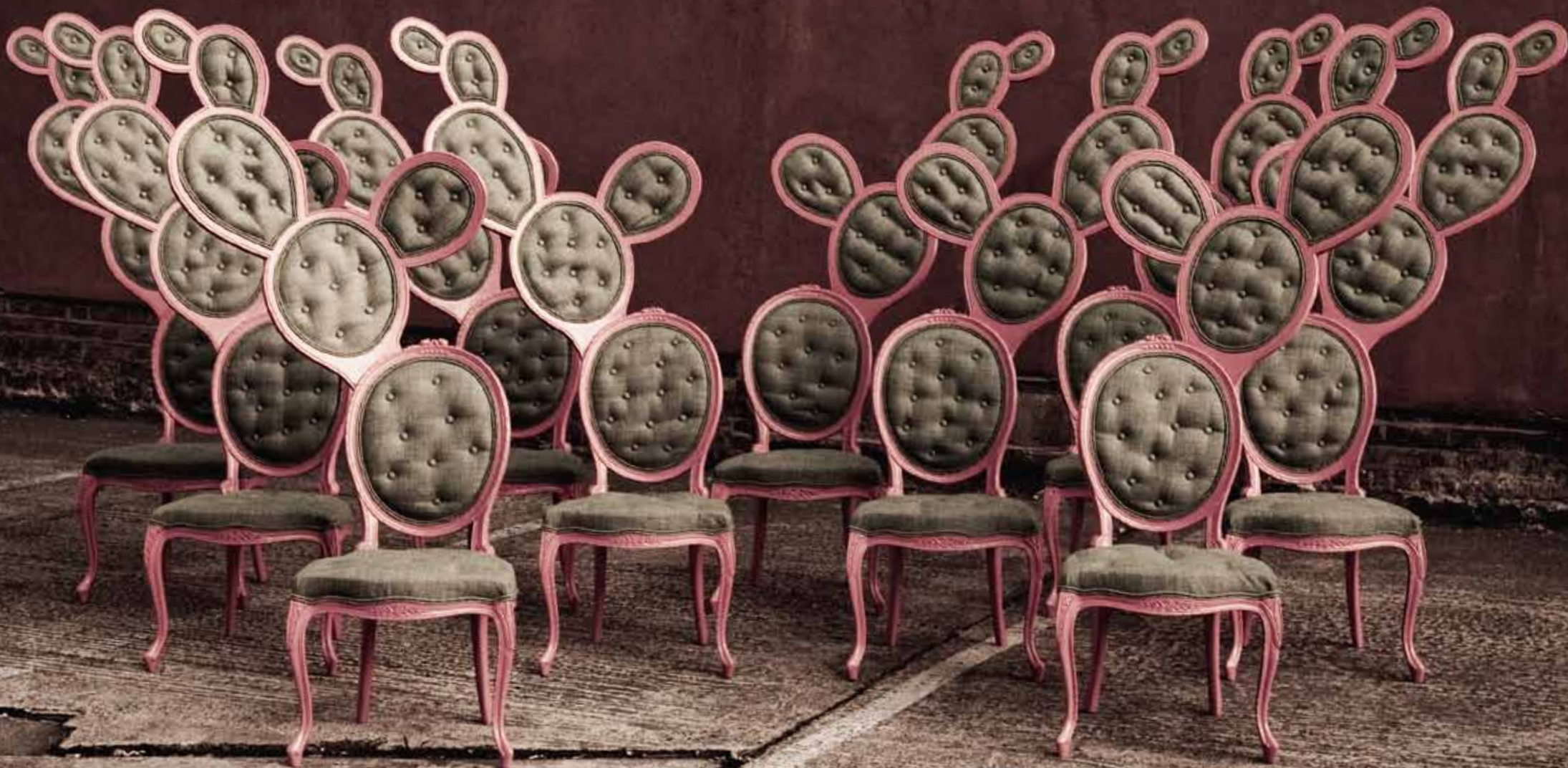
SALONE INTERNAZIONALE DEL MOBILE, MILAN 2010: ABSTRACT TENOCH I & II / EROTICA CUTOUTS  
IN COLLABORATION WITH DESIGNERSBLOCK - UK TRADE AND INVESTMENT AWARD 2010

