

SPACE AND PLACE  
**EXPERIMENTA DESIGN  
AMSTERDAM 2008**  
18 September – 2 November  
OPENING WEEK 18–21 SEP



Amsterdam, September 2<sup>nd</sup> 2008

### EXPERIMENTADESIGN BIENNALE AND AMSTERDAM

The City of Amsterdam has brought the ExperimentaDesign Biennale to the Netherlands because of this event's conceptual approach to the concept of design. The ExperimentaDesign Biennale is also a major international authority that offers an invaluable contribution to regional developments within this sector. In addition to three exhibitions, the programme has attracted a choice selection of international design celebrities to Amsterdam.

In recent years the city of Amsterdam has played an increasingly prominent role in the field of design. Designers and other creative talents are drawn to the city because of its open character, diversity and small scale. Amsterdam is an attractive location for companies active in the design, new media, gaming, architecture, fashion and advertising sectors. Up until now, however, the city has lacked an event that allows it to influence design thinking on an international level. The Biennale will be the highlight of a city that already boasts designers such as Droog and Moooi.

Carolien Gehrels, Alderwoman for Culture of the City of Amsterdam: "We are delighted that ExperimentaDesign has come to Amsterdam. The Biennale and the city of Amsterdam are an ideal match. They both offer room to experiment and express creativity, and stimulate interaction with the surroundings."

For more information please visit  
[www.topstad.amsterdam.nl](http://www.topstad.amsterdam.nl) and [www.iamsterdam.com](http://www.iamsterdam.com).

The City of Lisbon is proud to continue its support to the Biennale ExperimentaDesign and very enthusiastic about the partnership with Amsterdam. ExperimentaDesign proved it was able to build up in Lisbon an international platform devoted to discuss design and architecture and to share information with a very exciting and dynamic audience. The Biennale's cultural perspective really brought something new to the international design scene and it manages to change Lisbon's landscape each time it happens. Design is becoming more and more a fundamental tool for the 21st century and Lisbon is definitely investing in this field. More and more the quality of citizens' life is connected with the quality of design and architecture of their cities and countries. ExperimentaDesign brings expertise and debate, promotes design culture and celebrates Lisbon and Amsterdam as cities devoted to innovation and creativity.

City Hall of Lisbon

**SPACE AND PLACE**

**DESIGN FOR THE  
URBAN LANDSCAPE**

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## EXPERIMENTADESIGN

ExperimentaDesign is the international Biennale dedicated to design, architecture and creativity. Positioning itself as a forward-thinking organization, ExperimentaDesign analyzes and fosters contemporary cultural practices with a keen eye to reflection and experimentation.

Through the creation of laboratories in collaboration with a network of international parties, ExperimentaDesign develops strategic synergies between agents from a wide variety of creative fields. ExperimentaDesign programs possibilities, challenges participants, crosses paths, questions, experiments, as much as it creates presentations and exhibitions. The Biennale reflects on aesthetics, ethics, social cohesion, industry, sustainability and economy as much as it focuses on design and related disciplines. With a focus on people and ideas, more than products and markets, the Biennale's programme is designed to provide insight and incentive, both to specialized and professional audiences and to a wider audience less familiar with the discourses of design.

Plural and inclusive, ExperimentaDesign is a worldwide platform that celebrates and promotes transdisciplinarity, critical thinking and creative work on all levels.

The first four editions took place in Lisbon. In 1999 the Biennale explored disciplinary intersections in and around design. In 2001, a series of events critically explored the notion of *Modus Operandi* – the designer as cultural agent. In 2003, the Lisboa Biennale was themed *Beyond Consumption*, and surveyed design culture from the point of view of those who use, consume and experience it. The theme for 2005 completed a cycle: *The Medium is the Matter* centered on the media and materials designers use to bridge the gap between creator and receiver.

Now, ExperimentaDesign has entered a new stage, expanding its stage of action to two European capitals, Lisbon and Amsterdam, taking place in each city with different programs in alternate years.

As in previous Lisbon editions, the programme for ExperimentaDesign Amsterdam 2008 includes several events in different formats, ranging from exhibitions and debates to urban interventions and conferences, held in emblematic venues scattered throughout the Dutch capital. During 45 days, Amsterdam will be the place to be for everyone interested in innovative urban design culture. The Opening Week, from 18 – 21 September, will set the city's pulse racing with four days of lively international exchange of ideas and play.

## EXPERIMENTADESIGN AMSTERDAM 2008 SPACE AND PLACE

### DESIGN FOR THE URBAN LANDSCAPE

For the first time in history the earth's population is more urban than rural. This means that for most people on this planet, the city has become their natural habitat. When in this context we speak of growth and blossom, terrain and flow, or use other natural metaphors, we speak in fact of engineering, architecture and design. We talk about the city as a landscape, that we have created ourselves and continue to shape.

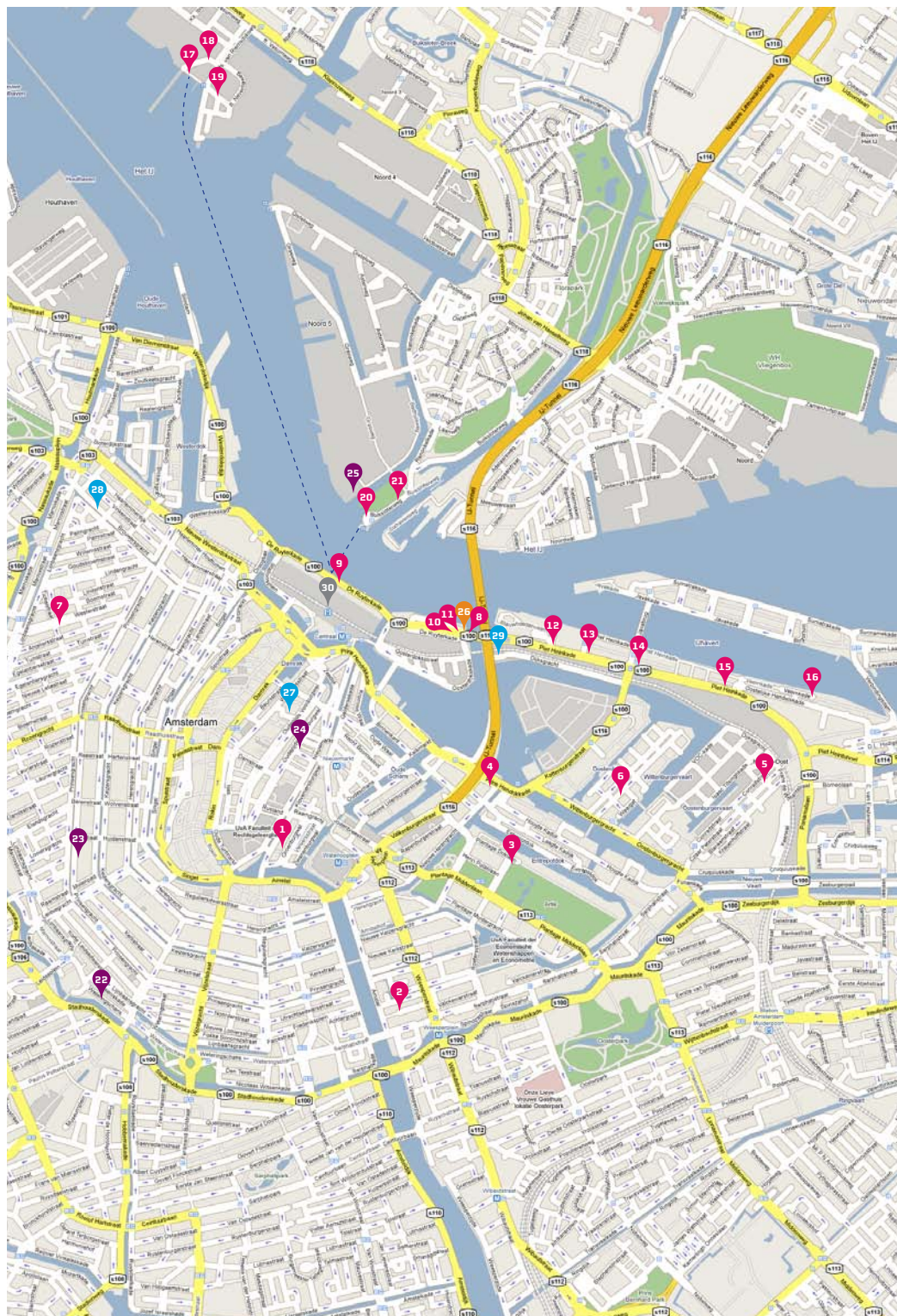
Shaping a place is as much about imagining it as it is about building. Look at a child playing and you can recognize an arch-instant shared by all living beings. Stepping over an imaginary line, and closing a virtual door behind him, the child says: now I'm in my home. If he has only sticks and stones to play with, he will use these to demarcate the difference between inside and outside, between a place and its surrounding space.

