



Photo: Aisha Zeijpveld

creative industries fund NL

**Milan Design Week
2019**

Artistic tolerance

Design is an ever-expanding concept. There are always new developments and insights that broaden the profession – as if it were an elastic band that keeps stretching. Nobody knows how far the elasticity reaches and whether the elastic band can snap. But what is understood to fall under design is important for what is supported, embraced and presented in contexts such as this.

From an international perspective, the Netherlands is extremely liberal when it comes to the prevailing idea about design. The broad, liberal definition of design concepts is one of the success factors of Dutch Design. The Netherlands has certainly lost much of its political tolerance in recent decades, but fortunately artistic tolerance has been maintained. Society still has a large absorption capacity for creativity and innovation. There is a willingness to change and to implement new insights and techniques.

This selection is a prime example of the phenomenon. Sanne Visser spins ropes from human hair and turns them into fishing nets. Studio Mina-le-Maeda presents a small-scale electrolysis installation. Ward Wijnant crushes steel to finely lacquer the crumple zone while Mark Sturkenboom polishes pieces of the doors of crashed supercars. Hardly anyone seems to obediently keep within the lines of design: Joris de Groot exhibits not only his work but also the industrial moulds and Siba Sahabi makes kinetic machines and a soundscape. All of them individualistic, unconventional entrepreneurs who dare to go their own way. All of them designers who challenge the viewer with their own interpretation of the concept of design.

Creative daredevils, like these young designers, are everywhere because creativity is a deeply rooted human trait. But the fact that daring, off-beat work by young people is being shown by the public and semi-public sector perhaps says more about the Dutch design field. It is no longer the designers who hold the key to the Dutch climate for creativity. It is the willingness and openness of commissioning clients, consumers, curators and journalists – in short, the infrastructure – that brings innovative design to the surface relatively quickly.

The strength of the design sector is formed by Dutch people as a whole, who accept renewal, innovation and creativity, sometimes even applauding or entering into dialogue. The will to approach social issues with creativity and innovation is still strong in the Netherlands. And that makes this country extremely fertile ground for design.

March 2019

Lucas Verweij

Writer, teacher and moderator in the field of design and chairman of the Design Grant Programme at Creative Industries Fund NL



Cor Unum

presentation

Future/History

location

Masterly, Palazzo Francesco Turati, Via Meravigli 7, room 27

designers

Studio RENS, Alex de Witte, Kiki van Eijk, Roderick Vos, Bas van Beek, Satyendra Pakhalé, David Derksen, Floris Hovers and Studio Maarten Kolk & Guus Kusters

This year Cor Unum celebrates her 65th birthday. A milestone marked by the theme 'Future/History'. Major Dutch designers were challenged to explore how designs of the past influenced designer's idiom of today and tomorrow. This search resulted in a wonderful collection to be presented at the historic first floor of Palazzo Francesco Turati.

www.corunum-ceramics.nl



Adrianus Kundert United Enterprises

presentation

ODDNESS

location

Alcova, Via Popoli Uniti 11-13

designers

Ward Wijnant, Elvis Wesley, Thomas van der Sman and Adrianus Kundert

Oddness is a label for interior products that shape the odd. The platform gives rise to products that involve uncommon production techniques and play with the quirky beauty of randomness. Except from the new collection, Oddness shows the uncommon production processes of its objects.

www.oddness.nl



Knitwear Lab

presentation

Knitwear Lab

location

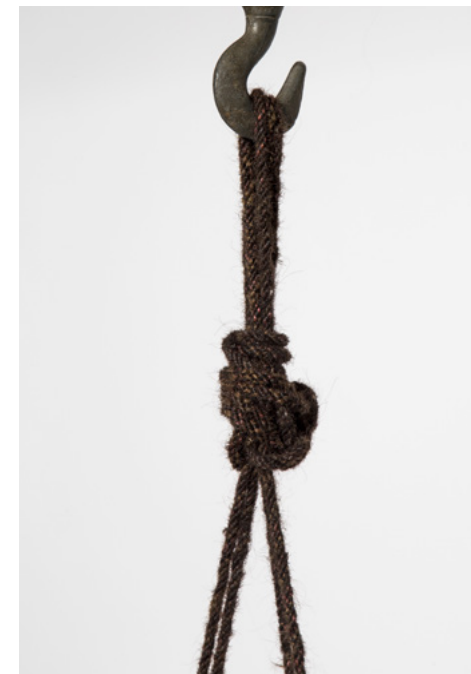
Masterly, Palazzo Francesco Turati, Via Meravigli 7

designer

Thijs Verhaar

With the fascinating contrast of a high-tech industrial Stoll knitting machine and the Palazzo Francesco Turati, Knitwear Lab will demonstrate on the spot how to develop 3D knitwear for multiple design disciplines. Knitwear Lab will program and knit on a Stoll ADF 32 the newest technical knits. They will also show a part of their knitwear library.

