

Made in Holland



Dutch Design

Powerful connection between
creativity and business

Communication: clarity and simplicity

Industrial: pragmatic view of design

Autonomy: fun, unconventional, witty, conceptual

Dutch Design links

BNO

The Association of Dutch Designers (BNO) represents designers and design agencies in the Netherlands. Its members are active in communication, product and spatial design, and in all the specialist areas they encompass.

www.bno.nl

Premsele

Since 2002, the Dutch platform for design and fashion, the Premsele foundation has been actively involved in improving the design climate in the Netherlands. Premsele takes various approaches to achieve this end, as design and fashion can touch on anything from culture and economics to crafts and industry, and can involve anyone from designers and manufacturers to clients and users – many of whom can be both amateurs and professionals either in the Netherlands or abroad. In its role as a platform for design and fashion, Premsele organises lectures, debates and exhibitions, in addition to conducting research, writing publications and issuing information and advice.

www.premsele.org

Dutch Designers Database

The website www.dutchdesigners.com features a link to an up-to-date database of Dutch designers who are active in all the various disciplines. Clients, journalists, designers and students can carry out a search by name, product or other criteria to find registered Dutch designers and their recent work.

www.dutchdesigners.com

Design.nl

Design.nl is a portal to the world of Dutch design. It is ideal for professionals, clients and Dutch and foreign students who want to stay on top of the latest design news. The site highlights existing projects in the Netherlands and abroad and provides a detailed calendar of events. The site was designed by Studio Dumbar.

www.design.nl

Dutch Design in Development

Dutch Design in Development (DDiD) assigns Dutch designers to small producers in developing countries, who collaborate with local designers and artisans to design new products that are in line with Western trends and fashion.

www.ddid.nl

DesignMatcher

The DesignMatcher website is intended for enthusiasts and collectors of 20th century design. It consists of a portal with an integrated worldwide marketplace for trading in exclusive second-hand design furniture. The DesignGallery, which is the largest design encyclopaedia on the Internet, forms an integral part of the website.

www.designmatcher.com

VIVID centre for design

Designws.com was launched by the VIVID centre for design in Rotterdam. VIVID, a foundation whose mission is to note and report new trends in design, is both a real-world and virtual centre. VIVID provides the latest news on design events and organises public exhibitions of cutting-edge design ideas, concepts and products.

www.designws.com

Platform 21

Platform 21 is a centre for design, fashion and creation, which focuses on contemporary issues and topics that will be relevant in the future. Its aim is to create dynamic spaces for a variety of projects and activities that raise questions and provide insight into the shape of the world around us.

www.platform21.com

www.hollandtrade.com

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Cover photo: Marike, www.marike.net

About this publication

September 2008

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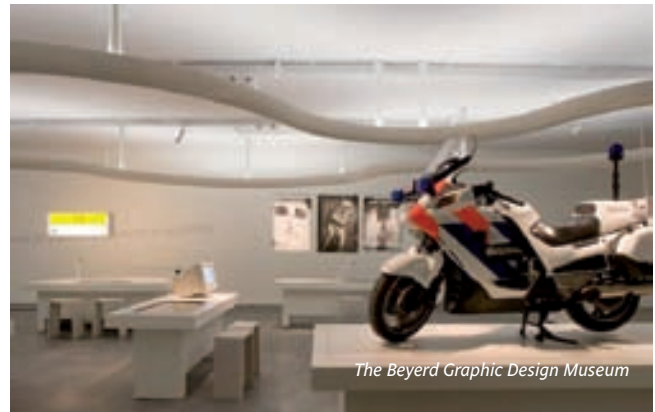


Ministry of Economic Affairs

In Brief

First graphic design museum

On 11 June 2008, Queen Beatrix of the Netherlands officially opened the Beyerd Graphic Design Museum in the Dutch municipality of Breda. The museum is the first in the world to focus specifically on graphic design. Whereas in other museums graphic design is sometimes labelled as art and thereby earns a place on the museum's walls, in the Graphic Design Museum graphic design is central. Signposting, icons, typography, house styles, and newspaper and magazine design are just some of the high-profile subjects from across the entire spectrum of this Dutch field of expertise that are covered in the museum's exhibits. The permanent exhibition shows the history and current events in graphic design in the Netherlands, which has a rich graphic tradition, earning it a great deal of international prestige. The designs often demonstrate a high degree of typographical sophistication and make an above average contribution to the achievement of the customer's objective. The museum hopes to



The Beyerd Graphic Design Museum

act as a bridge between Dutch and international designers and has all information available in English.

info@graphicdesignmuseum.com

www.graphicdesignmuseum.nl

Dutch design sector seeks business for the future

The Dutch design sector is excellently placed, not just domestically, but also on the international stage. To further cement this relationship between Dutch design and other countries, the Dutch government and the Dutch design sector (architecture, design and fashion) will be launching a joint venture in 2009 called Dutch Design, Fashion and Architecture, or DDFA. The DDFA programme, which will run for four years, will set up projects that lead to a long-lasting exchange between organisations or governments abroad and the network of Dutch designers. The DDFA will also join forces for large presentations abroad, such as during the World Expo in Shanghai in 2010. Dutch design qualities can be an excellent supplement to specific challenges in other countries, whether in urban development or international product branding. The best results are often achieved in sincere, long-term cooperation, and the DDFA is only too pleased to pursue that goal.