In design for the urban landscape, such symbolism meets the existential needs of the city's inhabitants, who use it to define their habitat as a place to be. ExperimentaDesign Amsterdam 2008 focuses on the new urgency with which we consider urban public space. The biennale highlights the latest strategies for enhancing public places as theater of conviviality. From informal – and sometimes illegal – interventions which reclaim the street as the meeting place for independent citizens, to proposals by architects and designers to develop the city's public space as a playground for social interaction. Plus reflections on how to transform a neutral space into an individual place by an international range of cutting-edge designers.

ExperimentaDesign Amsterdam 2008 invites designers, architects and other creatives from all over the world to meet their audiences in one of the finest urban playgrounds of all: the city of Amsterdam.



## MAP

EXHIBITIONS /  
URBAN INTERVENTIONS

## SUNDAY ADVENTURE CLUB

1 THE CLUB HOUSE, EXHIBITION  
Droog, Groenburgwal 44

## PLAYSCAPES

2 Beauty Adventure Gallery  
Voormalige Stadstimmertuin 1  
3 Natura Vincit  
Plantage Kerklaan  
4 Friday Fishday  
Prins Hendrikkade 189  
5 City Dog Adventure  
Kleine Wittenburgerstraat 100  
6 Dock 't Blauwe Muurtje  
Czaar Peterstraat 169-171

## 7 COME TO MY PLACE

Westerhuis Gallery  
Westerstraat 187

## DROOG EVENT 2: URBAN PLAY

8 THE EXHIBITION  
De Ruyterkade 153-157

## THE AMSTERDAM ROUTE

9 Ji Lee  
10 Nothing Design Group  
11 Rebar  
12 Gunjan Gupta  
13 NL Architects  
14 Martín Ruiz Azúa  
15 Sagmeister Inc.  
16 Martí Guixé  
17 Kwangho Lee  
18 OSA  
19 DESIGNO Patagonia  
20 NL Architects  
21 Jan Konings

## CONFERENCES &amp; OPEN TALKS

## 22 AMSTERDAM CONFERENCES

Paradiso  
Weteringschans 6-8

## OPEN TALKS

23 18 Sep  
Cristofori  
Prinsengracht 581-583  
24 19 Sep  
Bethaniënklooster  
Barndesteeg 6B  
25 20 Sep  
Shell Tower Auditorium  
Badhuisweg 3

## LOUNGING SPACE

26 Onder de Brug  
De Ruyterkade 153-157

## PARALLEL EVENTS

## 27 RED LIGHT DESIGN

Oudekerksplein 23

## 28 TOEKENNING 040:

CHRISTOPH SEYFERTH "THUIS"  
Fonds BKBV

## 29 I HAVE SOMETHING TO HIDE

Dijkgracht

## SPACE TO TAKE PLACE

IJ Burg District

## 30 CENTRAL STATION

## VENUES



### BETHANIËNKLOOSTER

The concert hall of the Bethaniën-klooster (Bethaniën Convent) is the former refectory of the convent of Saint Mary Magdalene in Bethany, founded on this location in the mid-15th century. Stretching from Oudezijds Voorburgwal to Kloveniersburgwal, and from Koestraat to Barndesteeg, the convent was part of a range of monasteries and nunneries that lined Kloveniersburgwal in the 15th century. The patron saint of the convent all but gives away the purpose of this institution: to give shelter to women 'who, after having their parts defiled by ways of uncleanly lusts,' would be intent on bettering their lives. In practice, however, the convent was a comfortable rest home for rich pious ladies of impeccable reputation.

In the 16th century the supply of suitable nuns was rapidly declining; after the 1578 'Alteration of Amsterdam', the greater part of the convent was demolished. Today, the Bethaniën Convent provides a stage for chamber music events.

**Barndesteeg 6B,  
1012 BV Amsterdam**  
**Tram: 4, 9, 16, 24, 25 stop Dam**  
**www.bethanienklooster.nl**



### CRISTOFORI

Hall rental company Cristofori is housed in two 17th-century Amsterdam storehouses that, in 1901, were overhauled and linked, behind a new single façade. For centuries, Cristofori adjoined the large brewery building of 'The Double Keys'. The brewery went bankrupt in 1888 and was replaced by cookie factory 'De Nederlander'. In 1982 piano retailer 'Cristofori' – named after Bartolomeo Cristofori di Francesco, inventor of the pianoforte – chose this factory as its main store. The two original storehouses were refurbished in strikingly romantic fashion, with tabletops and doorposts shaped in grand piano forms, and the elevator shaft showing a huge painting by Gerti Bierenbroodspot.

**Prinsengracht 581-583,  
1016 HT Amsterdam**  
**Tram: 2 stop Prinsengracht; Tram:  
1, 2, 5 stop Spui**  
**www.cristofori.nl**



### DROOG

**GROENBURGWAL 44**  
For years, Groenburgwal 44 housed the municipal health service's outpatients' clinic for venereal diseases – quite an embarrassing place to bump into friends or colleagues... The building was part of a block of 1626 workshops, the Staalhof, which was the centre of the city's cloth industry. Most of the 1626 buildings have disappeared. On the spot of the original Cloth Hall – Groenburgwal 42 – for example, is now the English Church. At 7 Staalstraat the original façade of the building block has survived.

**DROOG DESIGN, STAALSTRAAT 7 A/B  
(THE CLOTH HALL)**

The ornaments of 7 Staalstraat's façade seem to be covered in sheets of cloth, reminding visitors of the original function of the building, which was part of the Staalhof. Here, the city's 'staalmeesters' resided – the master clothsmen and principals of the city's textile guilds. All cloth manufactured in Amsterdam passed through their expert hands and was inspected and approbated here with the city's lead seal of approval.

It was also in this building that Rembrandt's famous 1662 group portrait of the board of staalmeesters was set: five master clothsmen and a servant are depicted as if they were disturbed at their work by the intrusion of the painter. The painting, now a treasure of the Rijksmuseum, was exhibited at Staalstraat 7 until 1771.

The building itself was restored in 1920. Since 2005, it houses the store, gallery and offices of Droog Design.

**Groenburgwal 44 / Staalstraat 7 a/b,  
1011 JJ Amsterdam**  
**Bus: Stop & Go**  
**Tram: 4, 9, 16, 25 stop Munt**  
**Metro: 51, 53, 54 stop Waterlooplein**



### ONDER DE BRUG

Situated under the bridge that leads from Amsterdam's Central Station to the Piet Heinkade, Onder de Brug is Ymere housing corporation's newest office building project. The 2000 m2 office space is to be let, but this fall ExperimentaDesign Amsterdam 2008 will use it as its main exhibition space and central meeting point.

**De Ruyterkade 153-157,  
1000 CZ Amsterdam**  
**Bus: Stop & Go**  
**Tram: 25, 26 stop Muziekgebouw/  
Bimhuis**



## VENUES



### PARADISO

Paradiso, Amsterdam's own 'Pop Music Temple', is housed in a church of the Free Congregation, an 1870's offshoot from the main protestant denomination in the Netherlands. The straightforward building in classical neo-Romanesque style was designed by G.B. Salm and inaugurated in 1880. The church not only provided Christian teachings but also those of Buddhism and Confucianism, as well as promoting the ideas of Spinoza, the Free Congregation being a group of rather free-spirited world views – Buddha, Confucius and Spinoza were once represented in the stained glass windows of the church.

