



creative industries fund NL

**Milan Design Week
2015**

Creative Industries Fund NL is the Dutch cultural fund for design, e-culture, architecture and every imaginable crossover. The fund supported presentations by no fewer than 30 designers, creatives and collectives during the Salone del Mobile in Milan.

The designers will present their newest products and concepts during this important international fair for furniture and product design, which runs from 14 to 19 April 2015. The Creative Industries Fund NL issued its Open Call Salone del Mobile 2015 in October 2014, calling for applications for Dutch presentations at the Milan Design Week.

www.creativeindustriesfund.nl

The sum of things

The Salone del Mobile is a dizzying tale: for a week the city swathes itself in spheres of innovation, embellishment and ingenuity. Milan attracts everything and everyone like a magnet. And while it therefore seems as if the world comes to a standstill, the things that can be seen here represent the current status quo. Throughout the fair Milan reads like a manifesto, and it's fantastic to be part of this spectacle. It is here that you show your qualities, not only presenting what has already been done but primarily by revealing what is going to happen. Here you see what design can do, what design wants to do, and what design is going to do.

This is also the setting in which the Dutch design profession showcases its talent and ideas. Creative Industries Fund NL is supporting 30 projects by Dutch designers, creatives and collectives who are making the journey to Milan. It is a selection that reveals a great diversity. The cross-section of Dutch talent? Perhaps! But during the selection process something else became obvious: the advisory panel of the Creative Industries Fund NL noted how Dutch design is no longer exclusively concerned with a well-designed end product, but is focusing

on a new facet of the discipline: the development of a broader creative awareness, an awareness that employs creativity in the realization of a pleasant and conscious living environment. The 2015 selection demonstrates that the Netherlands is a trailblazer in this regard. Looking ahead is the strength of Dutch culture. Perhaps the flat countryside with its clear northern light has trained our eyes to be the first to descry the outlines on the horizon? To fix the gaze on that horizon and attentively study what the future holds for us? Dutch design used to concentrate on a form, a function and a concept, but now it is searching for a different consciousness in order to find expression.

Design has become an additive sum, the outcome of a process. Whether it concerns the preparation of food, nature conservation, journalistic research, the development of sustainable energy, the design of a label or a chair or opening a hotel, solutions are being devised and moulded into a form. The designers of today no longer focus on the design of just 'a thing', but embrace the whole sum of things. Design has become a process, a network of ideas.

In the Dutch selection of the Creative Industries Fund NL one can discern four themes, in which the key to this development may lie: Slow Technology, Sensory Weight, Milano Manifesto, Scientific Expressionism.

Slow Technology

Technology is regarded as the new craft. The knowledge of production and materialization encourages Dutch designers and initiatives to stretch the Dutch manufacturing industries. They employ technology creatively and manually. The projects that are being presented within this theme include Breaking the Mold by Rutger de Regt and Marlies van Putten, Low Tech Crafts by Studio Floris Wubben, the Extrapolations and Anachronism investigation into the authorship of 3D-printed objects by Bas van Beek, and the presentation by Label Breed.

Sensory Weight

Fuelled by the growth of the digital environment, the need for physical experiences is growing stronger. There is more consideration for sensory perception than ever before, for the feel and even the metaphysical qualities of the objects. The tactility, colour and materiality of the work catches the eye. Projects such as EGG by Michiel van der Kley, Phenc by Dutch Invertuals, and the presentations by Mae Engelgeer or Nienke Sybrandy – they all stimulate the eye, the ear and the sense of touch.

Milano Manifesto

Now that Dutch Design is basing itself on a new consciousness, there is room for activism and topicality. This can manifest itself in the story behind the objects, in the manner that the MacGuffin magazine achieves this by exalting the everyday. It can also reveal itself in research into a future working environment or the ecological habitat, as with Sky Hive Solar by Bee Collective and PROOFFlab Magazine by PROOFFlab. Or it is expressed in the attention paid to transience as used in the presentations by We Make Carpets. This provides plenty of food for thought.

Scientific Expressionism

The world of the designed artefact is always underpinned by science. Energy consumption, chemical compounds, biological growth models: these are the parameters of every design. A young generation of designers has recently started forging an experimental path through these foundations, in the form of striking designs such as the Ambio lamp by Teresa van Dongen and the Energies Unseen presentation by Jólán van der Wiel and Marjan van Aubel.