More than 800 designers display their work during Dutch Design Week

A Behind-the-Scenes Look at Dutch Design

Many good things occur spontaneously. In 1998, for example, when a group of designers expressed the wish to get together more often, they never could have suspected that their meeting would grow into a global event. Dutch Design Week, as the event is now known, turns the city of Eindhoven – which is home to the electronics giant Philips – on its head on an annual basis. The event includes more than 50 locations, featuring innovative design in all its many facets. More than 800 designers display their work during Dutch Design Week, covering areas ranging from product design, textiles and fashion, graphic design, and spatial design to design management and trends. Despite the now large scale of the event, the basic philosophy has not changed since the first year: develop knowledge by meeting one another. That meeting now transcends national borders. Designers, visitors and potential clients from all over the world come to Dutch Design Week. The designers are mainly looking for inspiration and frequently discuss the technical and philosophical aspects of the products. For potential clients, Dutch Design Week is an excellent chance to spot new concepts and new developments. Dutch Design Week is an extremely relaxed event, with an atmosphere of genuine interest and wonder for everyone present. The 2008 Dutch Design Week takes place from 18 to 26 October.

info@dutchdesignweek.nl

www.dutchdesignweek.nl

Five stars for Maxi-Cosi CabrioFix

Child seat manufacturer Maxi-Cosi has set a new record by being the first manufacturer to achieve the maximum safety score of five stars in the European child seat test. Even after the testing authorities stepped up the standards even further, they were still unable to find any weak points in the Maxi-Cosi CabrioFix. In other words, they had to award the highest possible score, although no more information is actually necessary once such a thorough organisation as Germany's renowned consumer testing agency Stiftung Warentest has been unable to find any negative points. The CabrioFix scored well in all categories, but the judges praised especially the standard Isofix base, which is attached to the vehicle body and ensures that the baby seat is fastened in place and unfastened more rapidly than would be the case with a three-point seatbelt. This assurance of rapid placement and removal is comforting, particularly if every second counts.

c.clark@nl-dorel.com

www.maxicosi.nl

Senz XL umbrella wins American design award

The SENZ XL storm umbrella has won the most coveted design accolade in the USA, the Gold IDEA award, barely two months after its introduction on the US market. Besides the SENZ XL, which is the largest SENZ umbrella, Apple's iPhone was also one of the winners, out of a group of 1,517 competing products. The jury was impressed by the XL, stating: "Besides being gorgeous, this product is brilliantly conceived, surprising and satisfying in function. This product is a vast improvement on its predecessors." The SENZ umbrella was designed by two former students from Delft University of Technology (TU Delft).

It is widely appreciated for its idiosyncratic, asymmetrical design, which makes it stable in strong winds, allowing it to withstand up to 100 km/h gales. The SENZ XL was designed especially for the visionary golfer, because the unique SENZ shape is ideal for



Stable in strong winds, withstanding up to 100 km/h gales

observing the trajectory of one's partner's golf ball, and only minimum handling strength is required in high winds.

welcome@senzumbrellas.com

www.senzumbrellas.com

Art for the people

At first glance, there appear to be few similarities between the Rijksmuseum and HEMA. The Rijksmuseum houses the most important Dutch art treasures, whereas HEMA – the Netherlands'



oldest and most popular department store – sells everything from biscuits to underwear and all kinds of other everyday articles. However, these two organisations have now joined forces in an unusual partnership. Under the name HEMA for Rijksmuseum, the Rijksmuseum and HEMA presented a unique collection of 55 surprising products whose images and designs are based on works in the Rijksmuseum collection. HEMA designers translated this authentic artwork into their own familiar house style which is how the great masters found their way onto umbrellas, tea towels and various sweets. With Rembrandt on chocolates and Vermeer on a school exercise book, the whole country temporarily became an art collector. For the Rijksmuseum, the collaboration was an effective way of reaching a wider audience and, as they themselves emphasise, the differences between the two institutions are not that great: both have a quintessentially Dutch background and both – although perhaps with different faces – represent an important part of Dutch cultural heritage.

www.rijksmuseum.nl

www.hema.nl

Facts & Figures

It is fair to say that the Dutch realised the powerful connection between creativity and business a long time ago, probably earlier than most other countries. Business without creativity cannot be innovative and competitive, and creativity without business cannot prosper and become widely accessible for others to enjoy. The Dutch, both in the past and today, are emphasising this dual value to business and society. Based on the number of people employed in the industry, the creative sector is a relatively small, yet fast-growing part of the Dutch economy. The number of people employed in the creative sector is estimated at 403,000 (EIM, 2005, which is five per cent of the country's total working population).

Some 46,000 designers are active in the Netherlands. Almost three quarters (72 per cent) of them work in the commercial services sector, with 20 per cent working in manufacturing and 7 per cent in the non-profit sector.

The Netherlands has a prominent international position in design. In an EIM survey in October 2007, the 49 participating companies from the design/fashion sector indicated that they obtained an average of 31 per cent of their turnover from abroad. The average export ratio for all Dutch industry in 2006 was 47 per cent. For small and medium-sized enterprises (SME), the average was 30 per cent (EIM, Export Thermometer 2007).

Dutch Design has a number of typical characteristics:

- 'Out of the box' thinking (bending rules);
- Striving for simplicity (less is more);
- Humour (ironic);
- Conceptual approach (design derived from a core idea);
- Pragmatism (consensus-oriented).

Education

The Netherlands has a wide range of high-quality design courses. The technical universities of Delft, Twente and Eindhoven all have Industrial Design faculties. There are also a number of colleges of higher education offering product design subjects. The Eindhoven Design Academy teaches design exclusively (www.designacademy.nl).

Communication

Fabrique, Eden Design, Total Identity, VBAT, Mijksenaar, Koeweiden Postma, Die Twee, Thonik, Mountain Design, QuA, ONL, and Studio Dumbar are some of the Dutch companies active in communication design.

One of the specializations of the sector is way finding or visually oriented information systems. Bureau Mijksenaar is most famous, and has conducted projects in for instance Asia and Sardinia (Olbia Costa Smeralda Airport). The company also designed the new way finding systems of the New York airports. Studio Dumbar is well known for their graphic work for Danish post and this firm recently won an international competition for the development of a visual identity for the Woonjin conglomerate in South Korea.

Industrial

NPK Industrial Design, Flex theINNOVATIONLAB, Mountain Design, Waacs and Marike are a few of the Dutch firms engaged in product design. The Senseo design is one of the best-known product designs. The coffee machine market in Europe is a highly mature market. Philips and Sara Lee/DE introduced the Senseo machine designed by Waacs. This product created a high growth of sales in coffee machines all over Europe and the example inspired other manufacturers. Another example of Dutch design is the famous Buggy Bugaboo that started up in 1999 and is sold worldwide. The annual turnover of this product is said to double every year.