In 1964 the Congregation parted with the building and in 1968 Paradiso began its life as a youth centre, subsequently developing into a concert hall. Popular music's great names have performed here: The Police, U2, Nirvana, The Rolling Stones and Pink Floyd, among others. Today, this remarkably well preserved building is listed, although the original stained glass windows have been lost. They have been replaced, however, with 16 new ones designed by Dutch artists Hans van Houwelingen and Berend Strik, who depicted 'modern morality' as a series of contemporary portraits of the likes of genetic scientist W. A. Ritchie, who created Dolly, the first cloned sheep.

Weteringschans 6-8,  
1017 SG Amsterdam  
Tram: 1, 2, 5, 7, 10  
stop Leidseplein  
[www.paradiso.nl](http://www.paradiso.nl)



### SHELL TOWER AUDITORIUM

Firmly established in Amsterdam-Noord since 1913, oil company Royal Dutch Shell's chemical laboratories developed into a renowned research institute after WWII. Around 1970 the company's 'Overhoeks' office tower and staff restaurant, both designed by architect Arthur Staal, were built on the banks across the IJ. Today, Shell has parted with most of its Amsterdam-Noord property and the entire area is being redeveloped into a project that includes housing, offices, and a new location for the Dutch Film Museum.

Badhuisweg 3,  
1031 CM Amsterdam  
Ferry: 901 from de Ruyterkade  
(back of the Central Station) to  
Buiksloterweg



### WESTERHUIS GALLERY

Formerly the ROC (Amsterdam Regional Community College), the five-story Westerhuis Gallery has been extensively renovated – a project initiated by designer Marcel Wanders. Located in Amsterdam's Jordaan quarter, this typical late 19th century building is set to become a flagship for arts and cultural entrepreneurship, housing several cultural foundations and companies, most prominently among them Marcel Wanders' Studio. With a total floor area of around 5500 m2, Westerhuis Gallery opens in September 2008 with the exhibition Come to My Place.

Westerstraat 187,  
1015 MA Amsterdam  
Bus: Stop & Go  
Tram: 3, 10 stop Marnixplein

# OPENING WEEK

## 18 - 21 SEPTEMBER 2008

The Opening Week is the liveliest period of ExperimentaDesign Amsterdam 2008: four days packed with events, including exhibition openings, the Amsterdam Conferences, Open Talks sessions, the launch of several parallel events and the closing party at the Lounging Space, Onder de Brug.

	18 SEP	19 SEP	20 SEP	21 SEP
AMSTERDAM CONFERENCES	CYRIL DUVAL ANTHONY DUNNE 11:00 PARADISO	RON ARAD IAN ANDERSON 11:00 PARADISO	GRAFFITI RESEARCH LAB MARK JENKINS 11:00 PARADISO	REM KOOLHAAS ÁLVARO SIZA VIEIRA 11:00 PARADISO
OPEN TALKS	ZOË RYAN TALK HOST FRITZ HAEG, KEVIN SLAVIN, MATALI CRASSET, NILS NORMAN GUESTS 15:00 CRISTOFORI	ALISON CLARKE TALK HOST FIONA PARROTT, PASCAL ANSON, ÖZLEM SAVAS, AMÉLIE LABARTHE GUESTS 15:00 BETHANIËNKLOOSTER	FARID TABARKI TALK HOST JAN KONINGS, GUNJAN GUPTA, TILL BAY (WINDOWZOO), REBAR (JOHN BELLA & MATTHEW PASSMORE) GUESTS 17:30 SHELL TOWER AUDITORIUM	
EXHIBITIONS URBAN INTERVENTIONS	SUNDAY ADVENTURE CLUB EXHIBITION + PLAYSCAPES 21:00 GROENBURGWAL 44	COME TO MY PLACE 21:00 WESTERHUIS GALLERY	DROOG EVENT 2:URBAN PLAY THE EXHIBITION   THE AMSTERDAM ROUTE 15:00 WAAGDRAGERHOF / PIET HEINKADE	
LOUNGING SPACE			LOUNGING SPACE OPENING WEEK CLOSING PARTY 23:00 ONDER DE BRUG	
PARALLEL EVENTS	TOEKENNING 040: CHRISTOPH SEYFERTH "THUIS" 17:30 FONDS BKVB	RED LIGHT DESIGN 17:00 OUDE KERK		I HAVE SOMETHING TO HIDE 21:00 DIJKSGRACHT

**EXHIBITIONS**

**URBAN INTERVENTIONS**

**SUNDAY ADVENTURE CLUB**

**COME TO MY PLACE**

**DROOG EVENT 2: URBAN PLAY**

# SUNDAY ADVENTURE CLUB

## THE EXHIBITION & PLAYSCAPES

**THE EXHIBITION** Droog, Groenburgwal 44  
**PLAYSCAPES** several locations around Amsterdam  
19 Sep – 2 Nov

### PARTICIPANTS

Henriëtte Waal (NL)  
Jozua Zaagman (NL)  
Maartje Dros (NL)  
Pascal Leboucq (BE)  
Sannah Belzer (NL)

***“WHAT WE FINALLY SEEK TO DO IS CREATE AN ENVIRONMENT  
WHICH WORKS SO WELL WE CAN RUN WILD IN IT.”***

John Cage



© Maartje Dros

**Curator** Ester van de Wiel (NL)  
**In collaboration with** Alexander Grünsteidl (GB),  
Gerda Zijlstra (NL), Hans van der Markt (NL)  
**Exhibition Concept and Design** Ester van de Wiel  
**Communication Design** Koehorst in't Veld  
**Production** Linde Dorenbosch  
**Co-production** Premsela - Dutch Platform for  
Design and Fashion - [www.premsula.org](http://www.premsula.org)  
**Cooperation** Forum 3 Design Academy Eindhoven  
**Exclusive Sponsor** SKOR  
**Specific Support** SNS REAAL  
**Thanks to** the department Forum 3 of the Design  
Academy Eindhoven and all the participating clubs  
and communities, both online and offline!

**Droog** Groenburgwal 44 Staalstraat 7a/b, 1011 JJ Amsterdam  
**Exhibition Admission** €5  
**H** 11:00 – 18:00 (wed - sun)  
**T** 0031 (0) 205235050  
**F** 0031 (0) 203201710  
**Email** [info@droogdesign.nl](mailto:info@droogdesign.nl)  
**Website** [www.sundayadventureclub.nl](http://www.sundayadventureclub.nl)  
**Bus Stop & Go**  
**Tram** 4, 9, 16, 25 stop Munt  
**Metro** 51, 53, 54 stop Waterlooplein



# SUNDAY ADVENTURE CLUB

## THE EXHIBITION & PLAYSCAPES

### SUNDAY ADVENTURE CLUB, INTRODUCTION

Sunday Adventure Club is an exhibition that doubles as a temporary club of clubs. The exhibition is a celebration of urban pioneers: citizens who through a personal passion have initiated activities in public space. Completely self-organized, they found ways to share their tools with those who share their passion for adventure and play. They took the initiative, claimed a space and created public places to run wild in.

Today's pioneers use online opportunities to associate themselves with often temporary, informal clubs and communities to initiate their urban interventions. The rise of the Internet has led to an explosive spread of knowledge, the development of a virtual social web and the empowerment of the citizens. It has given the pioneers the opportunity to meet, share know how, and exchange ideas, thus blurring the boundaries between professionals and amateurs. Anybody can become the director within his own world!

The Sunday Adventure Club presents a survey of these next level pioneers in the exhibition at Groenburgwal 44. In addition, the Club has explored Amsterdam's dense city centre looking for unloved plots. Some of these were claimed and are now temporarily occupied by local clubs of enthusiasts.

ExperimentaDesign and curator Ester van de Wiel invite you to join the unexpected and unregulated at the Sunday Adventure Club!



© Samah Belzer

# SUNDAY ADVENTURE CLUB

## THE EXHIBITION & PLAYSCAPES

### THE CLUBHOUSE, EXHIBITION

In the 1970s Liz Christie started guerilla gardening in vacant lots in New York City. Later BMX lovers built their own bike-tracks in Berlin. This year people even organized a pool-party in someone else's garden pool, which they located via Google Maps. Carving out a place for themselves in the dense urban landscape, these citizens reclaim public space as their domain. Taking over sites that were neglected or abandoned by city planners, urban pioneers convert no-mans land into everyman's land.