It is not just the content that is innovative and exploratory, but also the manner of presenting the work. Research and visitor participation have become key ingredients of the process and are explicitly assigned a place in the work. 'For 80 percent of the time we're not focused on the end

products,' the Workmates collective explains. 'We're concerned with the process, the failures, the methodology, the development, the experiment and the discussion.'

The collective manner of working has become a characteristic component of the Dutch design domain. Many designers are involved in open collaborations, with a permanent core that enters into different joint ventures as required. The designers find common ground in terms of their modus operandi and interconnect. Here, too, the sum of things is greater than the whole.

**Annemartine van Kesteren, design curator
Museum Boijmans Van Beuningen and
member of the advisory committee of the
Open Call Salone del Mobile by the Creative
Industries Fund NL .**

1 HUE

Michiel Martens and
Jetske Visser
Via Pastrengo 12

2 Dutch Invertuals

Via Pastrengo 12

3 Inverted Spaces

BCXS

Via Matteo Bandello 14-16

4 Energies Unseen

Jólan van der Wiel and
Marjan van Aubel
Via Matteo Bandello 14-16

5 Lumist & Ambio

Teresa van Dongen
Via Matteo Bandello 14-16

6 Pikaplant

Joost van Uden and
Dan Sutjahjo
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7 Meet and Matter

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ProffLab
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Studio Johan van Hengel
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Pavilions 22-24 Fiera

14 Max Lipsey

SaloneSatellite - stand D20
Fiera

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Good News

Workmates
Newspaper distributed
on several locations

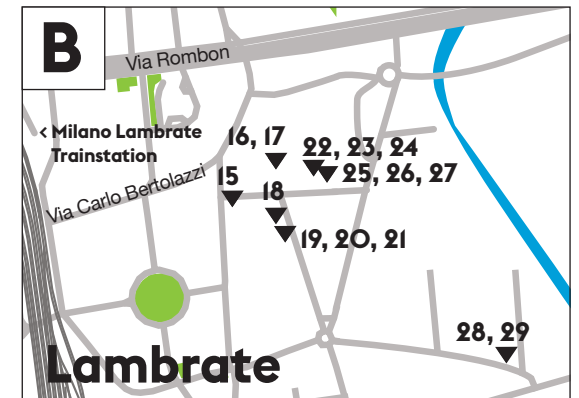
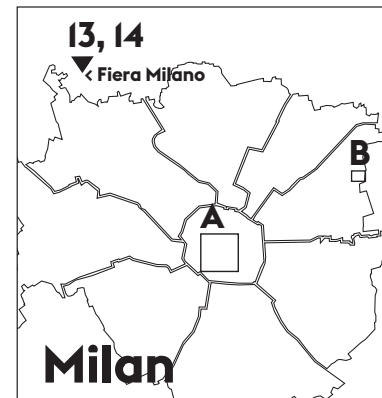
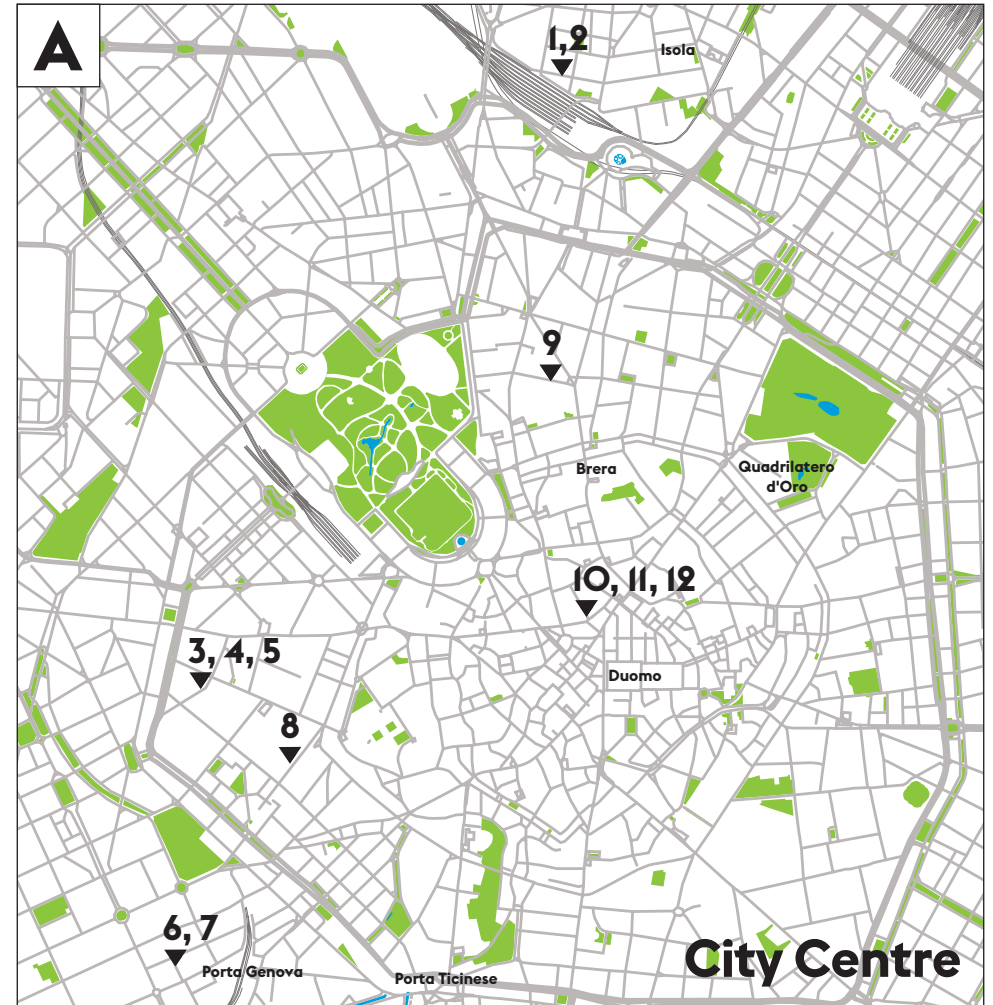




