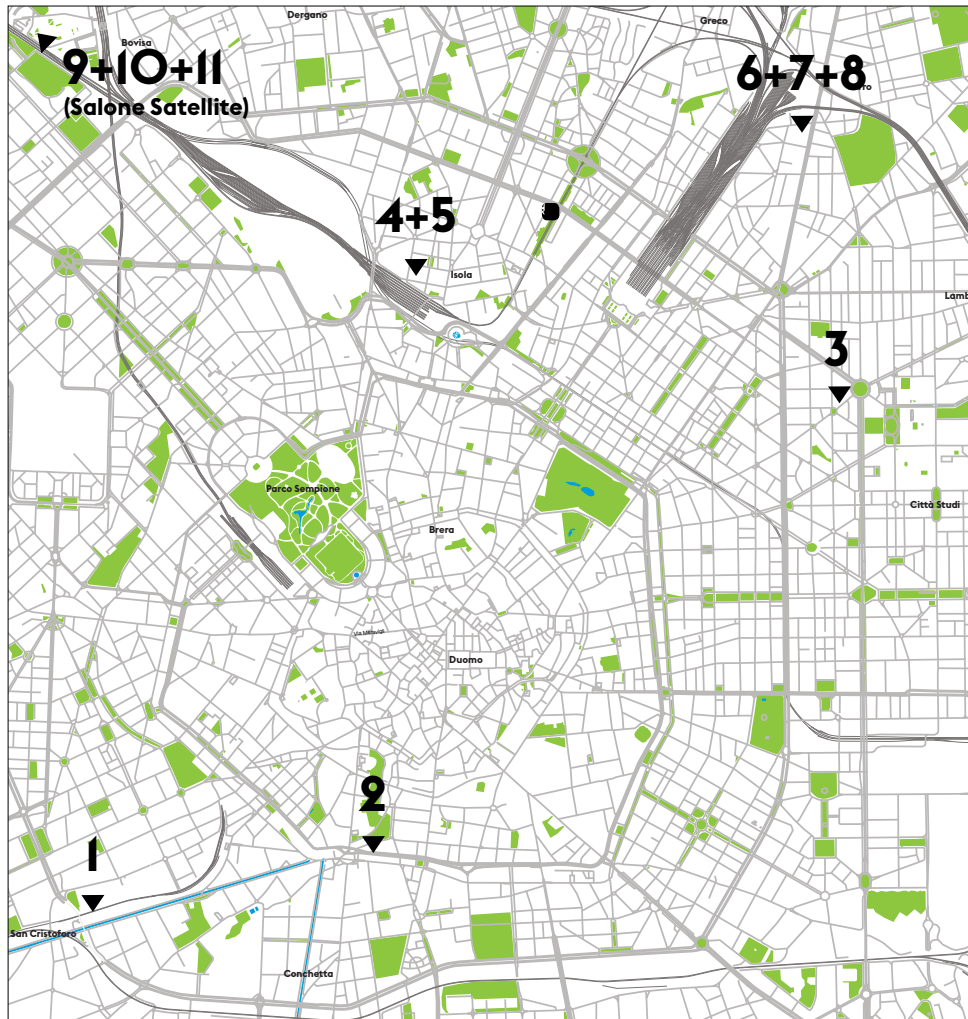




**creative industries fund NL**

**Milan Design Week  
2018**



1. **Lumière du Nord**
2. **VANTOT**
3. **Jelle Mastenbroek,  
Daniel de Bruin, Bas Bakx**
4. **Crafts Council Nederland**
5. **Dutch Invertuals**
6. **Better Known As**

7. **chp jewelry...? a Gijs Bakker  
project**
8. **BELÉN**
9. **Alissa+Nienke**
10. **Studio Truly Truly**
11. **Tijs Gilde Design Studio**

# Beyond design

A visit to the Salone del Mobile in Milan is a must for design professionals and other interested parties. After all, this is where the latest developments in the field of design are to be found. A typical feature of Milan is an immense obsession with everything that is new. The market naturally feeds on this obsession; there's nothing to be earned from satisfaction with the existing offering. But a similar penchant for renewal is also noticeable in the cultural presentations in the city and the many debates where each year theorists attempt to provide answers to the challenges of the day and discuss the role designers can play to alleviate those issues. But how can quality stand out from the profusion of superfluous products that vie for the attention of the public here with their overblown rhetoric? Which innovation is genuinely innovative and which merely a stylistic variation on what already exists?

For decades now, Dutch designers have been trying to distinguish themselves in terms of quality, within the Salone and Satellite presentations and during the Fuorisalone events that can be found spread here and there throughout Milan at special historical locations. What began in the 1980s still holds true in 2018. The Dutch convey a remarkable mentality with which they still manage to stand out from the crowd. This mentality was once described as 'conceptual', 'self-reflective' and 'critical'. These days you could add the adjectives 'investigative' and 'experimental' as well.

