

# WET®

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**Jan FCM Puylaert**, born in Sas Van Gent, Holland, 16/11/1963 [http://www.wet.co.it/Jan\\_Puylaert.htm](http://www.wet.co.it/Jan_Puylaert.htm)

**1988** Industrial Design at the NHIBS (National Institute for Architecture e City Construction) Antwerp / Belgium

**1990** Master in Science (Bionica) at The European Institute of design / Milano / Italy

**1991-1996** Important collaboration with studio Ottavio di Blasi (Milan/Italy) where as an **intern designer** he worked on various design-projects for various companies like B&B Italia, Colombo handles, Terry Plastics, Premax Scissors&Knives. Ottavio di Blasi follows the Renzo Piano school, where structure leads the design in any plan. During this period of time he came in contact with practically every important mass-production-method that exist, working closely and technically together with tool-makers and production-plants, developing products for mass-production also closely following marketing-spirits of various large companies.

**1996-1998** **Head of Design** at RIHO International group (Tilburg/Holland / specialized in bathroom products such as massage-bathtubs, shower-cabinets, bathroom-furniture). At RIHO International he also worked as **Purchaser**. This combination of design and purchase was very interesting because as a designer with his technical background it lead to a specific purchase strategy, often changing the design or technical aspects so as to meet the perfect combination of product/price/performance.

**1998-2000** On request of RIHO International he opened Design studio "PROJEKT" as **Managing Director** in Milan/Italy, from where all design activities for the entire RIHO group were managed and great deal of the purchase of Italian products was arranged.

**2000** He opens his own Milano based **Design&Production company** under the name **WET®** with which he promotes a trendsetting bathroom brand offering a new concept of low-budget-design, accomplishing sales on international scale. In the last **10 years** **WET®** has managed to become part of the few remarkable European bathroom-brands that have introduced new ways of how people see the bathroom today. **WET®** is being followed by the world's most important brands of the field.

## **DESIGN PLUS award**

SYPHON by WET® / design : Jan Puylaert & Alexis Oskam

## **DESIGN PLUS award**

LIGHT by WET® / design : Jan Puylaert

## **Premio comfort e Design / MCE**

LIGHT by WET® / design : Jan Puylaert

## **Lecture & Education experiences**

Jan Puylaert has lectured at the University of Canberra/Australia, and has organized courses in design at the European Institute of Design in Milan/Italy exploring Semiotics, proposing his new ideas on the **4-design-parameters** with their international differences as well as developing Realistic Futuristic Visions based on his original **cultural mutation** model.

Together with Jacco Bregonje, Jan Puylaert organized the **RedLightDesign-event** as the successful design exposition during the FuoriSalone 2009 of the Furniture Fair in Milan.

**Jan Puylaert works from PortoValtravaglia / Lago Maggiore / Italy**