Photo: Raw Color



1 HUE

Michiel Martens and Jetske Visser

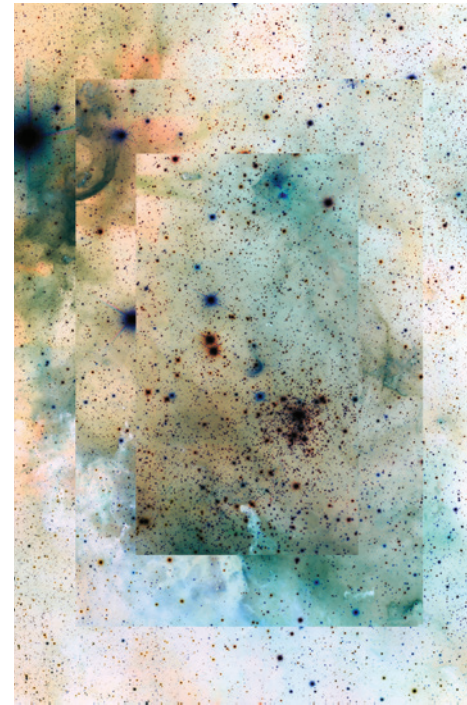
Michiel Martens and Jetske Visser are showcasing their HUE project, which is a growing family of products. A space divider consisting of strips manufactured from UV-resistant acrylate was shown during Dutch Design Week 2014, but has since been refined. The HUE project is complemented by a new lighting technology based on phosphorus.

michielmartens.com
jetskevisser.nl

2 Dutch Invertuals

Dutch Invertuals is a collective of individual designers who are pushing the boundaries of the discipline. Dutch Invertuals was founded by Wendy Plomp and is showing new work by Alissa + Nienke, Aliko van der Kruijs, Arnout Meijer, Daphna Laurens, Dienke Dekker, Edhv, Germans Ermičs, Jetske Visser + Michiel Martens, Laura Lynn Jansen + Thomas Vailly, Nina van Bart, NOMAN, Philipp Weber, Tijmen Smeulders and Victoria Ledig. Their works focus on the frontier between technology and craft.

