

PRESS "PLAY"

Polspotten welcomes Shiran Gort as Creative Director

Amsterdam, January 2025 – The cat's out of the bag (and probably climbing one of our iconic stools). Shiran Gort, a globetrotting design enthusiast with fashion-flair, is officially stepping into the role of Creative Director at Polspotten. Known for crafting spaces that spark joy, Polspotten is now ready to crank up the creativity under Shiran's colorful leadership.

Shiran Gort is no stranger to bold moves. With a CV that reads like a fashionista's dream—Scotch & Soda, Filippa K, DKNY—he's ready to swap runways for roomscales. "I love the fact that Polspotten isn't about following trends" Shiran says. "We create conversation starters. When the market goes monochrome, we splash on color. When it's square, we probably think round." Shiran's background in fashion brings a fresh, cross-industry perspective that will take Polspotten to the next level.

Maison & Objet: A whole Lot of Wow

Shiran's journey with Polspotten started as an interim role in 2024 leading its dynamic and talented team, and now he's bringing his full creative force to the table—literally. After the iconic collab with SONOS and last season's shimmering silver super-sized booth with S-P-A-C-E Projects, design lovers can catch up with more of the team's creative outbursts at the coming Maison & Objet (January 16–20, 2025), presenting:

- **Spring–Summer 2025:** Dropping in February, displayed in full at our booth
- **The Black Box Experience:** An invite-only preview of Fall–Winter 2025.

Heritage Meets a Twist

Polspotten's roots run deep in craftsmanship, and with Shiran Gort, those roots are sprouting something extraordinary. Energetic, curious, and ready to break moulds, Shiran is a perfect match for Polspotten's DNA. His out-of-the-box attitude, can-do mentality, and eye for detail align with our playful, daring approach to design. "Polspotten has always been about adding character to homes, hotels and other places," Shiran says. "We can't wait to show you the fun we foresee for 2025"

A Word from Victor van Nieuwenhuizen, CEO

"Shiran's vision and energy are a perfect fit for Polspotten. His bold creativity will redefine how we add play to space. Maison & Objet is just the beginning of an exciting new chapter."

Let's play!

January 16–20, 2025 | Hall 6 L38

Come for a coffee, stay for surprises.

For media inquiries, please contact:
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