LONDON DESIGN FESTIVAL 2009: THE GHOST OF A CHAIR  
IN COLLABORATION WITH DESIGNERSBLOCK - UK TRADE AND INVESTMENT AWARD 2009

SALONE INTERNAZIONALE DEL MOBILE, MILAN 2009: THE PRICKLY PAIR CHAIRS  
IN COLLABORATION WITH DESIGNERSBLOCK - UK TRADE AND INVESTMENT AWARD 2009

# SELECTED EXHIBITIONS

# THE PRICKLY PAIR CHAIRS





THE CLASSICAL FRENCH OVAL CHAIR, ORIGINATING IN THE ROCOCO PERIOD DURING THE REIGN OF LOUIS XV, HAS BEEN ADOPTED EVER SINCE THROUGHOUT CENTRAL EUROPE. WHILST COMPLETELY FAMILIAR NOW, ITS FORM WAS, AT THE TIME RADICAL, CONSIDERED TO BE OVER DECORATED NONSENSE, DISPENSING WITH RECTILINEAR STYLES AND SUBSTITUTING WITH MORE LIGHT-HEARTED ASYMMETRIC FORMS. NATURALISTIC AND EXUBERANT IN ITS ORNAMENTATION, ROCOCO'S MIXED NATURAL AND ARTIFICIAL FORMS OF ALL KINDS, FROM PLANT MOTIVES TO GROTESQUE REPRESENTATIONS.

BEFORE THE PREHISPANIC AND OVER THE CENTURIES, THE NOPAL SYMBOLIZES MEXICAN'S HERITAGE AND NATIONAL PRIDE. ACCORDING TO THE LEGEND, THE GODS TOLD THE AZTECS THAT THEY WOULD KNOW WHERE TO FOUND THEIR CITY, TENOCHTITLAN (THE ANCIENT NAME OF MEXICO CITY) BECAUSE OF AN OBVIOUS SIGN: THEY WOULD FIND AN EAGLE STANDING ON A NOPAL, EATING A SNAKE. TO THIS DAY, THE SIGN FORMS OF OUR NATIONAL SHIELD.

CACTUS AND NOPALES IMMEDIATELY CONVEY MEXICANITY TO INTERNATIONAL AUDIENCES. ARE THOSE CACTACEOUS THAT, FOR MEXICANS, REPRESENT MEANINGFUL SIGHTS OF DAILY LIFE AND THE MOST BELOVED ICONS IN THEIR CULTURE.



LIMITED TO AN EDITION OF  
9 9 P I E C E S  
THE PRICKLY PAIR CHAIRS  
ARE MADE UPON REQUEST

## DETAILS & SPECIFICATIONS

PRODUCT TYPE FURNITURE  
PRODUCT FAMILY PRICKLY PAIR  
L A U N C H E D 2 0 0 9  
MADE IN THE UK AND MEXICO CITY  
COLOR MEXICAN PINK AND LIME GREEN  
FABRIC BY MANUEL CANOVAS\*  
MADE FROM SOLID WOOD  
CURVED, BENDED AND CARVED FINISHED IN LEAD FREE  
POLYURETHANE PAINT  
D I M E N S I O N S  
HEIGHT 180CM X BRANCHES  
WIDE 110CM X SEAT HIGH 50CM



COMBINING THE DISTINCTIVE FORMAL AND AESTHETICAL VALUES BEHIND MEXICAN AND EUROPEAN FIGURATIVE IDIOSYNCRASY, THE PRICKLY PAIR CHAIRS RESULT IN FURNITURE PIECES WITHIN WHICH BOTH CULTURES ARE IDENTIFIED.

IT IS AT ONCE FRIVOLOUS AND HUMOROUS YET IN THE SAME MOMENT ENCOURAGES REFLECTION.