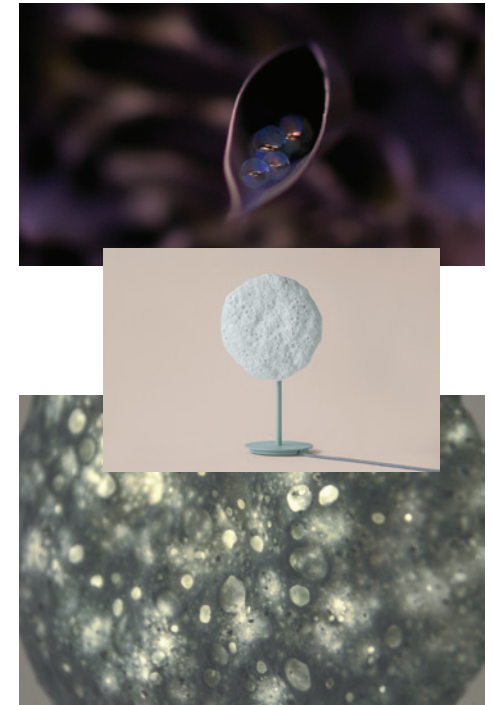
dutchinvertuals.nl



3 Inverted Spaces BCXSY

Together with New York-based Calico Wallpaper, BCXSY has created a non-repeating wall mural, celebrating our fascination with the infinity that has surrounded us since the dawn of mankind. A custom-made universe, constructed of combined high-definition NASA imagery, interacts uniquely with each environment and installation – just like space itself!

bcxsy.com



4 Energies Unseen Jólan van der Wiel and Marjan van Aubel

Designers Jólan van der Wiel and Marjan van Aubel want to make unseen energy and its potential visible using design- and science-related projects. They believe it is important to integrate new technologies, such as the generation of energy, into the living environment in a poetic and natural way. The designers think the combination of science, new technology and design is necessary to raise awareness and to be able to apply technology to everyday utensils. In the 'Unseen Energies' presentation at the Salone del Mobile, Van Der Wiel and Van Aubel are showing various outcomes of their research.

jolanvanderwiel.com
marjanvanaubel.com



5 Lumist & Ambio

Teresa van Dongen

In the depths of the sea a shimmering world of light lies barely discovered. For her luminous installation Ambio, Teresa van Dongen used special bioluminescent bacteria from the skin of an octopus. Blue waves light up when it's in motion. This project in cooperation with Delft University of Technology (TU Delft) is being presented in the 'Need, When Design enables a positive change' exhibition by Logotel. Her Lumist project, a lamp and humidifier in one that uses the heat lost by halogen lamps, is being shown at Spazio Rossana Orlandi.

teresavandongen.com

6 Pikaplant

Joost van Uden and Dan Sutjahjo

This spin-out of the Dutch total design agency Leaps envisages a world where anyone can grow plants with minimal effort. Their products mimic natural water systems to make indoor gardening super easy. Pikaplant One is a shelving system that automatically waters your plants. Its ebb-and-flow watering system requires zero electricity. Pikaplant Jars contain plants that you never need to water, because all the water and nutrients are recycled within the hermetically sealed biotope. Pikaplant will also reveal their latest product: Tableau.

pikaplant.com

7 Meet and Matter

Tuttobene

Since 2004 Tuttobene has been organizing collaborative presentations for talented and innovative designers who wish to fulfil their international ambitions. The 2015 theme of 'Meet and Matter' emphasizes the encounters between the designers and their audience, as the personal stories behind a design shape the relationship one develops with an object.