In 2018, the Creative Industries Fund NL is supporting 11 design studios and collectives that display a diverse picture of young and older design talent, established designers and beginning studios, designers who were born in the Netherlands and designers who studied in the country and have made it their home. Together they represent the broad spectrum of the design sector. What all these different designers have in common is the story they tell with their designs: the awareness that even the smallest artefact encapsulates a greater vision of the world and our humanity, a vision that reaches beyond design.

*March 2018*

**Louise Schouwenberg**

Art and design theorist, writer and lecturer and Head of the Master Department Contextual Design at the Design Academy Eindhoven.



## Lumière du Nord

### presentation

MINOIS

### location

Design Language in Nhow hotel, Via Tortona 35

### designer

Simone Tertoolen

Lumière du Nord presents the MINOIS handbag collection. Handbags have been the same for centuries, while our lifestyle has changed completely. The MINOIS collection is the result of rethinking the handbag experience. The minimalist design handbags literally give light and energy to women on the move.

[www.minois.co](http://www.minois.co)

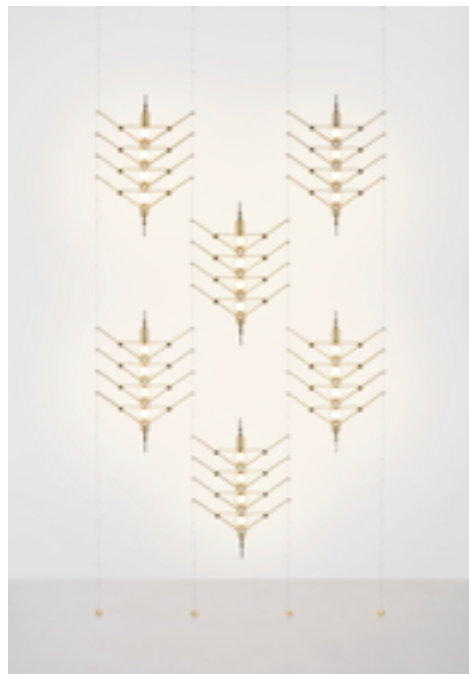


Photo: Ronald Smits

## VANTOT

### presentation

Continuous Current

### location

Bar Anne, Corso di Porta Ticinese 95

### designers

Sam van Gorp & Esther Jongsma

VANTOT is represented at Bar Anne in the historical Museo Diocesano. Here a group of designers selected by curator Anne van der Zwaag create a Gesamtkunstwerk: a usable exhibition, meeting place and creative hub. VANTOT literally puts new lighting in the spotlight and, together with Klaas Kuiken, the studio will design a special room.

[www.vantot.com](http://www.vantot.com)

Image: Bas Bakx



## Jelle Mastenbroek, Daniel de Bruin, Bas Bakx

### presentation

J8D-001001-s

### location

Ventura Future: Loft, Via Donatello 36

### designers

Jelle Mastenbroek, Daniel de Bruin, Bas Bakx

Jelle Mastenbroek and Daniel de Bruin are connected through their engineer Bas Bakx. Together they are presenting a new, interactive and playful experience. The spectator becomes the object of the exhibition and is watched closely, while their attention is directed by the designers.

[www.j8d-001001-s.com](http://www.j8d-001001-s.com)



## Crafts Council Nederland

### presentation

HOW&WOW - cooperazione!

### location

Via Pastrengo 13

### designers

Christa van der Meer and Gino Anthonisse of Das Leben am Haverkamp, Emma Wessel, Sara Ricciardi, Astrid Luglio, Agustina Bottoni, Craafts

Crafts Council Nederland presents HOW&WOW – cooperazione! It's the new workshop: an intensive masterclass where six young maker-designers from the Netherlands and Italy learn from an Italian master. They give presentations about their way of working (HOW) and show their work in a surprising context (WOW).

[www.craftscouncil.nl](http://www.craftscouncil.nl)





Photo: Lonneke van der Palen

Photo: BELÉN

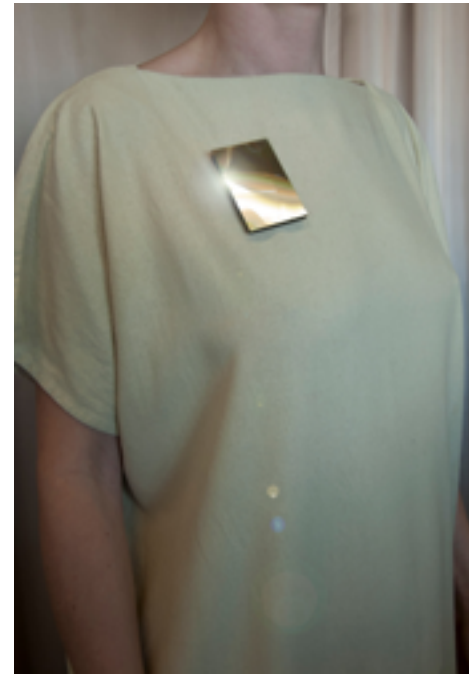


Photo: BELÉN

## Dutch Invertuals

### presentation

Mutant Matter

### location

Spazio O', Via Pastrengo 12

### designers

Edhv, Fleur Hulleman, Fransje Gimbrère, Marlou Rutten, Mirjam de Bruijn, Onno Adriaanse, Shahar Livne, Théophile Blandet, Thomas Ballouhey, Xandra van der Eijk, Zwart Frame

Humans play with nature's materials – now nature is playing with human material, as we enter the Anthropocene era, a new geological age. Mutant Matter, the 18th exhibition presented by Dutch Invertuals at Milan Design Week, this year co-curated with FranklinTill, explores our current and future relationship with materials and making.