Interior Design

The Netherlands has a long tradition in interior design, portrayed by famous works of Rietveld and Mart Stam. Dutch design is still highly respected in the world with designers such as Hella Jongerius, Richard Hutten, Piet Hein Eek, Roderick Vos, Piet Boon, Gijs Bakker, Jurgen Bey, Ineke Hans, Tjeerd Veenhoven, Lambert Kamps, Joris Laarman, Miriam van der Lubbe, Sacha Lannoye and Tord Boontje. Individual expertise matters in this market.

Moooi is a designer firm founded by Casper Vissers and Marcel Wanders. Their sofa concept Moooi Boutique has stores in Paris, London, Moscow and other metropolises. Conceived, developed and designed by Marcel Wanders, the Moooi Boutique concept consists of a set of "naked" seating units ready for dressing in a whole range of unique covers. Other striking projects of these designers are the head office of Saatchi in London and the Mint bar in Australia. Another company called Droog Design created eye-catching street furniture in Roppongi in Tokyo. Extremis designs innovative garden furniture for which it has won various international awards. For instance, in 2007 Extremis won silver International Design Excellence Award, in Dullas in the USA for the InUmbra (a designer parasol).

Communication



Mijksenaar
www.mijksenaar.com



Mountain Design
www.mountaindesign.nl



Thonik
www.thonik.nl

Industrial



Senseo
www.waacs.nl



Bugaboo
www.bugaboo.com



Marike
www.marike.net

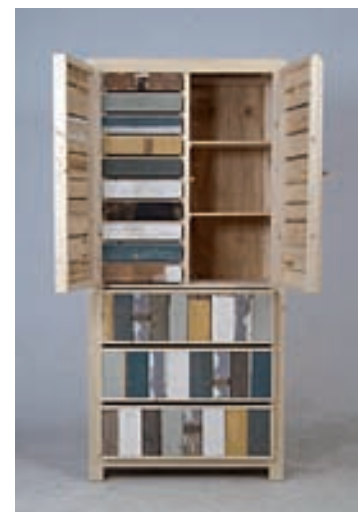
Interior Design



Marcel Wanders
www.marcelwanders.com



Hella Jongerius
www.jongeriuslab.com



Piet Hein Eek
www.pietheineek.nl

*Timo de Rijk and Aad Krol
on the success of Dutch designers*

Fantastic realism: the many faces of Dutch design

What do a BMW, a direction sign at John F. Kennedy International Airport and a chair made of wool have in common? The answer is that they are all the creations of Dutch designers. The following article is a brief introduction to a small country with a fascination for innovative designs.

Arnoud Veilbrief



BMW

Holland  Dutch Design

Z4 2.5si Roadster

“It’s hard to imagine,” says design historian Timo de Rijk. “But fifteen years ago, it was considered strange here if you said that after you finished your studies you wanted to design cars. That wasn’t really done. You had to want to design a beautiful bus. The Dutch designer’s field was first and foremost in public spaces.”

Associate Professor De Rijk is sitting in the restaurant at Delft University of Technology. The window looks out on the new library, which is a building with a grass-covered roof that radiates light. It is summertime but still busy on campus. The university’s international profile can be seen on all sides. For example, a Chinese researcher, seated at the table next to De Rijk, is visibly enthusiastic about the story he is telling to his visiting parents.

TU Delft’s Industrial Design Faculty is internationally renowned. Delft stands for functional, successful designs for public spaces. A good example is Paul Mijksenaar, a 64-year-old Delft University professor who is also a designer with offices in Amsterdam and New York. He designed the direction signs for the Netherlands’ national airport, Schiphol. Kennedy Airport in New York recently adopted Mijksenaar’s system, which stands out from the competition because of its clarity and simplicity.

More just society

“The idea that designers must serve the public interest,” says De Rijk, “is typically Dutch.”

This tradition began in the first half of the 20th century. Young designers, heavily influenced by Bauhaus and the related Dutch movement, De Stijl, specifically put design at the service of a more just society. Their designs had three main characteristics: simplicity, functionality and affordability. “A product could only be bought for its quality, never for its status,” says De Rijk. “However, that approach was never entirely successful. The most important designers soon came to represent a certain aesthetic ideal. In addition, no manual workers wanted to own the innovative but not very comfortable Gerrit Rietveld chair. It became a design icon, and therefore a status symbol all the same.”

The Netherlands is a big name in industrial design, architecture and typography

Delft generalists

The committed nature of Dutch design has long been its defining characteristic. “But some things have changed,” says De Rijk. Two ‘Delftmen’, Adriaan van Hooydonk and Laurens van den Acker, have lovingly dedicated themselves to designing cars and, more importantly, they have been very successful in doing so. Van Hooydonk rules over the BWM design department, Van den Acker has a similar role at Mazda in Japan. That, in itself, is remarkable because the Netherlands is a big

name in industrial design, architecture and typography, but not yet in car design. There is not even an independent Dutch car industry. “That’s true,” says De Rijk. “But ‘Delft’ designers have major analytical qualities: they are excellent at working with complex lists of demands. Car designs are bound by countless limitations as regards such as weight, ergonomics, strict safety requirements and production costs, just to name a few. Every design is, in a sense, a kind of puzzle, and Delft designers are masters at solving the puzzle. They are therefore more generalists than specialists. We like to believe that a Delft designer can design anything — a chair one day, a gin bottle the next and a vacuum cleaner the day after that. But, in all honesty, most products have become too complicated for such an approach.”

Dutch Design

In addition to the functionalistic school for which Dutch design has become known, there has also been another movement for the last fifteen years or so, consisting of a group of independent-minded designers that have been stunning the world for many years now with original, sometimes bizarre designs. That movement is called Dutch Design. The first-generation designers (who are now in their forties) trained at the Design Academy in Eindhoven. They generally live and work in Rotterdam, which is the Netherlands’ undisputed centre of design and architecture.

In Rotterdam’s “art district”, which is not far from the striking Erasmus Bridge, sits the Vivid Gallery, which is a dedicated gallery for independent designers.