Today's pioneers have broadened their horizons, using new media, taking their initiatives to the next level. Skaters, treasure hunters, fishermen and bird-spotters build passionate on-line communities and publicly share their 'hidden' spots by plotting their world on maps. Through mobile technologies, emerging just-in-time communities create scenarios for spontaneously organized activity, conjuring up a new public space within the city. When it's not raining, the park becomes a studio for the yoga club, a parking lot a guerilla drive-in cinema. The networked communities share online manuals and DIY instructions: anything from making your own flower seed bomb to a step-by-step guide how to use the city as a 'parkours'. You are welcome to give this a try.

Some pioneers don't exit the virtual world. They elect computer gaming as their literal playing field. They modify games, uncovering hidden grey areas in the original structures, setting up alternative activities: they produce films in online community games, build 'chain-reactions' in Second Life and perform Jack Ass stunts in the game Grand Auto Theft.

### PLAYSCAPES IN THE CITY

Over-regulated cities provide little room for their citizens to play freely, conduct experiments, and be adventurous. Scattered across Amsterdam, vacant lots, cul-de-sacs and corners of public squares are like gaping holes in the tightly-knit urban planning grid. These plots hold the promise of experiments and adventure. Sunday Adventure Club could not resist the temptation to pioneer in Amsterdam, and transformed such plots into 'playscapes', activating them as stages for free play.

Each plot is adopted and used by a club that would otherwise have no space in the city. Collaborating with young designers, each plot is turned into a scenography for a specific small adventure. Accessible to all, anyone can join the boat building club, take part in an outdoor cooking event with a fisherman, or visit the out-door beauty parlor for a make-over. A dog training group is set up in a schoolyard after school hours, and a study lab for urban flora & fauna takes up a piece of land near Artis Zoo. Atmospheric, organizational or functional, these designs turn near abandoned plots into public places with a strong identity and communal value.

Visit these plots for an adventure (not only on Sundays!). Or better yet: DO-IT-YOURSELF and claim your own space.

For more information visit [www.sundayadventureclub.nl](http://www.sundayadventureclub.nl)

# SUNDAY ADVENTURE CLUB

## THE EXHIBITION & PLAYSCAPES

### PLAYSCAPES

Daily, 24-hours-a-day  
Free admission

Voormalige Stadstimmertuin 1  
by Henriëtte Waal

Plantagekade [next to parkingspace Artis]  
by Sannah Belzer

Courtyard University of Amsterdam,  
Prins Hendrikkade 189  
by Jozua Zaagman

Schoolyard primary school de Pool & de Parel,  
Wittenburgerstraat 100  
by Maartje Dros

Czaar Peterstraat, between nr. 169 and 171  
by Pascal Leboucq



© Ralph Kámena

# COME TO MY PLACE

Westerhuis Gallery  
20 Sep – 2 Nov

## PARTICIPANTS

Design MVW (Shanghai)  
Folkform (Stockholm)  
Maxim Velčovský /  
Qubus studio (Prague)  
Meriç Kara (Istanbul)  
Miguel Vieira Baptista (Lisbon)  
OVO (São Paulo)  
POLKA (Vienna)  
Tobias Wong & Aric Chen  
(New York)



Maxim Velčovský, Hana Vitková © Gabriel Urbánek

Curator Experimenta  
Exhibition Design Event Architectuur  
Communication Design Hansje van Halem  
Production Loranne Roozendaal  
Production Assistants Roos Dalle Vedove  
Specific Support Westerhuis  
Thanks to Marcel Wanders, Kim Bruinsma

Westerhuis Gallery Westerstraat 187, 1015 MA Amsterdam  
Admission €5  
H 11:00 – 18:00 (wed-sun)  
T 0031 (0)204221339  
Website [www.marcelwanders.com](http://www.marcelwanders.com)  
Bus Stop & Go  
Tram 3, 10 stop Marnixplein



# COME TO MY PLACE

## COME TO MY PLACE

“Show me your home and I’ll tell you who you are.” This variation on an old adage could probably never have been more true than today. More than ever, the way people arrange and decorate their own homes reflects their individual personality.

For this they rely on a sheer limitless supply of designed objects for the interior, provided by an ever changing international multitude of designers. Another reason for the home becoming a self-portrait of its owner is the diminishing influence of local traditions and cultures; in today’s global urban culture you don’t have to follow traditional patterns anymore to make yourself feel at home. Instead of tradition and custom, it is now designers who guide us in expressing who we are. With the global spread of the culture of design through magazines, websites and other media, designers too are less tied to their places of origin. The more or less anonymous designers of old, who represented a national or local design culture that would pervade everything in the home, have faded into the background of local vernacular. Today’s internationally operating designers are individual voices whose themes, interests and concerns are known and followed by a worldwide audience.

Technology and the global market enable us to produce and reproduce our identity virtually anywhere in the urban world, but when we settle somewhere, we will absorb our own. Designers and consumers alike may have become rootless – but only up to a point. Far from losing our identity, we redefine it using the multiple dimensions of a dynamic networked culture, that converges on the place we call home.

So what makes a place, actually?

Interestingly, the mental space, which we call home – this ‘self-portrait of the nomadic resident’ – is often a hybrid of design products that are sold around the world and things we collect at the local hardware store. Best-sellers by design heroes meet the unassuming products of local engineering in our homes. These often overlooked, but standard, details of a home are among the last surviving products of local manufacturers and small industries that have resisted the pull of the global nomadic design culture. The sockets, the door handles, the standard lighting fittings and other products for everyday use that modestly adorn our houses, reflect the aesthetics and sense of place of local cultures around the world.

We have asked eight designers and design teams from eight different cities to solve this paradox for us: to create a place out of an anonymous “cell” space, using both design pieces and objects picked from local building supplies’ warehouses and hardware stores. To take advantage of the beauty of the banal, confronting and combining the global design culture with the vernacular of local production. In other words, to exemplify the way in which global citizens define their individuality by making personal choices from the vast resources of the design industry and the shop around the corner. Eight designers defining ‘my place’ as a unique hybrid that shows both who they are and where they come from.

## DROOG EVENT 2 : URBAN PLAY

### THE EXHIBITION & THE AMSTERDAM ROUTE

**THE EXHIBITION** Onder de Brug

**THE AMSTERDAM ROUTE** IJ River Front

21 Sep – 2 Nov

Throughout almost every major city in the world, individuals are taking it upon themselves to physically alter their cities to make them more creative, interactive, personal and fun. What we are witnessing is an unparalleled level of creative urban intervention, which represents the intersection of the latest genre of street art and the beginnings of open source urban design. Conceived and curated by Scott Burnham, Droog Event 2: Urban Play is an international project that believes this street-level inventiveness, energy and innovation is a window into a new form of creativity and urbanism in the city.



© CutUp Collective, London 2004



# DROOG EVENT 2 : URBAN PLAY

## THE EXHIBITION

**THE EXHIBITION** - Onder de Brug

21 Sep – 2 Nov

### PARTICIPANTS

Arno Piroud (FR)  
CutUp Collective (GB)  
Gilberto Esparza (MX)  
Graffiti Research Lab (US)  
Jason Eppink (US)  
Ji Lee (KR)  
Joshua Allen Harris (US)  
Mark Jenkins (US)  
Leon Reid IV (US)  
Office for Subversive Architecture (GB, DE, AT)  
PosterChild (CA)  
Rebar (US)  
Roadsworth (CA)  
SpY (ES)  
TheGreenEyl (DE)  
Truthtag (Krystian Truth Czaplicki) (PL)  
Windowzoo (Till Bay) (CH)  
You are Beautiful (US)



© Mark Jenkins



**Concept and Curator** Scott Burnham (US)  
**Collaboration** Droog Design  
**Exhibition and Communication Design** Thonik  
**Production** Maaïke Gottschal  
**Production Assistants** Joep Pingen, Laura Schön  
**Specific Support** JC Decaux, Ymere, Stadsdeel Noord,  
Amsterdam Waterfront ([www.amsterdamwaterfront.nl](http://www.amsterdamwaterfront.nl))

**Onder de Brug** De Ruyterkade 153 - 157, 1000 CZ Amsterdam  
**Admission** €5  
**H** 11:00 – 18:00 (wed-sun)  
**Website** [www.urbanplay.org](http://www.urbanplay.org), [www.droogdesign.nl](http://www.droogdesign.nl)  
**Bus Stop & Go**  
**Tram** 25, 26 stop Muziekgebouw/ Bimhuis

# DROOG EVENT 2 : URBAN PLAY

## THE EXHIBITION

### THE EXHIBITION

INTERNATIONAL UNAUTHORIZED COLLABORATIONS AND URBAN INTERVENTIONS

The Urban Play exhibition provides a global overview of urban design interventions done outside of the formal channels of institutions, commissions and urban planning in cities around the world.

