

DROOG EVENT 2: URBAN PLAY THE AMSTERDAM ROUTE

All over the world, individuals are taking it upon themselves to physically alter their cities to render them more interactive, personal and fun, giving rise to an unparalleled level of creative urban intervention. Conceived and curated by Scott Burnham, Droog Event 2: Urban Play looks at this street-level inventiveness, energy and innovation as a window into a new form of creativity and urbanism in the city.

A group of international innovative designers and architects have created 13 new interventions, tools and objects temporarily placed along central IJ-riverfront, encouraging interaction and physical engagement by the public.

IJ Riverfront, Amsterdam
24 hours a day, daily
Free of Charge

THE BUBBLE PROJECT AMSTERDAM (2008)

Ji Lee (1971, KR)

Designer, Lives and works in New York (US)
www.thebubbleproject.com

'The Bubble project' is an ongoing open source project for which the manual and template exist online. Everyone can print his own speech bubble sticker and place it on commercial messages in public space. This project instantly transforms the intrusive and dull corporate monologues into a public dialogue. According to Stefan Sagmeister: 'everybody wins'. The advertiser benefits because more people look at the ads and the public finally gets a chance to talk back and express them selves. So please bubble too! On Saturdays Bubbles will be handed out behind Central Station.

De Ruyterkade (behind Central Station)

FISH IN THE SKY (2008)

Nothing Design Group (since 2006)

Designers, based in Seoul (KR)

The topsy-turvy world of 'Fish in the Sky' is a collection of beautiful transparent wind vanes in the shape of fish. Not the Oriental carp but a shoal of Dutch herring is floating in the wind from high flagpoles along the riverfront. The flagpoles look like fishing rods, and the fish seem to be caught while swimming in the sky. It is up to you what you do with the miniature versions that are handed out to you. Attach them to bicycles, balconies, car antennas or whatever. Let the fish multiply and pop up all over the city. Get your own Fish at the CycleRecycleCycle project!

Piet Heinkade (on the bridge)

BUSHWAFFLE (2008)**Rebar (since 2004)**

Interdisciplinary collaborative group of artists, designers and activists,
based in San Francisco (USA)

'Bushwaffle' is Rebar's first 'product' design. You can buy the product through the vending machine. It is a piece of modular inflatable urban furniture – a pillow to sit on, float on, tie and wrap around you. Through strings it can be connected to other Bushwaffles. Create great seating areas all over the place! Available at the ExperimentaDesign Lounging Space for €15.

De Ruyterkade 153-157 (Lounging Space)

CYCLE- RECYCLE- CYCLE (2008)**Gunjan Gupta (1974, IN)**

Furniture Designer, lives and works in New Delhi (IN)

The bicycle is a common means of transport in both India and The Netherlands. But while the Dutch throw old and broken bikes away, people in India are known for their innovative approach in recycling them. Gunjan Gupta's 'Cycle recyclecycle' project offers the Amsterdam public the opportunity to create their own street furniture based on old bicycle components. You can 'pimp' your bike Indian-style or take part in Saturday workshops to create your own seat!

Workshops: every Saturday, 14:00 – 18:00

Piet Heinkade 27 (in front of Passenger Terminal Amsterdam)

PLAITED FENCE (2008)**Martín Ruiz de Azúa (1965, Basque Country)**

Designer, lives and works in Barcelona, Spain

Giving waste a new positive connotation is the underlying message of Ruiz de Azúa's 'Plaited Fence'. This fencing system is developed for public space and invites you to plait your waste materials like plastic bags, old newspapers or Coke bottles into the fence. This way, the waste that might otherwise get to float around the city's streets acquires an aesthetic second life, and the fence becomes a creative communal activity instead of a barren barrier.

Piet Heinkade 179 (in front of Pakhuis de Zwijger)

OBSESSIONS MAKE MY LIFE WORSE AND MY WORK BETTER (2008)**Sagmeister Inc. (since 1993)**

Graphic Design Company, based in New York (US)

In 2001 Sagmeister embarked on an ongoing project based on sentences from his diaries. For the typography he used a great variety of materials and sites, writing three-dimensionally on objects and surfaces. 'Obsessions make my Life Worse and my Work Better' is an elaborate design that consists of 300.000 Eurocent coins on a large square. Potentially it is a self-destructive piece. Are you afraid to touch it because it is so beautiful? Or are you inspired and ready to lay out your own design for others to see!