“Rotterdam is the ideal city for us,” says Aad Krol, co-owner of Vivid and a resident of Rotterdam. “The city keeps producing new designers and they stay to live and work here.” Even Rem Koolhaas, one of the world’s most prominent architects, still has an office in Rotterdam. The creative infrastructure, the space and the relatively low rents ensure that Rotterdam remains an attractive location.

You could say that Dutch Design was born in 1991, because that was when Tejo Remy made his chest of drawers, *You Can’t Lay Down Your Memory*. In essence, the concept of the chest of drawers was a collection of small chests, held together at sixes and sevens by a thick strap. A few years later, Piet Hein Eek presented his chest of drawers made from reclaimed scrap wood. Add in the “Soft Vase” by Hella Jongerius and Marcel Wanders’ “Knotted Chair” and you get a good idea of the early years of Dutch Design. The designs were launched under the collective name “Droog Design” (“Dry Design” in English). The word “droog” has a positive connotation in Dutch, particularly when used in connection with humour.

Tejo Remy’s chest of drawers shows exactly what Dutch Design is: fun, radically unconventional, witty and highly conceptual. But the work of the new generation of designers seems to be more at home in the cultural rather than the commercial scene. In fact, *You Can’t Lay Down Your Memory* was even purchased by New York’s Museum of Modern Art, as was Wanders’ “Knotted Chair”. Many designs by this generation are made only in small numbers and purchased by collectors.





Commercial

Designers have now developed in a very different way. Wanders is one of the most commercial – and commercially successful – of the group. He designs everything from lamps to electronics, has a design studio with almost 30 designers, his own label ('mooi') and clients from all over the world. The American magazine Business Week included him in its 2002 list of "50 Stars of Europe". Jurgen Bey, Joep van Lieshout and Joris Laarmans are also very successful, as is Hella Jongerius, but she is less willing to make concessions

Fun, radically unconventional, witty and highly conceptual.

in her ideas, says Aad Krol, co-owner of the Rotterdam gallery Vivid. All the designers from the Dutch Design movement have exhibited in his gallery at one time or another. "A perfume brand made her an offer to design a perfume bottle, but she turned it down," says Krol. "She will only take that kind of assignment if she can completely get behind it."

The Swiss luxury furniture maker Vitra gave her complete freedom. Jongerius' answer was her Polder Sofa design. "Many people would be reluctant to buy that type of sofa in principle," says Krol. "But because it's made and sold by a renowned, high-quality brand, the design falls under the 'safe' heading. Then

people are more willing to take the chance." Even a giant like IKEA came knocking at the door. Jongerius designed a vase for the Swedish furniture company.

Successful

One important question remains to be answered: how is it possible that such a small country as the Netherlands has so many successful independent designers, many more than the U.S. or even Italy? The answer can be found partly in the Dutch national character, which is self-confident, independent and adventurous. Add in an open-minded culture and the high quality of education and you have the reasons for a large part of the design sector's success. According to De Rijk, the policies of the Dutch government have also proved favourable. "Talented Dutch artists receive relatively generous scholarships, which gives designers the time to grow both technically and substantively. In the United States, designers simply work at companies, which have to focus on the consumer's taste. The American designer Raymond Loewy knew that the general public is conservative. He coined the term 'Maya' – 'Most Advanced Yet Acceptable' – to describe their attitude. He tried to make full use of his space within the bounds of commercial reality. Tejo Remy was obviously not bothered by that type of obstacle when he designed his bizarre chest of drawers.

www.tudelft.nl

www.vividvormgeving.nl

info@vividvormgeving.nl

Where to meet Dutch designers:

5 September – 31 October 2008

Dutch Design Days

Belgium

www.dutchdesigndays.be

18 September – 2 November 2008

ExperimentaDesign Amsterdam:

Amsterdam

The Netherlands

www.experimentadesign.nl

18 - 21 September 2008

100% Design London

London

United Kingdom

www.100percentdesign.co.uk

18 – 26 October 2008

Dutch Design Week

Eindhoven

The Netherlands

www.dutchdesignweek.nl

16 – 20 October 2008

Istanbul Design Week

Istanbul

Turkey

www.istanbuldesignweek.com

30 October – 4 November 2008

Tokyo Designers Week / 100% Design Tokyo

Tokyo

Japan

www.100percentdesign.jp

3 – 6 December 2008

Design Miami

Miami

United States

www.designmiami.com

8 – 13 December 2008

Business of Design Week

Hong Kong

China

www.bodw.com

23 – 27 January 2009

Maison & Objet

Paris

France

www.maison-objet.com

19 – 25 January 2009

IMM Cologne

Cologne

Germany

www.imm-cologne.de

4 – 8 February 2009

Stockholm Furniture Fair

Stockholm

Sweden

www.stockholmfurniturefair.com

22 – 27 April 2009

Milan Design Week/ Salone del

Mobile and Fuori Salone

Milan

Italy

www.cosmit.it

16 – 19 May 2009

ICFF New York

New York

United States

www.icff.com

26 – 28 November 2009

100% DESIGN Shanghai

Shanghai

China

www.100percentdesign.com.cn

www.hollandtrade.com

A voyage of discovery for all the senses



5

KEEP
STAY

Two
Multi
your
resto
at fu
quie



STEP UP THE STANDARD.

hands. Head up.
multiple orders. Minimize
steps. Clean and
back as you
all speed
t shifts.

Since 2007, the Netherlands has been blessed with an extra unique phenomenon in the form of House of Bols. Rather than being a museum, it is above all an experience, with sampling events that stimulate the senses and innovative forms of interaction. House of Bols was designed by creative agency ..., staat and was commissioned by Lucas Bols, the oldest brand of spirits in the world. Jochem Leegstra, founder and creative director of ...,staat, used the limitations of the building as the starting point for the design. "The property is an old historic building in the heart of Amsterdam with 17 rooms that we could not break up, so we decided to give each room a unique character."