Some refer to it as guerrilla design or “3D Graffiti”, but this surge of urban creativity – from billboards that are visually remixed, to streetscapes which are morphed into theatrical areas in the middle of the night – is where creative expression in the city becomes physical, literally transforming cities around the world.

Featuring an unparalleled collection of work from 18 of the world’s most talented urban interventionists, assembled by curator Scott Burnham, the exhibition explores how this latest wave of interaction with the urban landscape is challenging the rules of engagement between citizens and sanctioned urban creative expression – moreover, how it is changing the language of creativity in the city. While some social attitudes have previously dismissed urban intervention as a form of vandalism, at the heart of this current wave of DIY urban design is in fact a deeply sophisticated movement driven by artists and designers who want to expand our relationship between creativity and the city. Done without permission or commissions, the vast range of work on display represents the intersection of the latest genre of street art and the beginnings of open source urban design.



Roadsworth © Peter Gibson, Montreal 2006



# DROOG EVENT 2: URBAN PLAY

## THE AMSTERDAM ROUTE

### THE AMSTERDAM ROUTE - IJ Riverfront

21 Sep – 2 Nov

24-hours-a-day, Daily

Free Admission

### PARTICIPANTS

DESIGNO-Patagonia (AR)

Gunjan Gupta (IN)

Jan Konings (NL)

Ji Lee (KR)

Kwangho Lee (KR)

Martí Guixé (ES)

Martín Ruiz Azúa (ES)

NL Architects (NL)

Nothing Design Group (KR)

OSA (GB, DE, AT)

Rebar (US)

Sagmeister Inc. (US)



Ji Lee © Beth Keiser/Wired.com



Stefan Sagmeister Inc. © Cris Cassidy

## DROOG EVENT 2: URBAN PLAY

### THE AMSTERDAM ROUTE

#### THE AMSTERDAM ROUTE

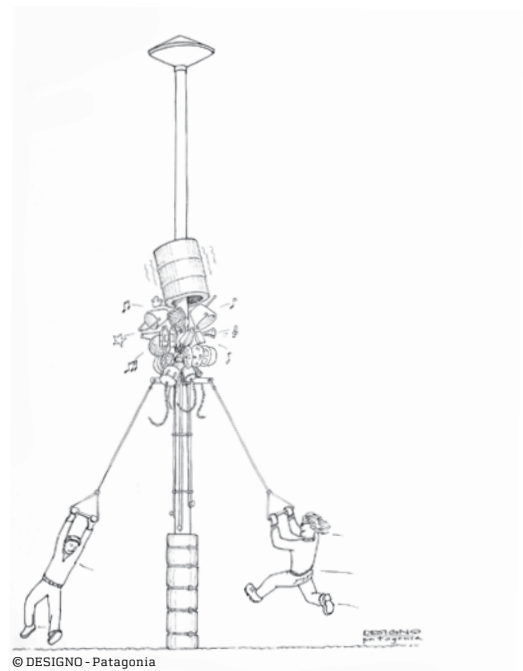
NEW CATALYSTS FOR PUBLIC PLAY AND INTERACTION IN THE CITY

Droog Design and Scott Burnham have assembled a team of some of the most innovative designers and architects from around the world to create 13 newly designed interventions, tools, toys and objects that are temporarily placed along a route on the central IJ-riverfront in Amsterdam. Reversing the traditional approach to urban design, in which objects and areas are created explicitly to discourage public interaction and intervention, this collection of objects will be created to encourage interaction and physical engagement by the public.

Urban Play poses the question that we hear so much about the “creative city”, but when do we actually get to see it in action?

Inhabitants and visitors who come across the installed elements of Urban Play along the route are challenged to bring the objects to their next level.

Through the creative intervention and input by the city’s residents, this experiment in urban design begins raising political and social questions for the city itself. How much tolerance is shown to residents who interact with the physical city? Does it support their creative input and a direct involvement in its design? Does Urban Play ultimately become a period of amnesty for the city’s residents to play with and in the urban landscape? Which design proposals will the city authorities allow, and which ones will be blocked – and what does this say about the freedom of urban dwellers to be creative in their own town, and who makes those decisions?



## DROOG EVENT 2: URBAN PLAY

### THE AMSTERDAM ROUTE

#### DESIGNO PATAGONIA

Manuel Rapoport (1973, AR) & Martin Sabattini (1976, AR)  
Product Designers/ Founders of DESIGNO – Patagonia  
Live and work in San Carlos de Bariloche, Patagonia/ Argentina

#### Swing Lantern (2008)

After graduating from the National University of Córdoba, Argentina, Manuel Rapoport and Martin Sabattini founded DESIGNO-Patagonia in 2002 as a design and production studio for furniture, decorative accessories, lighting and toys. The small company's design focuses primarily on 'sustainability', meaning the manufacture of innovative products with a strong identity, using Patagonia's natural resources as materials and local handicraft for production.

After an initial design boom in post-crisis Argentina, boosted by exchange rates that made imports expensive, the market scope has now decreased and is assuming its real dimensions. What matters in Argentina now is product quality and good design. DESIGNO-Patagonia is trying to achieve this by defining itself in terms of local identity. 'Banquito Matero' is one of DESIGNO-Patagonia's most enigmatic products. It is a traditional low stool with five legs and a goat skin & wool seat cover. It was made from the region's Lenga beech tree, with goat leather produced by socially and environmentally responsible families in the Patagonian steppe.

The 'Swing Lantern' is a musical instrument and play object that can be attached to a large lamp post. The musical installation, made of recycled musical instruments and discarded pots and pans, comes alive when people swing the handlebars attached to the lantern. The faster you swing, the louder it will sing.

#### GUNJAN GUPTA (1974, IN)

Furniture Designer, director of Studio Wrap  
Lives and works in New Delhi, India

#### Cyclerecyclecycle (2008)

In 2006 Gunjan Gupta graduated from Central Saint Martin's College of Art & Design with a MA in Furniture Design. Back in New Delhi she set up Studio Wrap, a furniture design company committed to social and material sustainability. India has been a historical producer of luxury goods and the associated craft skills once widely patronized across the world are now in a serious state of decay, threatened by the country's rapid modernization. Gunjan Gupta has an interest in the rich cultural heritage of her country, mainly the traditional crafts and the notion of luxury, combining them in her furniture designs. For their execution she collaborates with local craftsmen and traditional artisans and in doing so is revitalizing traditional crafts.

Wrap, the name of the Studio, refers to an ancient Indian throne decoration technique whereby pure silver sheets are wrapped around courtly furniture. This technique has formed the starting point for Gunjan Gupta's 'contemporary' thrones based on the elementary Indian stool.

'Cyclerecyclecycle' offers the Amsterdam public the opportunity to create their own contemporary 'throne' from an old bicycle. Common means of transport in the urban landscape of both countries, old and broken bikes are thrown away in the Netherlands, whereas the Indians, known for their innovative approach to recycling, make carts or street furniture out of them. Gupta proposes a bicycle recycle model for creating conceptual street furniture. The project draws from Indian street culture and proposes a visionary approach towards engaging local communities in the recycling of objects while adding an element of playfulness to the process.

## DROOG EVENT 2: URBAN PLAY

### THE AMSTERDAM ROUTE

JAN KONINGS (1966, NL)

Industrial Designer/ Designer of public space  
Lives and works in Rotterdam, The Netherlands

Ji LEE (1971, KR)

Designer  
Lives and works in New York, USA

Hotel Experimenta \* - \*\*\*\*\* (2008)

Jan Konings was trained as an industrial designer but has been working mostly as a designer in public space. He was one of the founders of Schie 2.0, together with Lucas Verweij and Ton Matton, and previously formed the office Konings & Bey with designer Jurgen Bey.