Waagdragerhof

SCULPT ME POINT (2008)**Marti Guixé (1964, ES)**

Designer, lives and works in Barcelona (ES) and Berlin (DE)

Rather than reshaping existing products Marti Guixé wishes to alter ways of seeing and thinking in which there is always an active role for the user. Guixé's work strongly focuses on ideas, captured in very characteristic sketches. The final design often seems merely one outcome of innumerable possibilities, regularly using disposable and cheap materials. 'Sculpt Me Point' is a solid rock surrounded by a circular bench. The object is not (yet) designed: the outcome of the design is up to you. Take up the attached chisel and hammer, and sculpt away!

*Lloydplein (opposite Lloyd Hotel)***URBAN PLAY @ NIGHT (2008)****Kwangho Lee (1981, KR)**

Designer, lives and works in Seoul (KR)

Designer, lives and works in Seoul (KR). With his first piece for public space Kwangho Lee adds some surprising elements to the riverfront boulevard, which will only become visible at night. When the street lights are turned on at sunset, disco balls and coloured lights in the lanterns light up the street and turn it into a dance floor, while glow-in-the-dark dance steps invite you to dance. Any street can change into a nightclub. But a party isn't a party without the people. Just bring music and friends and get your party started.

*MT Odinaweg 15-17 (in front of IJ-kantine)***URBAN PLAY (2008)****OSA, Office for Subversive Architecture (since 1997)**

Architecture firm based in London, Berlin, Darmstadt, Frankfurt, Munich, Graz and Vienna (UK, DE, AT)

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'Urban Play' is a sandbox for adults. Echoing the Dutch tradition of land reclamation, the sandbox is an addition to the city's development. The sandbox is the archetype of playing and emphasizes the human urge to build. With moulds for urban elements like houses, high-rise buildings, bridges and trees you can design and build your ideal urban landscape in the sand.

*MT Odinaweg (behind IJkantine)***SWING LANTERN (2008)****Designo Patagonia (since 2002)**

Product designers, based in San Carlos de Bariloche (AR)

Designo Patagonia's product design focuses primarily on 'sustainability', meaning the manufacture of innovative products with a strong local identity, using local natural resources as materials and local handicraft for production. The 'Swing Lantern' is a musical instrument and play object that is attached to a large lamp post. The musical installation, made of recycled musical instruments and discarded pots and pans, comes alive when you swing the handlebars attached to the lantern. The faster you swing, the louder it will sing.

MT Odinaweg (parking area MTV)

MOVING FOREST (2008)**NL Architects (since 1997)**

Architects, based in Amsterdam (NL)

'Moving Forest' is NL Architects' answer to the lack of green spaces in contemporary urban environments. One might occasionally find a carefully designed patch of plants or shrubbery there, but nothing like the majestic parks and shady trees that can be found in historical city centres. So they designed a forest on wheels, with trees in shopping carts. The forest has to move! You are invited to rearrange the trees according to your own needs: more sun, a bit of shade, an open space for picnic, a nice green view.... Just do it and make sure the forest changes everyday.

*Piet Heinkade 167-173 (in front of Ahold)***BOOMBENCH (2008)****NL Architects (since 1997)**

Architects, based in Amsterdam (NL)

For the design of the 'Boombench', NL Architects transformed a regular piece of street furniture into a sound system. This seemingly normal street bench reveals its hidden gimmick when it is activated via Bluetooth, allowing you to play the music from your mobile phone. Street furniture becomes ghettoblaster and you become DJ.

*Buiksloterweg 5***HOTEL EXPERIMENTA (2008)****Jan Konings (1966, NL)**

Industrial Designer, lives and works in Rotterdam (NL)

'Hotel Experimenta' is a temporary hotel with one room with a view. It can be seen as an inverted hotel – the neighbourhood as a whole functions as a hotel, the streets are the hotel corridors, and the inhabitants are the hosts that offer the guests services, activities and excursions. If you book a night at 'Hotel Experimenta' you sleep here and discover the surroundings. For breakfast, watching a movie, going to the sauna, having diner or engaging in activities like gardening, taking a boat trip or doing some creative work, you will need to get out and explore. But like in any hotel you can use the facilities even without booking a room!

Buiksloterweg 5A