

Made in
WAW!

THINK BIG - LIVE BIGGER



DESIGNING PIECES MADE IN WAW ! - THE TRUE STORY

There is a country, close to Wonderland, where objects come to life and grow like no other.

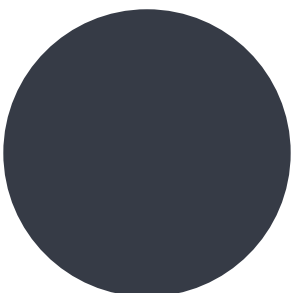
WAW ! is a region not far from here, where excess reigns supreme.

The motto «Think big - Live bigger» resonates until nightfall. The objects that emanate from it at dawn all have their own character and the power to combine both the useful and the unusual.

Raised on the emerged lands of dreamlike Design; a form of game, a game of form, are the fertile ground of puns, which are here to tickle our cheekbones. Giants with golden hands shape these everyday companions, straight from the wild imagination of a designer who sees big, very big.

WAW ! imaginary manufacture. An **A** rather than an **O** to express spontaneous **A**stonishment completed with the exclamation mark.

What an **A**mazing **W**onderland ! / **W**ish **A**nd **W**onder ! ...To be continued





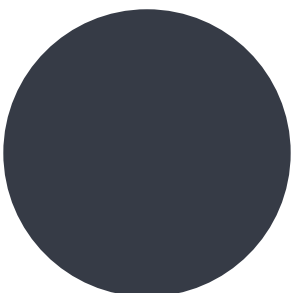
THE BRAND'S VALUES : COMMON SENSE

As the brand's founder and designer, Caroline Schilling, sees beyond and thinks big. « Live big - Think bigger » is literally and metaphorically the brand's guideline. She tries to be coherent in her choices to carry out the requirement of technical and ethical challenges.

The day-to-day implementation of this professional doctrine involves : to carefully choose reliable manufacturers who have the same exigency of quality. The production has to be local or if a specific know-how is needed she may look no further than Europe to minimize the production's environmental impact.

Promote materials that can be recycled. Stay constantly on the look out for new clean solutions to develop eco-friendly and sustainable packaging solutions.

Quality is one of trust's basics, human relation is it's hard core. Therefor it is essential to build a stable, long-term relationship with the brand's daily spokespersons such as clients, distributors, manufacturers, retailers and press.





DESIGNING PRODUCTS WHICH HAVE THEIR OWN CHARACTER!

Founded in 2014 by the designer Caroline Schilling Made in WAW ! is a French brand whose first design pieces have been revealed in 2019. *It takes time, passion & patience to create a WAW collection!*

The editorial line is narrative & unusual; the surprise is hidden in the details. Each piece, whether it be an object or a piece of furniture, is named after a specific human characteristic or expression according to its form & function. The object is thus personified and finds its place at the heart of memories and in our daily lives.

Made in WAW! wishes to promote the know-how of the best French and European manufacturers. An imaginary and luxurious world, focused on products with precise and precious finishing touches.

In the long term Caroline Schilling would love to produce and lead under the spotlights other French designer's products.



“ WALLS HAVE EARS ”



“ SENSITIVE ”



“ INDISCREET ”



“ DIZZY ”



“ CURIOUS ”



“ VOLUBLE ”





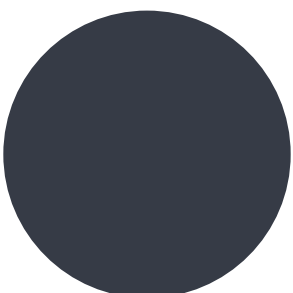
CAROLINE SCHILLING “STORYTELLING DESIGN”

Designer & founder of the company and a graduate with a Master’s degree in Design from the National School of Decorative Arts in Paris. Her stories unravel in volumes. *She is hands on with a head full of creativity, yet down to earth!*

After ten years of designing the universe of her clients: their brands, their places and their events, she decided to put pen to paper to write a new chapter and imagine her own narrative collection.

Thus began the development of the first objects; from design to manufacturing, no detail has been left to chance. *For a story to be coherent, it is essential to master the whole narrative weave.*

Her high standards have led to a collaboration with partners and manufacturers of excellence, who share her taste for a challenge and the revaluation of hand crafts. Her spearhead is to combine emotion with elegance, with a touch of insolence.





" WALLS HAVE EARS "

A PAIR OF CERAMIC COAT-HOOKS

The first design piece from the **WAW ! OBJECTS** collection is a pair of ceramic coat-hooks. Originally designed and modelled by hand in France by Caroline Schilling. She has chosen to entrust their production to Portuguese ceramists with unrivalled ancestral know-how.

The packaging is a global eco design process. It is made of recyclable kraft-board, printed and manufactured in France. On this product the challenge was to create a sustainable and precious casing.

These hooks make the perfect pair. Hang them on the walls and whisper to their ears. They know how to be discreet and blend into the decor, listening out for all your little secrets. The more ears there are, the better your secrets will be kept. The enamelled porcelain gives these pieces a precious and sculptural finish. Look for the details that make each ear different, either left or right, they are unique.