His work crosses the boundaries of design, city planning, landscape design, art and ecology. Currently he is working on the design of a park on a former garbage disposal site in the city of Haarlem and a hangout place for teenagers in a newly built area in The Hague. Also located in The Hague, in an area undergoing major reconstruction, the ongoing project Hotel Transvaal was the inspiration for 'Hotel Experimenta'.

'Hotel Experimenta' is a temporary hotel at the northern IJ-river front in Amsterdam. It can be seen as an inverted hotel – the neighborhood as a whole functions as a hotel, the streets are the hotel corridors, and the inhabitants are the hosts offering the guests services, activities and excursions. Hotel Experimenta consists of one freestanding room with a double bed and a view. Whoever books a night at 'Hotel Experimenta' sleeps here and discovers its surroundings since the hotel's other facilities are to be found outside. For breakfast, watching a movie, going to the sauna, having dinner, gardening, taking a boat trip or doing some creative work, the hotel guest will need to get out and explore.

'Hotel Experimenta \* - \*\*\*\*\*' is not your average hotel, but rather an accommodation that will potentiate random and organized meetings with people. It connects the familiar with the unfamiliar and improves the social and economical structure of the area. 'Hotel Experimenta' is a new public space.

The Bubble Project, Amsterdam (2008)

Born in Korea and raised in Brazil, Ji Lee graduated from Parsons School of Design with a BA in Communication Design in 1995. Since then, he has been active as a designer in both commercial and cultural contexts. He started working as an art director – mainly branding and advertising – for companies such as Saatchi & Saatchi and Wieden & Kennedy, simultaneously undertaking design commissions for clients like the New York Times.

The conservative world of advertising and its aggressive presence – one could even say its visual pollution – in the urban context became a frustration for Lee, who was trying in vain to enthuse his commissioners for his more quirky, humorous and provocative ideas. Once he concluded he should not depend on others for realizing his ideas, he began developing independent projects. Distribution-wise, his plan was to make these projects open source, so that anyone could participate. 'Abstractor', for instance, is an online manual on how to instantly transform a video billboard into a piece of public art.

'The Bubble project', an ongoing project that Lee initiated in 2002, is an open source project for which the manual and template exist online. One can print one's own speech bubble sticker and place it over 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 themselves.

## DROOG EVENT 2: URBAN PLAY

### THE AMSTERDAM ROUTE

KWANGHO LEE (1981, KR)

Designer

Lives and works in Seoul, Korea

MARTI GUIXÉ (1964, ES)

Designer

Lives and works in Barcelona, Spain and Berlin, Germany

Urban Play @ Night (2008)

Trained as a metal smith and jewelry designer at Hongik University, College of Fine Art, Department of Metal Art & Design in Seoul, the young designer Kwangho Lee has a passion for mixing design with craftsmanship. All his pieces are 'crafted' with his own hands. His motto is that ordinary objects can become something else. Through small interventions, like re-arrangements or a change of scale, objects can transform and gain new meaning.

Alongside his jewelry and furniture, Kwangho Lee is most known for his spectacular lighting pieces 'Weave Your Lighting'. With nothing more than the familiar standard fittings, light bulbs and electrical wire he succeeds in making rather unfamiliar objects, by knitting and weaving the wire into scarf-like or brush-like shapes around or over the bulbs. The theatrical pieces are woven from single strands of electrical wire, up to 300 meters long.

For his first piece in public space Kwangho Lee adds some surprising elements to the riverfront boulevard, which will only become visible at night. When they do, they will radically transform the aspect and atmosphere of the street. When the streetlights are turned on at sunset, a party can start. Disco balls and colored 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 and show you the moves. Any street can change into a nightclub. But it isn't a party without the people. With his 'Urban Play @ Night' Lee challenges the public to reclaim the street at night and have a ball.

Sculpt Me Point (2008)

Since 2001 Marti Guixé has been defining himself as an ex-designer – a statement against the limited scope of traditional design. Trained as an interior designer, his activities range from developing concepts and ideas for commercial purposes, interiors exhibitions, products, projects and food. His work deals with issues of consumption, information and choice.

Rather than reshaping existing products – working with object and form – Guixé strives to alter ways of seeing and thinking in which the user always plays an active role. Some examples are his works for the shoe company Camper including shop interiors, a restaurant and marketing campaigns; 'Do Frame' (2000), a role of adhesive tape printed with the design of an ornate picture frame to make one's own DIY frame; and 'Food Facility' (2005) presented at Mediamatic's in Amsterdam as the prototype of a business model: a restaurant where guests can order from different take-away chains.

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.

In every sense 'Sculpt Me Point', a solid rock with attached hammer and chisel surrounded by a circular bench, is a typical Guixé 'design'. It is playful, and the object is not (yet) designed: it is pure potential, and the title is an invitation to the public of Amsterdam, or rather a plea, to be creative.

## DROOG EVENT 2: URBAN PLAY

### THE AMSTERDAM ROUTE

MARTÍN RUIZ AZÚA (1965, BASQUE COUNTRY, ES)

Designer

Lives and Works in Barcelona, Spain

Plaited Fence (2008)

Martín Ruiz Azúa graduated in 1995 from the University of Barcelona with a degree in Fine Arts and Design. Alongside his design practice, he teaches History of Design at the Elisava School in Barcelona. Ruiz Azúa is an uncompromising designer. Through his research, he arrives at almost immaterial forms that conceptually address ecological, economical, social and human aspects. Far from providing marketable solutions, his work questions, presents statements and ideas, and enlightens.

'Casa Basica' (1999) is a project about improvised urban dwelling. This proposal, which remained in a prototype phase, consists of a virtually weightless house – only 200 grams! – that fits into your pocket. It is made of the metallic material used for survival blankets. The house inflates through your body heat or solar heat, expanding to 8 m<sup>3</sup>. It is a dwelling fit for a life on the move without material ties. 'Human Chair' (2002) is a collective conceptual chair that requires people to sit on each other's laps – the 'product' is a collaborative activity rather than a proprietary thing.

Giving waste a new positive connotation is the underlying message of Ruiz Azúa's 'Plaited Fence' – a fencing system for public space into which the public can plait waste materials like plastic bags, stray newspapers or coke bottles. This way, the waste floating around the city's streets acquires an aesthetic second life, and the fence becomes a creative communal activity instead of a barren barrier.

NL ARCHITECTS (SINCE 1997, NL)

Pieter Bannenberg (1959, NL), Walter Van Dijk (1962, NL),

Kamiel Klaasse (1967, NL)

Architects. Based in Amsterdam, The Netherlands

Boombench (2008)

Moving Forest (2008)

NL Architects have been working together since 1997 and realized a wide variety of provocative and humorous projects: from a vase for Cor Unum (Den Bosch) to the new shop layout for Mandarina Duck (Paris). They are currently working on a commission for the Groninger Forum, a new eye catcher in the eponymous city that will congregate public library, cinema, historical museum and other functions in the city's central square.

NL Architects was awarded the Rotterdam Design Prize 2001 with their design for WOS8, a heat transfer station. The wet-look black polyurethane shell for this system doubles as a playing object for local residents and passers-by. It can be used as a climbing wall or basketball pitch, but it also offers shelter to swifts. A similar multifunctionality characterizes their award-winning 'BasketBar' (Emerging Architect Special Mention – Mies van der Rohe Award 2005). It is a university campus café with a bright orange basketball court on the roof and a bright orange seating object next to it.

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 the public to play the music on their mobile phones. Street furniture turns ghettoblaster and passers-by become DJs.

'Moving Forest' is NL Architects' answer to the lack of green in contemporary urban environments. One might occasionally find a carefully designed patch of plants or shrubbery, but nothing like the majestic parks and shady trees that can be found in historical city centers. So NL Architects designed a park on wheels, with trees in shopping carts. Around a small street bench, the public can rearrange their own little park and thus create a nice green view and a bit of shade.



## DROOG EVENT 2: URBAN PLAY

### THE AMSTERDAM ROUTE

#### NOTHING DESIGN GROUP (SINCE 2006)

Designers

Based in Seoul, Korea

#### Fish in the Sky (2008)

The Nothing Design Group is a group of young Korean designers, directed by Koo Jin-Woog. They create poetic and narrative designs that playfully address the relationship between people and their environment. Inspired by oriental philosophy, their work explores formless content: how 'nothing' can one design something?