www.knitwearlab.nl



Studio Sanne Visser

presentation

KNOT

location

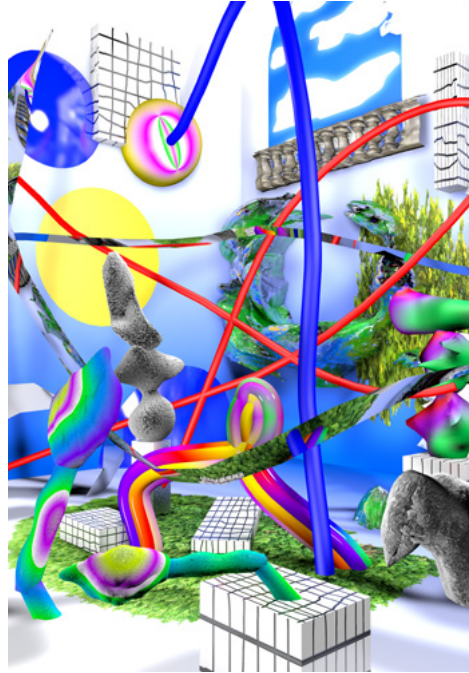
Isola Design District, Via Luigi Porro Lambertenghi 20

designer

Sanne Visser

'KNOT' by Sanne Visser is a project investigating the potential use of human hair waste in the pursuit of sustainable solutions for the fishing gear industry. Material researcher and designer, Visser, kicks off the project during Milan Design Week with a showcase of early investigative research, documentation, and samples, alongside demonstrations of Visser's self-developed rope machine and swing. KNOT is a continuation of Visser's ongoing project 'The New Age of Trichology'

www.sannevisser.com



Visuals: Misha Gurovich and Janis Melderis

Atelier Mark Sturkenboom

presentation

What A Time To Be Alive

location

5VIE ART+DESIGN, Via Cesare Correnti 14

designer

Mark Sturkenboom

In an intimate setting Mark Sturkenboom exhibits several new projects including 'What A Time To Be Alive', a series of liquid like mirrors made from crashed supercars. But also his 'pièce de résistance' 'Sweet Anticipation', a waiting object as Sturkenboom calls this mousetrap, targeting your moral decision-making about the unwanted guest.

www.marksturkenboom.com

MORPH

presentation

Dissolving Views

location

Alcova Sassetti, Via Filippo Sassetti 31

designers

Thomas Ballouhey, Théophile Blandet, Koos Breen, Chan Chiao Chun, Theo Demans, Pleun van Dijk, Misha Gurovich, Hips, Anna Aagaard Jensen, Donghwan Kam, Audrey Large, Janis Melderis, Ortamiklos and Clémentine Schmidt

'Dissolving Views' is a transdisciplinary show that proposes a total environment in which collective views takes the steps on individual positions to display works that sometimes steps on each other toes. A flow of physical and digital artifacts create a familiar but bizarre feeling around a domestic space, where intuitive associations form happy confrontations as well as unpredictable frictions.

www.morph.love



Studio Minale-Maeda

presentation

Copper Alchemy

location

Alcova, Via Popoli Uniti 11

designers

Kuniko Maeda and Mario Minale

Studio Minale-Maeda show objects assembled from finely crafted and detailed metal parts, produced with a self-developed electro-galvanic process. A variety of forms, colours and finishes are explored. With this project the studio wants to explore the possibilities of metal as durable and recycling-friendly alternative to plastics.

www.minale-maeda.com



David Derksen Design

presentation

International Lighting Design

location

Salone Satellite, stand B22

designers

David Derksen and Johan van Hengel

For the 2019 Salone Satellite, Rotterdam based design studio David Derksen Design presents several new lighting concepts that play with the perception of materiality and light. The lamps are shown in an atmospheric setting, side by side with a new shelving system and a graphic wooden room divider.

www.davidderkksen.com



Photo: Aisha Zeijpveld

Studio Joris de Groot

presentation

The Factory Is My Playground

location

Alcova Sassetti, Via Filippo Sassetti 31

designer

Joris de Groot

Studio Joris de Groot will show various collaborations, all started from the factory floor. Projects such as the '2000N Pressed Shoe', a shoe made in close collaboration with the car interior industry, will be part of the exhibition. Next to the end results, also the process will be shown. You can get a look into Joris' way of working at Alcova Sassetti.

www.jorisdegroot.com

Siba Sahabi

presentation

Nuffar

location

5VIE ART+DESIGN, Via Cesare Correnti 14

designer

Siba Sahabi

Fascinated by the complex relationship between music and its graphical notation, Siba Sahabi designed three kinetic art-works that visualize a soundscape composed by Machinefabriek. The audiovisual installation, in both its design and movement, translates digital information (music) into analogue images (patterns).

www.sibasahabi.com



1. Cor Unum
2. Adrianus Kundert United Enterprises
3. Knitwear Lab
4. Studio Sanne Visser
5. Atelier Mark Sturkenboom

6. MORPH
7. Studio Minale-Maeda
8. David Derksen Design
9. Studio Joris de Groot
10. Siba Sahabi

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 2019.

“The IO 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

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