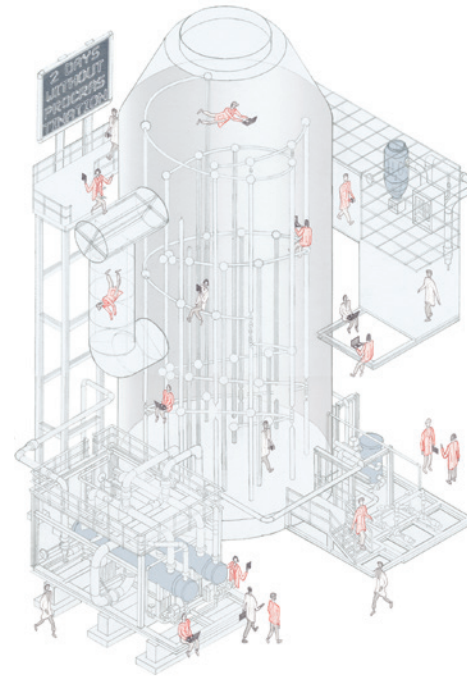
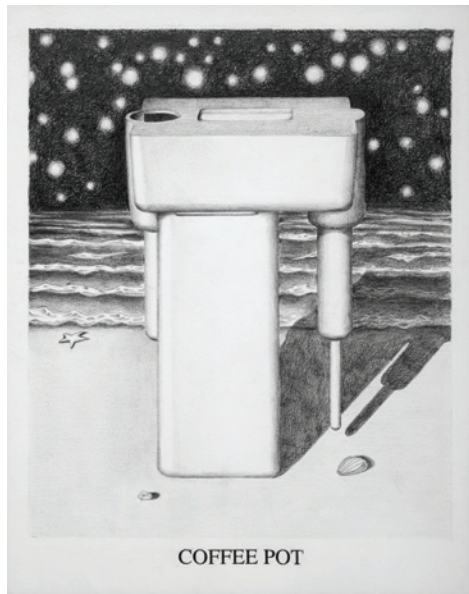
tuttobene.nl

8 SANKS

François Dumas & Co

SANKS is a new design label owned by multiples authors, an initiative of designers Gero Asmuth, François Dumas, Erasmus Scherjon and Clemence Seilles. The cooperative critically considers present-day methods of (re)production, collaborative approaches and playful production methods. This prompted curator Valentina Ciuffi to invite SANKS to take part in the first Kids Week during the Salone. Based on the theme UNLEARN, the first SANKS collection consists of rich material compositions, squeeze-moulded shapes and colourful EVA foam objects. The Kids Week provides a great playground to showcase this collection.

francoisdumas.eu
sanks.eu



9 Extrapolations and Anachronisms

Bas van Beek

Designer Bas van Beek is showing a series of 3D-printed and CNC-milled tulip towers based on the work of ceramicist Jan van der Vaart: a tea-set designed by Frank Lloyd Wright for Royal Leerdam that was never executed and a tea-set derived from the aesthetics of a Zanini chair.

basvanbeek.com

10 Prologue Synopsis

At Palazzo Clerici in the heart of Milan, the practices of Brit van Nerven, Commonplace, Emilie Pallard & Niels Heymans, OS Δ OOS and PlueerSmitt present contemporary objects for use and thought. Through the juxtaposition of the everyday and the unfamiliar, fact and fiction, materials and the immaterial, the group searches for a new discourse and aesthetic within (Dutch) design. Working under the collective name Synopsis, this presentation acts as a prologue for future products, publications and manifestations.

11 ProffLab Magazine ProffLab and Proff

During the Salone del Mobile 2015 a selection of the digitally published essays and projects at profflabmagazine.com are presented in a physical installation. Several essayists and designers will present their works in an exhibition that has a dual function as an editorial office. Creative Director of this project is Studio Makkink&Bey, with Jules van den Langenberg as Editor-in-Chief of the magazine and curator of this exhibition.

profflabmagazine.com

12 MacGuffin Magazine Kirsten Algera and Ernst van der Hoeven i.s.m. Chris Kabel

MacGuffin is a design & crafts magazine featuring fabulous stories about the life of ordinary things. Like the Macguffins in Hitchcock films, these objects are not iconic, but do have a strong personality; they drive the narrative forward. Each biannual edition of MacGuffin takes an object, space or material, using it as a starting point to explore the visual, literal, cultural, historical ... or downright incredible stories it generates. MacGuffin uncovers the personal and sometimes unexpected relationships we have with the stuff that surrounds us. Issue #1, 'The Bed', is being launched on April 14th.

macguffin.nl



13 Johan van Hengel Studio Johan van Hengel

Johan van Hengel is a furniture and product designer based in Rotterdam. In his work he searches for subtle surprises by redefining form, materials and techniques. His aim is to design simple, elegant and useful products that become relevant additions to the living environment.

johanvanhengel.com

14 Max Lipsey

Atelier Max Lipsey is a platform for this Eindhoven-based designer to explore and experiment with designs ranging from self-produced furniture in limited editions to industrially made product designs. With an emphasis on material and craft, Lipsey aims to find ways to create meaningful objects and insert them into our lives. Atelier Max Lipsey is presenting seven production-ready prototypes at Salone Satellite with the intention of establishing partnerships with new manufacturers.