SHAPES, MATERIALS, COLOURS AND TEXTURES COLLIDE IN IRREVERENT AND PLAYFUL HARMONY.

THE PRICKLY PAIR CHAIRS RESPECT THE ORIGINAL CHAIR AND CONCLUDES THAT ITS NEW FORM SYNTHESIZES THE "BEST OF TWO WORLDS" BY THE FUSION OF THESE TWO POWERFUL ICONIC SYMBOLS.





THE PRICKLY PAIR CHAIRS  
TENANGO DE DORIA





TENANGOS DE DORIA  
HAND EMBROIDERED FABRIC  
CREATED BY THE OTOMI  
INDIANS OF THE TENANGO DE  
DORIA COUNTY IN HIDALGO  
M E X I C O

EACH ILLUSTRATION  
COMES STRAIGHT FROM  
THE RELATIONSHIP  
BETWEEN WOMAN ARTISANS  
A N D N A T U R E  
WITH NOTEMPLATES  
O R P A T T E R N S  
EACH VISION IS UNIQUE  
AS WELL ITS PARTICULAR  
N A R R A T I V E



THE PRICKLY PAIR CHAIRS  
TENANGO DE DORIA



THE PRICKLY PAIR CHAIRS  
TENANGO DE DORIA  
BERGDORF GOODMAN  
SPECIAL EDITION

BERGDORF GOODMAN NYC  
DECORATIVE HOME



BERGDORF GOODMAN NYC  
DECORATIVE HOME



VICTORIA & ALBERT MUSEUM  
L O N D O N



# Mex and the city: How can a young furniture designer flourish miles from home?

By using her imagination and inspirations, Valentina Gonzalez Wohlers tells Holly Williams

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Mex and the city: How can a young furniture designer flourish miles from home?



## Mex and the city

Wohlers sits at her 'office' on the office window sill

When furniture designer Valentina Gonzalez Wohlers decided to leave her home in Mexico City in 2005, she "wanted to get as far away as I could - New York, America, was too easy". So she came to London, to study a Masters in furniture design at Central Saint Martins. It turned out to be a "life-changing" experience - she's still here, for starters.

"It was great, it was like experiencing a different way of learning," the 34-year-old says. "The way you understand the world - you see it differently. It's like learning to appreciate your perspective." But though she may have moved far from home, Mexico exhibited ever-stronger influences on her work. She's made a popular series of "Prickly Pair Chairs": a classic French oval-backed seat, that sprouts into a huge cactus. A series of tables were inspired by an old map of Tenochtitlan (today, Mexico City), which she spied at the British Museum and re-worked into an abstract shape.

Exhibiting at Designers Block at the Southbank Centre, as part of the London Design Festival, is her "Wild Bogged Chair". "I was taking the idea of a Victorian porter's chair to a completely new environment - a mountain in Oaxaca." Wohlers spent a week in the woods with Gabriel Lopez, whose café, full of hand-made, rather wild furniture, she stumbled across on a road trip across Mexico. There, she made the chair out of stripped branches, using Lopez's help to master traditional methods. "The chair is circumstantial - it's about the process, reconnecting with the craft, going back to basics. I'm trying to build cultural bridges between the UK and Mexico, introducing our aesthetic and style."

"Once you are away from friends and family and what is familiar to you, there is a nostalgia," Wohlers recognises. "You project who you are and where you come from through your work." She also

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**Prickly Pair Chairs**  
If you think that looks comfortable, how about the Prickly Pair Chairs, by Mexican designer Valentina Gonzalez Wohlers. The spikes are made of horse hair, but the designer encourages buyers not to have them on the seat.

THE INDEPENDENT  
BBC NEWS  
THE NEW YORK TIMES

T MAGAZINE

# Latin Glamour

In the Air

By CAROLINA IRVING, MIGUEL FLORES-VIANNA and CHARLOTTE DI CARCACI MARCH 29, 2015

Modern architects, artists and designers find inspiration in the colorful, sensuous landscapes and indigenous flora of the region south of the border.