In the past few years they have designed several award winning products. 'The Origin, Washstand' (2007) is a washbasin based on the source of a river and the way it flows into a lake. A small cobblestone blocks the source, which starts to spout water meandering down to the basin when the stone is removed. Then, the cobble can double as a plug for the sink. In another example, the 'Cloud mug', the enamel of a white china mug is perforated with small cloud shapes. The light shines through the tiny punctures and makes the cloud visible. While you drink the cloud, you can dream of the sky.

The topsy-turvy world of 'Fish in the Sky' is a collection of beautiful transparent wind vanes in the shape of fishes. 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. A poetic piece, of which miniature versions are handed out to the public. Attached to bicycles, balconies or car antennas, the fish will multiply quickly and pop up all around the city.

#### OSA, OFFICE FOR SUBVERSIVE ARCHITECTURE (SINCE 1997)

Architecture firm

Based in London, Berlin, Darmstadt, Frankfurt, Munich, Graz and Vienna

#### Urban Play (2008)

The Office for Subversive Architecture is a network of eight architects based in six cities across three countries. OSA is well known for addressing issues relating to urban regeneration. Residing somewhere between art and architecture, recent OSA projects have explored the way people use and interact with public spaces. OSA also often collaborates with other professionals from visual art, music, film, photography and sculpture.

A major part of their work focuses on areas in the city that tend to be overlooked, forgotten or abandoned, which therefore have unexpected potential. Their work aims for an impact on public spaces, buildings, systems, authorities and individuals. OSA resorts to non-traditional and diverse approaches to find appropriate solutions beyond the limitations of common architectural practice.

OSA's work mostly consists of simple but effective low budget interventions that make people look in a different way. Recently, they concluded 'The Accumulator' a temporary installation in Leeds International Swimming Pool. The building had lost its public function and would soon be demolished. To commemorate this, and to give its former users the opportunity to say goodbye, OSA placed a large funnel over the pool. The building then became a virtual water reservoir but also an emotional accumulator of stories.

'Urban Play' is a sandbox for adults. Associating on the Dutch tradition of reclaiming land, it 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, people can build their own urban landscape in sand.

# DROOG EVENT 2: URBAN PLAY

## THE AMSTERDAM ROUTE

### REBAR (SINCE 2004) + TERESA AGUILERA

Interdisciplinary collaborative group of artists, designers and activists

Based in San Francisco, USA

#### Bushwaffle (2008)

Rebar was formed in 2004 by Matthew Passmore, John Bela, Jed Olson and Judson Holt to design and construct the Cabinet National Library – a functioning library consisting of an ordinary file cabinet built into an excavated notch in the middle of the New Mexico desert. The Cabinet National Library, as the name suggests, is also the official library of Cabinet magazine, a non-profit arts & culture quarterly from Brooklyn, New York.

While Rebar's work can be used or interpreted as playful, ridiculous or absurd, it is however highly functional. Rebar remixes the ordinary, repurposes the ubiquitous, and rebuilds with invisible structural material. Rebar's work ranges broadly in scale, scope and context, and therefore defies categorization. But it is always related to the public domain and it always challenges our perception of the way our world is organized by a set of rules and relations.

Rebar also samples and remixes landscapes, for example in PARK(ing) (2005), when a regular parking space in San Francisco was “reprogrammed” into a temporary public park for a day. It has meanwhile become an annual event.

‘Bushwaffle’ is their first ‘product’ design. Sold to the public via a 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. Two could form a mattress, three could be a sofa, and more could become a great seating area for a party in the park with friends.

### SAGMEISTER INC. (SINCE 1993)

Graphic Design Company

Based in New York, US

#### Obsessions make my Life Worse and my Work better (2008)

Stefan Sagmeister is the founder of Sagmeister Inc., a purposely small graphic design company based in New York. He was trained in Vienna as a graphic designer and continued his studies at the Pratt Institute in New York. After some adventures around the globe he established his own studio there and started designing mainly for the music industry.

On his website, Sagmeister states: ‘We design all things printed, from posters, brochures, books and annual reports to identity systems, perfume packaging and CD covers.’ In the year 2001 he took a year off from his studio – a year without clients – and in this leap year went back to his old diaries and started to draw out some “things that I have learned in my life, so far”. When he returned to work Sagmeister embarked on an ongoing project based on sentences from these diaries. For the typography he used a great variety of materials and sites, writing three-dimensionally on objects and surfaces. Most of the executed sentences can therefore be termed: staged typography.

‘Obsessions make my Life Worse and my Work better’ is one of these sentences, an elaborate design that consists of 300.000 euro cent coins that will be laid out on a 20 x 42 meter square in Amsterdam. It is potentially a self-destructive piece. The coins represent a certain value, but the design is also of such beauty that it challenges the passer-by. Will they leave it intact because of its beauty? Will they make a design with the cents themselves? Or will greed take over?

# AMSTERDAM CONFERENCES

# AMSTERDAM CONFERENCES

Paradiso

Thursday 18 Sep	Friday 19 Sep	Saturday 20 Sep	Sunday 21 Sep
Cyril Duval (FR) Anthony Dunne (GB)	Ron Arad (IL) Ian Anderson (GB)	Graffiti Research Lab (US) Mark Jenkins (US)	Rem Koolhaas (NL) Álvaro Siza Vieira (PT)

These solo lectures present seasoned protagonists from the international fields of design, architecture and the various disciplines encompassed within the Biennale's programme. Innovators in their conceptual thought or creative production, the keynote speakers enrich the breadth and scope of the Biennale's reflection with their unique input.



© Graffiti Research Lab

**Paradiso** Weteringschans 6-8, 1017 SG Amsterdam  
**Admission** €10 per day  
**H** 11:00 – 12:30  
**T** 0031 (0) 20 626 45 21  
**F** 0031 (0) 622 27 21  
**Email** [info@paradiso.nl](mailto:info@paradiso.nl)  
**Website** [www.paradiso.nl](http://www.paradiso.nl)  
**Tram** 1,2,5,7,10 stop Leidsplein  
**Specific Support** Revigrés

# OPEN TALKS

## OPEN TALKS

Cristofori, Bethaniënklooster, Shell Tower Auditorium  
18, 19, 20 Sep

In keeping with a tradition of fostering critical debate and encouraging participation, ExperimentaDesign Amsterdam 2008 presents a series of Open Talks during the Opening Week afternoons. In an informal setup, international experts and leading practitioners join the audience to discuss issues arising from the Biennale's core exhibitions. The Talk Host introduces the theme, followed by a series of short interventions by the Guests. The Host then leads the debate between the guests, while invited 'agents provocateurs' and audience members are free to intervene. Each session of the Open Talk mirrors the theme of the exhibition opening that day, thus acting like a catalyst for further exploration by a growing audience.



City Brunch, Matali Crasset © Patrick Gries



# OPEN TALKS

18 SEP

CRISTOFORI 15:00

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Talk Host - Zoë Ryan (GB)

Guests - Fritz Haeg (US), Kevin Slavin (US),  
Matali Crasset (FR), Nils Norman (GB)

Agents Provocateurs - Tracy Metz (US),  
Wilfried Hou Je Bek (NL), Willem Velthoven (NL)

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## Playtime

According to Dutch historian Johan Huizinga, play is a “voluntary activity or occupation executed within fixed limits of time and place, according to rules freely accepted but absolutely binding, having its aim in itself and accompanied by a feeling of tension, joy, and consciousness that it is different from ordinary life.”<sup>1</sup> Play is an essential part of human nature and is proven to benefit the psychological, physical, and emotional development of both children and adults. An international group of guests including designers, critics, urban theorists and interventionists will engage in a lively discussion about the importance of playscapes whether formal and unofficial, interstitial or on the edge, in cities globally as sites of cultural and social exchange and as an antidote to our complex daily lifestyles.

Zoë Ryan

<sup>1</sup> Johan Huizinga, *Homo Ludens* (English translation; New York; Roy Publishers, 1950), 28.