A journey through the rooms is a journey through your own senses. In the World of Cocktails room the 280° video projection literally takes you straight into nightlife. In the next room, your nose becomes lost in thrilling aromatic experiments, before you move on a little later - in the bar covered from floor to ceiling in mirrors - to indulge in your own unique cocktail, which you yourself concocted from ingredients on a touch screen. House of Bols is visually overwhelming and takes the visitor along on an interactive trip full of strange installations, films, music, and sensory sampling events. Cheers!

www.houseofbols.nl

www.staatamsterdam.nl

fijn@staatamsterdam.nl

What's New

Communication



Store-age and Dietwee | Postbank Store

Store-age and Dietwee are pushing back the boundaries of what customers are familiar with in a bank. In the Postbank Store, customers can choose for themselves how they want to be served: with or without the assistance of Postbank employees. On the left is a counter for 'questions and answers' and on the right is 'self-service banking' at Internet kiosks and cash points. Everything possible is done to make banking easy.

Who: Store-age and Dietwee
What: Postbank Store
Where: www.store-age.nl or www.dietwee.nl
Contact: gerard@dietwee.nl or leendert@store-age.nl

Koeweiden Postma | Eureko Annual Report

Insurance holding company Eureko wanted a strong substantive concept for its 2007 Annual Report. Design agency Koeweiden Postma therefore devised the theme 'Because everything you value is vulnerable' and spared no expense with a genuine porcelain cover. Inside, there were eight images of everyday items, also made of porcelain.

Who: Koeweiden Postma
What: Eureko Annual Report
Where: www.koeweidenpostma.com
Contact: info@koeweidenpostma.com



Lava | IDTV house style

When media company IDTV approached design agency Lava in search of a new house style, they never could have dreamt that they would get back 4,096 different, but nevertheless consistent logos. This was the result of a flexible system based on four unique pixels, each of which represents one of the main activities of IDTV.

Who: Lava Grafisch Ontwerpers
What: IDTV house style
Where: www.lava.nl
Contact: info@lava.nl

Mediamatic | El Hema

Department store Hema is one of the most important examples of Dutch culture: it is bright, colourful and you get value for money. Mediamatic, which is a culture and new media institution, was curious to know what an Arabian Hema would look like and designed El Hema, with Arabic versions of typical Hema products and an eye-catching Arabian-Dutch house style.

Who: Mediamatic
What: El Hema
Where: www.mediamatic.net
Contact: mail@mediamatic.net



Ytje | Illustrations for Citibank

Citibank wanted to attract the attention of housing market starters and was looking for a 'slice of Americana' in the accompanying illustrations. Illustrator Ytje chose images with a panoramic view, like the American landscapes. The images form a beautiful symbiosis between the dream world and the real world.

Who: Ytje, illustrator
What: Illustrations for Citibank
Where: www.ytje.com
Contact: ytje@ytje.com



Frederik Ruys | Dutchblocks infographic

An infographic is a visual translation of information. Frederik Ruys is an infographic specialist. For the scientific magazine Quest, he divided the Netherlands into 1,000 blocks to examine precisely how 'full' the country really is. The result? Well, the situation is actually better than you might expect: the majority of the Netherlands is still agricultural land.

Who: Frederik Ruys
What: Dutchblock infographic for Quest magazine
Where: www.vizualism.com
Contact: f.ruys@vizualism.com

Barlock | Foundation for Literature website

The Foundation for Literature (Fonds voor de Letteren) supports writers and supplies a continuous stream of new books. Design agency Barlock developed an award-winning, database-driven website, in which new publications are represented by letters: the fewer the publications, the larger the letters; the warmer the colour, the more recent the publication.

Who: Barlock
What: Foundation for Literature website
Where: www.barlock.nl
Contact: info@barlock.nl



VBAT | Grape district retail concept

'Grape district' is a new formula that makes choosing the right wine easy and fun, without needing to speak and understand the complicated language of wine. Based on taste and the drinking moment, nine categories were identified. These were translated into a retail concept, in which colour coding and mood were central.

Who: VBAT
What: retail concept for Grapedistrict
Where: www.vbat.com
Contact: info@vbat.com

Mountain Design | packaging line for Red Band Truly

Bags of Truly, Red Band's new line of natural sweets, stand out immediately among the virulently loud colours of the usually shiny bags of sweets. The reason why bags of Truly are so noticeable is that branding agency Mountain Design gave the Truly line an appropriate look and feel in the form of white paper bags with fresh photography and fun, handwritten text. Bags of Truly are therefore unassuming, and as a result, very noticeable.

Who: Mountain Design
What: Red Band Truly packaging line
Where: www.mountaindesign.nl
Contact: rik@mountaindesign.nl



Company report: Flex/the INNOVATIONLAB **‘Solutions that sell’**

The designers at the Delft design agency Flex/the INNOVATIONLAB see their trade as being all about producing designs that substantially increase profit margins, in addition to being pleasing to the eye. **“In the beginning, we received quite a few outraged reactions.”**

Arnoud Veilbrief

Big ideas are always so simple. Designer Ronald Lewerissa is holding a small plastic bottle shaped like two bulbs merging into each other, one red and one orange. This little bulb-shaped plastic bottle has brought the Dutch soft drinks manufacturer Hero millions in profits.

Hero Netherlands – which is part of the international Hero Group – launched a range of fruit drinks containing little pieces of fruit a number of years ago. There was nothing wrong with the product as such, but there was little to distinguish it from the competition. The assignment for Lewerissa’s design agency Flex/the INNOVATIONLAB was therefore clear: develop a new eye-catching packaging concept to give our new product a clear identity of its own.

Explosive increase in sales

“I remembered being told to eat ‘two pieces of fruit a day’ as a child,” says Lewerissa. “That gave us an idea. The bottle should reflect its contents in a fun way, so that you see at a glance that it contains your daily portion of fruit.” Sales of Hero’s Fruit2Day went through the roof. “Hero’s forecast was a turnover of 1 million euros in the first year. However, that first year, more than 9 million were sold,” says Lewerissa. That figure has now increased to 150 million bottles sold every year. What’s more, Fruit2day is a product that delivers higher margins than traditional fruit drinks. Lewerissa’s definition of creativity

is ‘creating a new reality’ and Hero’s new bottle did indeed create ‘a new reality’ on the soft drinks manufacturer’s balance sheet.

