



CLARIDGE'S



CLARIDGE'S CHRISTMAS TREE 2016 BY SIR JONY IVE AND MARC NEWSON IS UNVEILED

London November 21st 2016 – Claridge's, London's legendary Mayfair hotel has unveiled the Claridge's Christmas Tree 2016 in the hotel lobby designed by Sir Jony Ive, Apple's Chief Design Officer and Marc Newson. Widely regarded as two of the world's most influential designers, they are also long-time friends of the hotel.

This year's Claridge's festive installation is an immersive experience that plays with the relationship between nature and technology, tradition and the future and between three dimensions and two. Created by Ive and Newson, in collaboration with renowned British set designer Michael Howells, a magical forest combines modern techniques with traditional forms and with nature.

Claridge's lobby is lined with grand scale four metre high light boxes that glow with black and white photographic images of snow covered silver birch trees, set on a pure white floor. Against this backdrop, rise cast models of Scots pine, layered with both natural and photographed silver birch and fir trees, rising to a canopy of natural green pine. Playing with proportions, a young three feet high tree grows amongst the forest, symbolic of the future. A bright white light ebbs and flows, fading to a celestial night scene and back through sunrise to day, on a continuous cycle. A soundscape recalls acoustics from the forest, starting with a dawn chorus and including owls, nightingales, sparrows and foxes.



Commenting on the installation, Jony and Marc said, “There are few things more pure and beautiful than nature, so that was our starting point, layering various iterations of organic forms with technology. Our aim was to create an all-enveloping magical experience that celebrates our enormous respect for tradition while recognising our excitement about the future and things to come.”

Paddy McKillen co-owner of Claridge’s said “We are honoured and delighted that our friends Jony and Marc agreed to take up the challenge of designing our annual Claridge’s Christmas Tree. I truly believe that their innovative vision brings the best of tradition and technology together to create some Christmas magic and fun in our lobby for guests and visitors at this festive time of year”

The Claridge’s Christmas Tree has long symbolised the start of the festive season in the capital, drawing visitors and Londoners alike to admire its magnificent design. This is the seventh year that Claridge’s has invited a favourite guest to reinterpret the tree in their own distinctive style.



ABOUT CLARIDGE'S

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco jewel, and home to breath-taking rooms and suites. From London's finest afternoon tea in the Foyer to vintage champagnes and rare spirits at Claridge's Bar, all are part of the hotel's unique splendour and charm.

ABOUT JONY IVE

Jony Ive is Apple's Chief Design Officer, responsible for all design, including the look and feel of Apple hardware, user interface, packaging, major architectural projects such as Apple's new campus and retail stores, as well as future initiatives.

Designer of the iMac, PowerBook, MacBook, iBook, iPod, iPhone, iPad and AppleWatch, his team has created products that are widely regarded as having transformed the industry and have helped make technology approachable through their design. He holds over 5000 patents and is the most feted industrial designer in his field and beyond, with his work earning many plaudits, including Honorary Doctorates from the Royal College of Art, Rhode Island School of Design, Northumbria University and, in 2016, both Cambridge and Oxford Universities.

A native of London, Sir Jony was made a Knight Commander of the British Empire in 2013 "for services to design and enterprise."

ABOUT MARC NEWSON

Marc Newson, CBE, has been described as one of the most influential designers of his generation. He has worked across a wide range of disciplines, creating everything from furniture and household objects to bicycles and cars, private and commercial aircraft, yachts, various architectural commissions, and signature sculptural pieces for clients across the globe. Newson has lived and worked in Tokyo, Paris, and London where he is now based, and he continues to travel widely. His clients include a broad range of the best known and most prestigious brands in the world - from manufacturing and technology to transportation, fashion and the luxury goods sector.

As well as overseeing his own company, Marc Newson Ltd he holds senior management positions at client companies; including currently being Brand Ambassador for Qantas Airways and Designer for Special Projects at Apple.

His work is held in the permanent collections of the world's major museums.

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