[www.dutchinvertuals.nl](http://www.dutchinvertuals.nl)

## Better Known As

### presentation

Ready, Set, Go!

### location

COVA, Atelier Clerici, Via Popoli Uniti 11/13

### designers

Thomas Ballouhey, Boris de Beijer, Koos Breen, Reijnald Kolthof, Lonneke van der Palen

Better Known As is a collective of designers, artists and a photographer who make objects, sets and images. Ready, Set, Go! is a performative exhibition of a daily changing set turned into a photo studio. Where visitors can not only view the works, but also experience the image-making process.

[www.betterknownas.work](http://www.betterknownas.work)

## chp jewelry...? a Gijs Bakker project

### presentation

Device People

### location

ALCOVA, Via Popoli Uniti 11/13

### designers

Bart Hess - Nederland, Conversation Piece (Beatrice Brovia & Nicholas Cheng) - Zweden, Jing He - China, mischer\*traxler studio (Katherina Mischer & Thomas Traxler) Oostenrijk, Patricia Domingues - Portugal

The omnipresent screen culture is responsible for a social transformation. But somewhere in the system there are hidden costs that cannot be felt immediately. How can a piece of jewelry respond to this transformation? chp...? jewelry, run by Gijs Bakker, invited international designers to reflect on this theme.

[www.chpjewelry.com](http://www.chpjewelry.com)

## BELÉN

### presentation

SUN+

### location

ALCOVA by Space Caviar and Studio Vedèt, Via Popoli Uniti 11/13

### designers

Brecht Duijf & Lenneke Langenhuijsen

SUN+ is presenting a range of products resulting from a study into the human relationship with the sun. How can we harness the positive working of the sun and at the same time protect ourselves without damaging our body or the environment? Clothing, accessories, parasols and tents provide focused exposure or protection in a new way.

[www.burobelen.com](http://www.burobelen.com)



## Alissa+Nienke

### presentation

Interactive Interior Collection

### location

Salone Satellite (Salone del Mobile),  
Pavilion 13-15, stand A18

### designers

Alissa van Asseldonk & Nienke Bongers

With the launch of the Interactive Interior Collection at Salone Satellite, design studio Alissa+Nienke is showing its innovative and experimental way of working with products that can be used in architecture. The presentation is an experience of analogue, tactile and interactive products, such as Dangling Mirror, a bio-based Mirabilia Wall-covering and new products.

[www.alissanienke.nl](http://www.alissanienke.nl)



## Studio Truly Truly

### presentation

Investigations & Reflections

### location

Salone Satellite (Salone del Mobile), Hall  
13-15, stand C09

### designers

Joel Booy & Kate Booy

Graphic designers Joel Booy and Kate Booy, who are originally from Australia, followed studies at the Design Academy Eindhoven and see in their work a mixture of Dutch Design thinking, attention for artistic quality and craftsmanship. Truly Truly explores form and material combinations in relation to archetypes, in wooden seating elements and sculptural lighting.

[www.studiotrulytruly.com](http://www.studiotrulytruly.com)



## Tijs Gilde Design Studio

### presentation

Counter digital

### location

Salone Satellite (Salone del Mobile), Stand  
C01/B02

### designer

Tijs Gilde

Counter digital is about a world that is becoming increasingly digital. The design studio provides a response to this with counter-digital objects arising from material experiments which surprise and stimulate the senses. The studio applies a clear and simple visual language and in so doing makes a statement about a world that is getting more and more complicated.

[www.tijsgilde.com](http://www.tijsgilde.com)

**The Creative Industries Fund NL, the Dutch cultural fund for design, digital culture and architecture, issued an open call for design studios and collectives to give them the opportunity to present themselves during the design week in Milan 2018.**

**“The 11 selected presentations demonstrate the excellent quality of the Dutch design field, which is being showcased in a variety of ways in Milan: through the artistic quality of the products and concepts, with distinctive presentations at special locations and via striking collaborations or group presentations.”**

**Syb Groeneveld  
(director Creative Industries Fund NL)**

**creative industries  
fund NL**

**architecture  
design  
digital culture**

**groothandelsgebouw  
entrance c, 5th floor  
weena 723, rotterdam**

**+31 (0)10 436 16 00  
info@stimuleringsfonds.nl  
www.stimuleringsfonds.nl/en**

**facebook.com/Stimuleringsfonds  
twitter.com/StimuleerFonds  
linkedin.com/in/stimuleringsfonds  
instagram.com/stimuleringsfonds**