lipsmax.net



15 Breaking the Mold HandMade Industrials

The 'Breaking the Mold' presentation strives to contradict industrial standards by removing the digital element from the production process. The Make&Mold Sculpt series is based on a patented single-wall flexible molding technique. The process captures the human interaction during the design process. By imposing physical restrictions on the mold we become part of the molding process.

handmadeindustrials.com

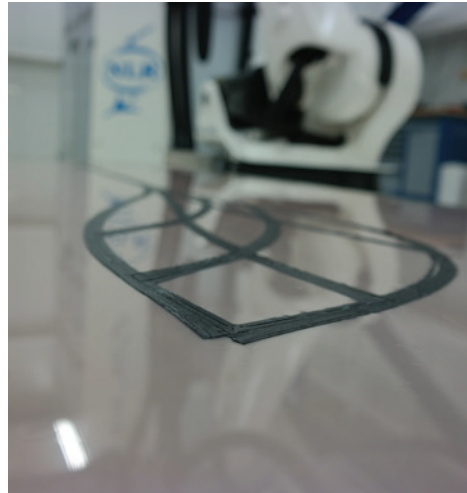


16 Spatial Fragments in Uncharted Materiality

Studio Mieke Meijer and Studio Jeroen Wand

Two studios join forces, showing (re) configurations of materials, structures and techniques. The studios share the same interest in material, technology and construction, but they use different methodologies. Their works, therefore, are both complementary and opposite. By bringing the works of the two studios together, they reinforce, explain and react to one another.

miekemeijer.nl
jeroenwand.nl



17 Infinite Finitude Studio Sybrandy

Infinite Finitude is an in-depth investigation of the soap bubble, incorporating its many aspects and meanings. The individual projects all explore the ideas of registering and preserving the temporality of the bubble's existence while integrating the methodology of playfulness.

studiosybrandy.nl

18 Collection 1.00 Label/Breed

This spring, Label/Breed is presenting its work at the Salone del Mobile in Milan for the first time. Label/Breed is a new initiative focused on establishing collaborations between designers and manufacturers, as well as promoting the development of innovative objects for the interior. For the first collection, designers Christien Meindertsma, Marleen Kaptein, Studio Wieki Somers, Chris Kabel and DeMakersVan collaborated with manufacturers that are open to inventive fabrication processes.

labelbreed.nl

19 Mae Engelgeer

In her solo presentation, textile designer Mae Engelgeer is showcasing a variety of products in a minimalist setting, allowing material, colour, pattern and technique to take centre stage. In Milan she is launching her first series of upholstery fabrics, which she developed in association with a Scottish textile mill. Besides showing a series of woven blankets, ceramics produced in collaboration with Cor Unum and the sequel to her YEAH rug, Engelgeer is also presenting some novel applications for textiles, including tufted wall elements that improve a room's acoustics.

mae-engelgeer.nl

20 Low Tech Crafts Studio Floris Wubben

Studio Floris Wubben produces objects using semi-industrial machines that he constructs himself, in order to develop unique design objects in series. Alongside his Pressed Bowls, a collaboration with Piet Hein Eek that involves shaping ceramic bowls with a blow from a hammer. He is also presenting his Globe Project, a collaboration with Cor Unum ceramics studio that involves lighting objects. During the Salone visitors can watch live demonstrations with the machines.

floriswubben.nl



21 Senses Unfold Studio WM

The Rotterdam-based designers Wendy Legro and Maarten Collignon combined their strengths in Studio WM four years ago. In the solo exhibition 'Senses Unfold' they showcase the studio's signature and design philosophy, a total experience of scent, sound and touch. The designers are presenting new work produced in 2014, including furniture, light objects and a recent study into scent and scent diffusers.

studiowm.com

22 Wandschappen curated by IJM Colour Wandschappen

The Rotterdam-based Wandschappen design studio wants to show its collection of felt objects in an innovative way, so it invited Studio IJM and its affiliate IJM Colour to devise a presentation for the Salone. The points of departure for the presentation are Studio Wandschappen's work and Studio IJM's vision regarding the phenomenon of trade-fair presentation. The aim of this collaboration is to create a platform for the two design studios where they can showcase their work in a distinctive way.