International

The 27-year-old Lewerissa founded Flex/the INNOVATIONLAB in 1989 together with two other designers. The agency is based in an eye-catching building, a stone’s throw from the Delft University of Technology, where Lewerissa and his partners studied Industrial Design. The other designers come from different backgrounds in different countries. The agency concentrates exclusively on designing three-dimensional consumer products, product packaging and professional equipment.

Although the office is in Delft, a small city in between The Hague and Rotterdam, the working environment at Flex is becoming increasingly international. In 2007, the Delft-based agency opened an

Sales of Hero’s Fruit2Day went through the roof

office in Prague. “We’re getting more and more customers from Central and Eastern Europe, and design is something that is heavily influenced by culture. In order to hit the right note, you have to work in the local environment.” These



Ronald Lewerissa



The result was a much fresher looking bottle and higher sales. Many people even swear that the beer itself tastes fresher.

days, Flex has a client base from all around the world. “Our potential client base has grown enormously, but obviously the number of competitors has increased as well. That keeps things interesting because you’re competing with the best in your industry.”

Fresher bottles

From the start, Flex had a different way of looking at design compared to the mainstream Dutch designers. The payoff was already ‘solutions that sell’. “We got a lot of outraged reactions to the payoff,” says Lewerissa. “Dutch designers put design – and themselves – on a pedestal. We, on the other

Innovation must be firmly rooted in the behaviour or needs of consumers

hand, believed that design was not a goal in itself, but a means towards other goals, such as increasing market share or cutting costs.”

A recent example of commercially successful design was the redesigning of the Dutch beer Grolsch. In addition to the problem of young Dutch people drinking less beer, Grolsch also had an ‘old’ image. Flex therefore replaced the traditional brown bottles with fresh new green ones and changed the shape, making the bottle more oval, with flat sides. The labels also disappeared, which made a difference in terms of manufacturing costs. At the same time, the Grolsch logo became part of the glass. The result was a much fresher looking bottle and higher sales. Many people even swear that the beer itself tastes fresher. “It’s amazing to think what can be achieved with new packaging,” Lewerissa laughs. “But the beer really hasn’t changed at all.”

Flex focuses on creating greater added value for the product, a fact that is underlined by the addition of ‘the INNOVATIONLAB’ in the company’s name. “However, the innovation must be firmly rooted in the behaviour or needs of consumers,” says Lewerissa. The Hero bottle is a good example. “A lot of people don’t manage to eat fruit on a daily basis, but they still think

the recommended daily portion of fruit is important. When they see the plastic Fruit2Day bottle they know it contains the daily portion of fruit they’re looking for.”

Pragmatic

Next to the dining table in the Flex building there is a kind of mini-exhibition of the company’s most successful, prize-winning designs. One of them, standing in the corner, is a three-wheeled postman’s trolley. The background to the trolley is that the postal company TNT had a problem: post in the Netherlands is delivered by bicycle, but the bicycles’ saddlebags were no longer sufficient. The bags were ideal for transporting post from the distribution centre to the various neighbourhoods, but actually delivering the post was a problem because the bags were filled to the brim and weighed a ton. Lewerissa: “Postmen had to walk large distances pushing their heavily loaded bicycles and keep parking them in different places, which was difficult and wasted a lot of time.” Flex therefore designed a three-wheeled bicycle trailer that combined the two phases of the process, namely transporting the post from the distribution centre and the actual delivery of the post to the addressees. The postman attaches the cart to the back of his bicycle at the distribution centre. Once he arrives in the neighbourhood to deliver the post, he uncouples the cart and wheels it around manually. There are no longer any problems parking, and the postman does not need to worry about leaving post unattended. Moreover, the cart can hold three bags, rather than two.

Flex designs are also popular in cultural circles, regardless of the agency’s pragmatic view of design. For example, an exceptionally practical piece of equipment like the ‘Cable Turtle’ (1997), which is a handy means of storing electric cables, was even purchased by the Museum of Modern Art in New York. “That was obviously never our aim, but it is certainly an honour. Who wouldn’t want to be in the MoMa?” Nevertheless, an award such as the British Design Effectiveness Award is at least as satisfying: “ultimately, the design has to benefit our customer.”

www.flex.nl
innovationlab@flex.nl

What's New Industrial



Indes | Velos

There's nothing wrong with a cow looking good, even if the farmer is the only one who sees it. For the housing of a new line of cattle inspection and identification systems, Indes opted for monolithic forms with bright lighting elements. In addition, although it may be a minor point, the construction of the housings makes them cost-efficient, extremely durable and easy to clean.

Who: Indes Industrial Design & Engineering
What: Velos – housings for Nedap Agri
Where: www.indes.eu
Contact: info@indes.eu

Koen & Co | Lexar flash memory card reader

The integration of design and production technology is increasingly important in consumer electronics. Lexar approached the consumer electronics specialists Koen & Co about a new style of flash card reader. The design agency developed an eye-catching pop-up mechanism, in which function and form inspire and reinforce one another.

Who: Koen & Co
What: Lexar flash memory card reader
Where: www.koenandco.com
Contact: info@koenandco.com



Batavus | Batavus Personal Bike

Most Dutch people jump on their bike every day, so it is important for the bicycle to be durable and functional. With its 'Personal Bike', Batavus, a Dutch bicycle manufacturer with a long, distinguished history, has created the ultimate multifunctional bicycle: the Personal Bike is almost indestructible and so delightfully simple that it is sure to become a style icon.

Who: Batavus
What: Batavus Personal Bike
Where: www.batavus.com
Contact: info@batavus.com

Springtime | Bike Dispenser

Just because there are more bicycles than people in the Netherlands, it does not follow that everyone has a bicycle. Some people would rather take a bicycle from a dispenser if they need one. Now they can do exactly that at the 'Bike Dispenser', which is a fully automatic and streamlined bicycle-hiring system developed by industrial design agency Springtime. The system is ideal in combination with public transport.