SHINY WHITE GLAZED EARTHENWARE / PACKAGING RECYCLED CARDBOARD

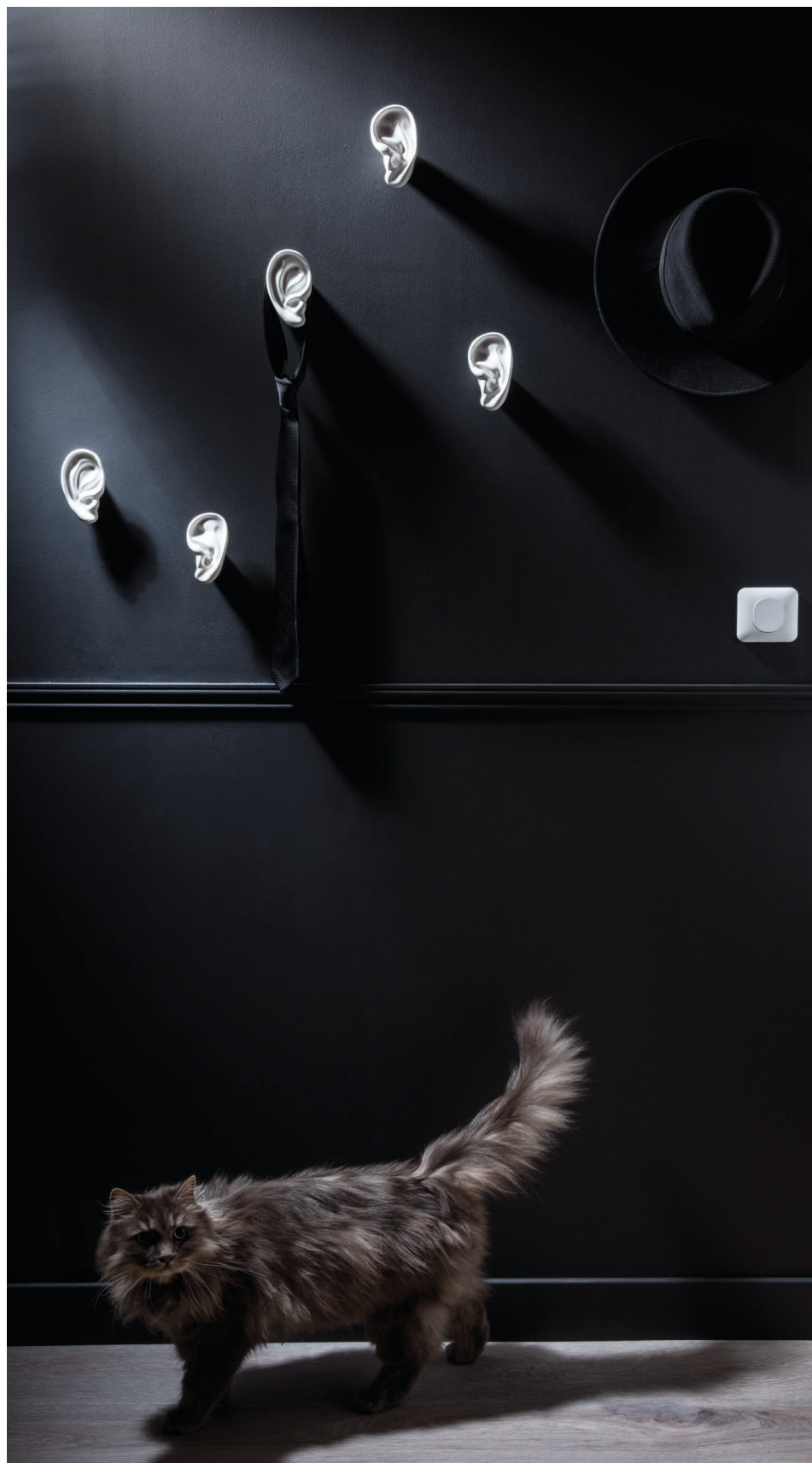
Screws and dowels included

Hooks : Hight 11 cm - Length 5,6 cm

Coffret : Length 17 cm - Width 17 cm - Depth 6 cm

MADE IN PORTUGAL & FRANCE





“ W A L L S H A V E E A R S ”





" INDISCREET "

WALL MIRROR

The first design piece from the **WAW ! FURNITURE** is a rather unusual curvy and wide mirror. Apparently a simple key lock which reveals its sophistication once you pay attention to manufacturing details and the trompe-l'œil design effect.

Mirror mirror on the wall show me your deepest secrets I want to know them all... Always on the lookout, a witness to your daily life, he will make you want to look deep into his eyes. Who knows? Maybe there's a wonderful place on the other side ...

FORMED STEEL & POWDER COATINGS
CABOCHONS STAINLESS STEEL - INSIDE MIRROR D60 POLISHED EDGES
Finishings : Satin Black & Chrome / Shiny white & Gold

Diameter 70 cm - Depth 7 cm - Weight 14kg

Wall mount including screws and dowels
Silk-screened protection sleeve & Recycled cardboard packaging

MADE IN FRANCE





“ I N D I S C R E E T ”



Satin black coating & chrome cabochons



Shiny white coating & golden cabochons

• **MADE IN FRANCE** •



Made in WAW !

Caroline Schilling
Founder & Designer

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