wandschappen.nl



23 Project Egg Michiel van der Kley

Project EGG is an investigation into the application and scaling-up of 3D printing in design and architecture, as well as the new visual language that stems from this. The project's initiator, designer Michiel van der Kley, is endeavouring to bridge the gap between design, architecture and art. The object is the result of a three-year community project. The 5,000 or so unique building components were produced by as large a group of people as possible.

projectegg.org

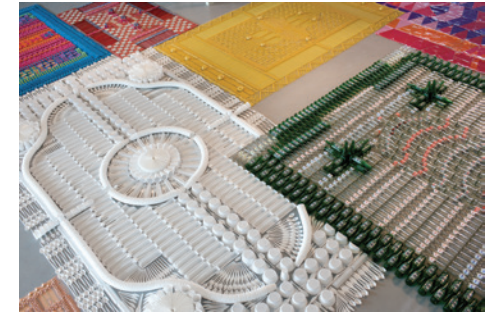


Photo: Boudewijn Bollmann

24 Kneeling We Make Carpets

We Make Carpets, a collaboration between designers Marcia Nolte and Stijn van der Vleuten and visual artist Bob Waardenburg, was invited by Organisation in Design to present its work at Ventura Lambrate. We Make Carpets creates temporary 2D installations from everyday materials and objects. Alongside typical carpet forms, We Make Carpets is presenting its LED Carpet, an interactive light installation.

wemakecarpets.nl



25 A Visit to Milan Cor Unum and Company

The objects by the most talented Dutch designers are joining Cor Unum at the Salone del Mobile 2015 in Milan. Avant-garde Dutch designers Jeroen Wand, Floris Hovers, Floris Wubben, Roderick Vos, Alex de Witte, David Derksen and Kranen/Gille are presenting their unique products in and around the Cor Unum Mobile Gallery.

corunum-ceramics.nl

26 Moving Design Studio Toer

This year Studio Toer is presenting kinetic designs in Milan. The series of Moti lamps takes centre stage. Each Moti lamp blows up into a radiant sphere, reflecting the atmosphere through its movement. In addition there is consideration for the design process. The other objects being shown include Fiet, an interactive light sculpture, and the Cumulus Parasol, which reacts to sunlight.

studiotoor.com

27 Basematters

'We are basematters, and we believe that special designs by young talents should find their way to the living room – products that not only upgrade your interior but also come with a unique signature and story. It is our passion to work with designers to transform their attractive designs into professional productions in limited editions. This enables us to sell unique designs for honest prices and give talented young designers the opportunity they deserve.'

basematters.com

28 Enkel Glas Studio Ineke van der Werff

Glass that we throw into the bottle bank is sorted, cleaned and ground into new base materials. Some of the ground glass is strongly contaminated, for example with ceramic and metal particles. Enkel Glas (Single Glass) is an investigation into a new, high-quality application for this waste glass and is being presented as part of the Composed Exhibition at Ventura Lambrate during the Milan Design Week.

inekevanderwerff.nl



29 Sky Hive Solar Bee Collective

Bee Collective is a joint venture involving designers and beekeepers that is searching for new ways of keeping bees in urban public spaces. The Sky Hive Solar is a 7-metre-tall mast with two beehives at its pinnacle that makes this possible and will inspire a new generation of beekeepers.

beecollective.eu

Good News Workmates

This year Workmates is returning to Milan with Good News: Klaas Kuiken, Rick Tegelaar, Roos Meerman, Casper Tolhuisen and Joris de Groot report on their most recent design and production processes in a newspaper produced specially for the Milan Design Week. They are using carts to bring the news from their workshops to the streets of Milan, to social gatherings and to other events by appointment.

workmatespresents.com

The Creative Industries Fund NL is a Dutch cultural fund that provides grants for innovative projects within design, architecture and e-culture. In addition, it stimulates crossovers with other cultural and social sectors. Commissioned by the Dutch Ministry of Education, Culture and Science, and the Ministry of Foreign Affairs, the Creative Industries Fund NL has an Internationalisation Programme designed to strengthen the global reputation of the Dutch creative industry, build enduring networks and broaden the market. It is this Internationalisation Programme that has made the exchange during the Milan Design Week possible.

creative industries fund NL

**architecture
design
e-culture**

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www.creativeindustriesfund.nl