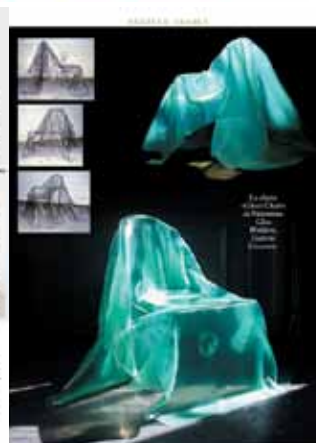
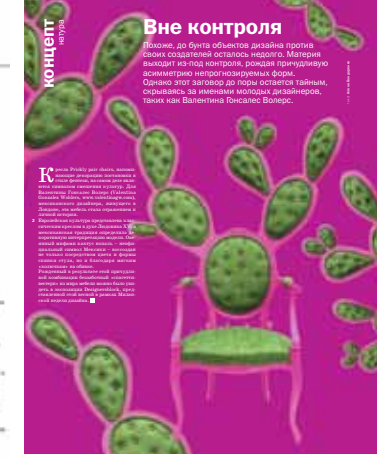


From left: ©Michael Eastman/Courtesy Edwynn Houk Gallery, New York; Silvia Furmanovich; Delpozio; ©Alexandre Meneghini/AP/Corbis; Valentina Gonzalez Wohlers ©2015

THERE ARE MORE than 20 countries in Latin America, each with its own unique culture, but they are united by their Romance languages, their geography — and the designs of the region. Michael Eastman's photograph of a Havana townhouse, "Green Interior" 1999-2002 (top left), captures the hallucinatory green and acid pink of the prickly pear, also the inspiration for the 2009 Louis XV chair by Mexican-born designer Valentina Gonzalez Wohlers (top right). A relative of that fruit, the nopal cactus is a symbol of the founding of Tenochtitlán, capital of the ancient Aztec empire, where the quetzal bird's feathers formed the crown of Moctezuma II (bottom right). The bird's trippy green runs through Delpozo's crocodilian-scale pattern (center) and the vinelike 18-karat gold, emerald and bamboo earrings of the Brazilian designer Silvia Furmanovich (bottom left).

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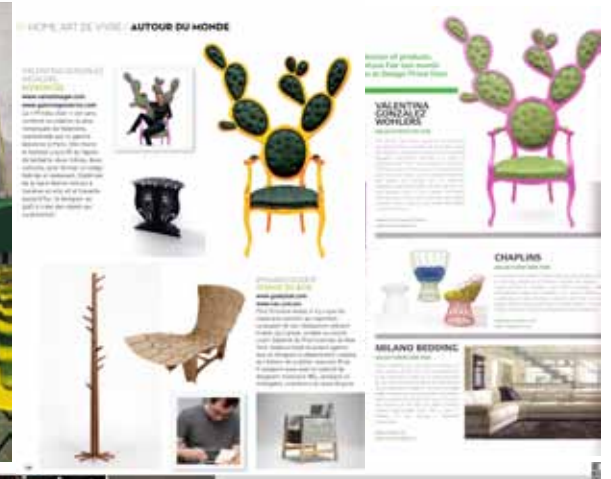


# SELECTED INTERNATIONAL PRESS AND MEDIA

## FIESTA meets FUNCTIONALITY



## SUBJECTIVE EYE THE VIEW FROM A DESIGNER'S MIND





## WHERE TO FIND US

E U R O P E  
LONDON BY APPOINTMENT  
GALERIE GOSSEREZ PARIS  
L'ECLETTICO GALLERY MILAN

N O R T H A M E R I C A  
BERGDORF GOODMAN NYC  
HOUSE OF BLU SAN DIEGO CA

L A T I N A M E R I C A  
JULIANA HOME MEXICO CITY  
TROUVE GALERIA MEXICO CITY

A R A B E M I R A T E S  
THE NOM. 4 KUWAIT

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