Who: Springtime
What: Bike Dispenser
Where: www.bikedispenser.com / www.springtime.nl
Contact: info@springtime.nl





Spark Design & Innovation | Henk

The answer to a ten-year search for the ultimate suitcase is called Henk. In fact, the suitcase is so 'ultimate' that it is almost no longer a suitcase. Henk combines superior functionality with a delightful appearance. Exclusive materials give Henk the class that you are entitled to expect for a price tag of 18,000 euros for the basic model.

Who: Spark Design & Innovation
What: Henk
Where: www.sparkdesign.nl
Contact: mail@sparkdesign.nl

Scope Design and NPK | Cocoon

Above all else, a hospital bed obviously has to be functional and durable, and the Cocoon certainly is. Nurses are delighted to work with the Cocoon. However, the Cocoon also adds something extra to the mix as regards the patient's experience, because the award-winning bed creates a sense of security in the midst of the technology of the hospital environment.

Who: Scope Design and NPK
What: Cocoon
Where: www.scopedesign.nl
Contact: info@scopedesignstrategy.nl



Waacs | Pritt MyStyle

Despite the digital world around us, you may still be familiar with the phenomenon of pen and paper. And just as unavoidable as the pen are the mistakes that you make with it. Thankfully, we are now able to eliminate those mistakes with a new style of correction roller with a replaceable cartridge, a futuristic outer sleeve and the operating ease of a backspace key.

Who: Waacs Design & Consultancy
What: Pritt MyStyle
Where: www.waacs.nl
Contact: more@waacs.nl

Fabrique | Modular Noise Barriers

Drinking a cup of coffee in peace is impossible when lorries are constantly thundering past. With increasing urbanisation, noise barriers are therefore needed on ever longer stretches of motorway. Fabrique has therefore developed a stylish modular system. Just imagine a box of building bricks with numerous different materials that architects can play with without having to invent the toy themselves.

Who: Fabrique
What: Modular noise barriers for the Dutch Directorate-General for Public Works and Water Management
Where: www.fabrique.nl
Contact: info@fabrique.nl





Interview with independent designer Ted Noten

Having a laugh about Dutch Design with Ted Noten

‘Ted Noten is a disgrace’ is written on designer Ted Noten’s invoices, which immediately reveals the lifeblood of Dutch Design: humour. “It’s one of the most important aspects of Dutch Design,” says Noten.

Mijke van Welsenens

Ted Noten is best known for his controversial jewellery designs. His first project, the design that put his name on the map, was no different. The design was called ‘Turbo Princess’ and consisted of a chain with a pendant made from a dead mouse cast in acrylic with a tiny pearl necklace around its neck. Naturally, he was attacked by every animal lover in the Netherlands. But the story behind this object makes it clear that the mouse was not harmed. The story is as follows. Ted Noten was invited to join a group of designers to consider new approaches to the pearl necklace. He was furious. How dare they ask him to consider such a boring, bourgeois object? Still gripped by that frustration, he suddenly noticed a dead mouse lying in the corner of his studio. So they wanted a pearl necklace, did they? Well, he would give them one. This lashing out against convention is characteristic of his work. “I have

always been rebellious. I come from Tegelen, which is a small, ultra-conservative place in Catholic Limburg. It was a fantastic breeding ground for me.”

Dutch designers are freethinkers

This is what makes Ted Noten such an excellent example of a Dutch designer, because humour is not the only major binding element in Dutch Design: a rebellious nature is also a recurring theme. “Droog Design is a pioneer in that regard. They were already creating rebellious designs a decade ago. Dutch designers are freethinkers, unconcerned by convention. There’s also an element of being intellectually well thought-out

in the designs. As well as being funny and amusing to look at, the design often has a story behind it: the humour has serious undertones.”

M-day

Ted Noten has a lot to say about the project for Rotterdam’s famous Boijmans van Beuningen Museum that he is currently working on. “The goal is to make the museum

more accessible. For many people it’s a closed institution. To his great regret, his original plan was rejected. “Surveys have shown that ethnic minorities rarely if ever go to a museum. Anyway, to cut a long story short, what do I think is the most important thing for them? Right, cars. So I had the idea that you could drive through the museum in your own car and then look at the paintings by shining your headlights on them: Monet by car light. In the end it didn’t happen because the insurance company didn’t dare risk it,” says Noten, completely unable to understand the company’s decision. Now, instead of an admission ticket, visitors to the museum are given a jewel in



Turbo Princess

help to explain what a museum actually does. It’s not a static place where there are only paintings hanging on the wall. There’s an entire dynamic organisation behind the scenes,” explains Noten.

From Talinn to Toronto

Ted Noten became famous for his jewellery designs, but these days his

activities also include ceramics and more conceptual design. He is now an internationally recognised name, exhibits his work all around the world and gives lectures everywhere from Talinn to Toronto. He has been running his own studio – Atelier Ted Noten – for two years and he has four people working for him. What more would he like to achieve? “I would like to work with people who are even more free-thinking, and with an even larger budget. I would like to do something big, like design a Mercedes or something for Prada – something that crosses disciplines.”

His designs clearly bear the signature of Dutch Design. Noten himself admires his fellow countryman and fellow designer Jurgen Bey, who he believes is a typical example of a Dutch Designer. “He has remained his own person, a non-conformist, and there is a certain sincerity in his work. That’s what I love about Dutch Design: there’s always a message, but it’s still okay to make money from the design.”

Dutch designers are also doing well abroad. However, Noten felt that the grotesque had gained the upper hand in Dutch designs in recent years. “Thankfully, we are starting to see a backlash. I really like the concept of crade2cradle, green design, because the design has a message once again.”

www.tednoten.com

info@tednoten.com

Dutch Design: there is always a message, but it is still okay to make money from the design.

the shape of a letter that they are allowed to take home with them. “Every day is a different letter. If, for example, today is M-day, visitors will see a film of the curator in an aeroplane with a painting by Mondrian on their way to the Guggenheim in New York. The B-day film shows the hand of the restorer who is working on a painting by Pieter Breughel. These films

Who is Ted Noten?

- Did you ever stop to think that the now highly successful designer Ted Noten, who was born on 18 December 1956 in the strictly Catholic Limburg town of Tegelen, started his career as a 19-year-old bricklayer?
- His second career also raises some eyebrows: from 1976 to 1980 he worked as a nurse in a psychiatric clinic.
- In 1980, during one of his many travels, he saw a jewellery maker working in the street in Greece. He sat down next to him and was fascinated. “Could you teach me how to do that?” asked Noten. The rest is history.
- In 1983, Noten enrolled at the Art Academy in Maastricht, but it proved not to be the right place for him.
- He wanted to enrol at the renowned Rietveld Academy, but was told, “it’s too late, you’re already spoilt. Go away and paint for a few months and then come and see us again.” He was eventually accepted in 1986.
- Since 1990 he has worked independently in Amsterdam as an artist/jewellery designer. The big change came after five

years. “The idea then was that an artist had to suffer. I sat in my studio all day. Every couple of years I had a solo jewellery exhibition in a gallery with my ‘own stuff’. It was not done to be concerned about whether something was wearable or commercial. I did that for five years, but then I got tired of it. I started to get a bit autistic from always working on only my own line. I wanted to connect with a wider audience. That began with a Mercedes Benz that I cut into pieces and turned into brooches. The wearer of the brooch is then the owner of a Mercedes – the status symbol in the West.”

- Humour, humour, humour: Another work of art that caught on internationally was the Superbitch Bag: a see-through bag with the shape of a gun cast into the acrylic. “I think guns are magnificent, true craftsmanship. I just don’t agree with what they’re used for. I was also unable to import the bag into the US. I even tried to get a diplomat to take it in because they have diplomatic immunity, but that didn’t work either,” Noten says laughing.

What's New

Autonomy

Floris Hovers | Archetoys

It is hard not to smile when you see Floris Hovers' Archetoys, because they are such archetypal vehicles that are remarkable due to their very simplicity. Like many good ideas, the Archetoys began as a joke. The fact that they now inspire laughter around the world says a lot about the impact of Archetoys, and the power of simplicity in an increasingly complicated world.

Who: Floris Hovers
What: Archetoys
Where: www.florishovers.com
Contact: vorm@florishovers.com



Studio Samira Boon | 3D fabrics

The history of the weaving machine has seen several key high points. Studio Samira Boon has managed to add to these successes by weaving three-dimensional fabrics with a depth of up to 10 cm to create some very unique clothes and bags. The soft 3D fabric can even be hardened in a special finishing process for interior design applications, such as a folding screen, for example.

Who: Studio Samira Boon
What: 3D fabrics
Where: www.samiraboon.com
Contact: info@samiraboon.com

Manon Juliette | Feliz!

Manon Juliette's prize-winning rug 'Feliz!' has only positive points. The rugs are made from links punched together from leather remnants by handicapped and underprivileged people in Brazil. The links are put together by hand, in other words, without using any toxic glues or plastics. The rugs are also very pleasing to the eye because they exude originality and are available in an endless variety of colours and shapes.

Who: Manon Juliette
What: Feliz!
Where: www.manonjuliette.nl
Contact: info@manonjuliette.nl



Niels van Eijk and Miriam van der Lubbe | Bloom my Buddy

Is it a boy, is it a girl, or is it an 'it'? Whatever suits you best! As a brand new type of vase, the Bloom My Buddy is open to suggestions. Bloom My Buddy is easygoing and fun to play with, leaving you free to create your wildest dreams with this ideal spokesperson for your moods and grooves. Your Buddy says, "go on: express yourself!"

Who: Niels van Eijk and Miriam van der Lubbe
What: Bloom my Buddy
Where: www.ons-adres.nl or www.bloommybuddy.com
Contact: contact@bloommybuddy.com



Felieke van der Leest | Fairy Tale Jewellery

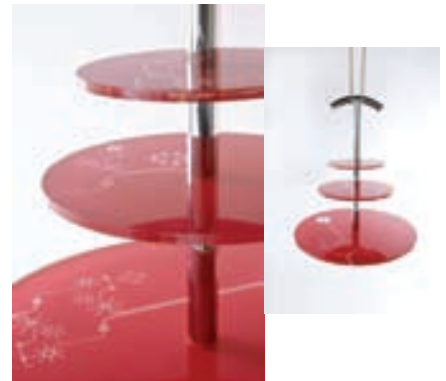
Felieke van der Leest loves nothing more than sawing animals into little pieces – toy animals, that is. And from there, her unbridled imagination takes over: the animals are forged into the main characters in an intricately woven story. The result is jewellery that defies comparison and is eagerly collected by admirers worldwide.

Who: Felieke van der Leest
What: Fairy Tale Jewellery
Where: www.feliekevanderleest.com
Contact: felieke@feliekevanderleest.com

Lady Penelope | Secret Society

Two adventurous young designers are behind Lady Penelope with their brand new interior collection, Secret Society, which is a combination of ingenuity, style and humour. The Poefff, for example, is an aesthetically beautiful seat that spontaneously changes into a decorative light when you sit down on the leather surface. So be prepared, because nothing is what it seems in the secret world of Lady Penelope.

Who: Lady Penelope
What: Secret Society
Where: www.ladypenelope.nl
Contact: post@ladypenelope.nl



Joris Laarman | Ivy

Dutch Design is functional? Let's put it this way: if you are ever in need of a ladder at home, the Ivy is a solution. You can climb up the ornaments, but Joris Laarman is equally happy if you simply sit back and admire them from the comfort of your easy chair.

Who: Joris Laarman
What: Ivy
Where: www.jorislaarman.com
Contact: info@jorislaarman.com

Atelier René Knip | Fire Basket

René Knip's main interest is the spatial, architectonic possibilities of language and characters. Add in a predilection for poetry and you get the Fire Basket, a modest, but still excellent example of his work. The fire illuminates the words that make up the basket and the words, in turn, shine a light on the phenomenon of fire.

Who: Atelier René Knip | Brothers Knip
What: Fire Basket
Where: www.aterlierreneknip.nl | www.gebrknip.nl
Contact: info@atelierreneknip.nl | info@gebrknip.nl



Holland



Dutch Design

*I would be ashamed
if I didn't love Dutch
Design. They are the
biggest stars in the
world right now.*