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Cristofori Prinsengracht 581-583, 1016 HT Amsterdam  
Admission €5  
Email [vincent@taste.nl](mailto:vincent@taste.nl)  
Website [www.cristofori.nl](http://www.cristofori.nl)  
Tram 2 stop Prinsengracht; 1,2,5 stop Spui

# OPEN TALKS

19 SEP

BETHANIËNKLOOSTER 15:00

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Talk Host - Alison Clarke (GB)

Guests - Amélie Labarthe (FR), Fiona Parrott (GB),  
Özlem Savas (TR), Pascal Anson (GB)

Agents Provocateurs - Laetitia Wolff (FR),  
Marcel Wanders (NL), Satyendra Pakhalé (IN)

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Design, as implemented in ordinary lives, melds aesthetics with layers of indigenous taste culture, memory and ritual and the practices of everyday life. This stimulating session brings together cutting edge contemporary designers dealing with the politics and rituals of home, and anthropologists specializing in issues of place, diaspora and material culture. How do we make our 'place'? And how is design used in this process?

Alison Clarke

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Bethaniënklooster Barndesteeg 6B, 1012 BV Amsterdam

Admission €5

T +31 (0)20 625 0078

F +31 (0)20 623 20 39

Email [info@bethanienklooster.nl](mailto:info@bethanienklooster.nl)

Website [www.bethanienklooster.nl](http://www.bethanienklooster.nl)

Tram 4, 9, 16, 24, 25 stop Dam

# OPEN TALKS

20 SEP

SHELL TOWER AUDITORIUM 17:30

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Talk Host - Farid Tabarki (NL)

Guests - Gunjan Gupta (IN), Jan Konings (NL),  
John Bella & Matthew Passmore (Rebar, US),  
Till Bay (Windowzoo) (CH)

Agents Provocateurs - Ole Bouman (NL),  
Rob Schröder (NL)

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The central question in this session of the Open Talks focuses on what is allowed and not allowed in regards to our relationship to public space and the shared environment of the city. If we look at city's policies in relation to the public domain, they seem to be excluding all 'space' for the creativity of its citizens. But it is interesting to note a wave of urban interventions, caused by people working in the city's "grey areas" – interventions in which nothing is damaged, which begs the question whether this is allowed or not?

In this Open Talk we will discuss the issue of creative participation; are people allowed to participate in the development of their city, and if so, which rules apply? We will also ask why Urban Play is so "urgent" when it comes to shaping places and buildings? And who owns public space, anyway? Is everybody allowed to do anything with or within public space or are there hierarchies and special privileges for "special" people?

Farid Tabarki

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Shell Tower Badhuisweg 3 (Noord), 1031 CM, Amsterdam  
Admission €5  
Ferry 901 from de Ruyterkade (back of the Central Station)  
to Buiksloterweg

# LOUNGING SPACE

# LOUNGING SPACE

21 Sep – 2 Nov  
Onder de Brug

## INFORMATION INTERFACE, PRESS & CONFERENCE CENTRE, EXHIBITIONS AND LOUNGE CAFÉ

A prime meeting spot for visitors of ExperimentaDesign, the Lounging Space is the Biennale's multi-functional headquarters in the city specially design by Marcel Schmalgemeijer and Suzan Jorritsma. Featuring an info centre, press room, conference area and lounge café, the Lounging Space will also host its own informal events programme throughout the Biennale.



© Marcel Schmalgemeijer & Suzan Jorritsma

**Production** ExperimentaDesign Amsterdam  
**Lounging Space Design** Marcel Schmalgemeijer  
and Suzan Jorritsma  
**Cafe Experimenta** Bakkerswinkel + Warmoesmarkt  
**Specific Support** Ymere, Revigrés

**Onder de Brug** De Ruyterkade 153 - 157, 1000 CZ Amsterdam  
**Free admission**  
**H** 11:00 – 18:00 (wed-sun)  
**Bus** Stop & Go  
**Tram** 25, 26 stop Muziekgebouw/ Bimhuis

# PARALLEL EVENTS



## PARALLEL EVENTS

18 Sep – 2 Nov

Several Location across Amsterdam

Echoing the theme, disciplines and scope of ExperimentaDesign Amsterdam 2008, a number of parallel events will take place all over the city during the Biennale. Independent artists, designers and cultural agents from different countries share EXD's involvement with Amsterdam as an international stage of experimentation and innovation in cultural urban practices.



Thuis © Christoph Seyferth

## PARALLEL EVENTS

TOEKENNING 040: CHRISTOPH SEYFERTH / THUIS (AT HOME)

18 Sep – 5 Oct

Fonds BKVB

Christoph Seyferth likes to play with dimensions of scale. Some years ago he designed and built his own house, based on the simple principle of a rectangular box, dressed up in aging oak tree wood. Placed within this big box is another smaller rectangular box, built of wood and inspired by the same powerful aesthetics. The scale of both boxes is different, and while the principles of design are the same, other functions are possible. Thus illustrating for Seyferth how everything is part of one and the same language. A language based on the axioms of functionality, flexibility, permanence and subject to a modest sense of beauty. Seyferth believes in materials and his caring treatment of for example wood, steel or leather reveals the crafty approach of the artisan. This year he launched a first series of handmade products entitled “thuis” (home), consisting of, among other things, a table, a small bench, a purse, a hat-rack and a lamp. Designs that, piece by piece, convince by a daring but elegant visual vocabulary, the finishing touch of the artisan, but mostly by their uncomplicated presence.

The “thuis” collection represents a timeless group of products, re-invented for our present time to answer the call for a place for oneself, a place called home.



Thuis © Christoph Seyferth

Fonds BKVB Brouwersgracht 276, 1013 HG Amsterdam

Free Admission

H 10:00 – 17:00 (mon-fri)

## PARALLEL EVENTS

### RED LIGHT DESIGN

DROOG, GEMEENTE AMSTERDAM EN YMERE

From 20 Sep

Oude Kerk

Droog, the City of Amsterdam and Ymere present Redlight Design: a project that connects the work of eight young jewelry designers with the Amsterdam Redlight district. A demanding task, since the designers will be living and working in houses that were formerly used by prostitutes. During Experimenta-Design Amsterdam 2008, the Redlight Designers will dress their windows associating on the theme of 'Space and Place'.

As part of a strategy to purge the famous Redlight District of criminal investment, whilst maintaining prostitution as a legal activity, housing corporations are purchasing buildings in the district. Before they are converted, the City of Amsterdam gives (inter)national creatives a unique chance to showcase their talent in the infamous windows during one year. In January 2008 the City of Amsterdam started Redlight Fashion together with housing corporation NV Stadsgoed and HTNK, responsible for selecting the fashion designers. This project gained worldwide publicity for Amsterdam, and the city's fashion industry. The City of Amsterdam now starts Redlight Design, in the Oude Kerk area, with their partners housing corporation Ymere and Droog.

Redlight Designers: Gijs Bakker, Ted Noten, Gesine Hackenberg, Frédéric Braham, Iris Nieuwenburg, Sebastian Buescher, Jantje Fleischhut, Susanne Klemm.



© Gesine Hackenberg



© Ted Noten

Oude Kerk  
Free Admission  
H Daily, 24-hours-a day

## PARALLEL EVENTS

I HAVE SOMETHING TO HIDE  
SANDBERG INSTITUUT DESIGN  
22 Sep - 6 Oct  
Dijksgracht

Our society is driven by an obsession with gathering personal data. Politicians and businesses say it's for our own good, and we collaborate by filling in countless databases with our personal details on Hyves, Facebook, YouTube and our local supermarket. But what if we can't trust those who have access to this data anymore? In that instance, all usual means of communication become useless. We will not be able to mail, call, sms, etc. So, what if we do have something to hide?

For several months, students of the post-graduate design department of the Sandberg Institute have taken refuge in an age-old communications medium, and exchanged messages about their 'secret' actions addressing privacy in the city – by pigeon post. During ExperimentaDesign Amsterdam 2008, the project continues at a pigeon house built for this occasion, which doubles as a billboard and a place for debate. At night, the billboard is used as projection screen for showing films and documentaries on privacy issues. Meanwhile the students will carry on with their public actions in the city.

[www.pigeonproject.net](http://www.pigeonproject.net)



© Kamiel Vorwerk

Dijksgracht (between the railway and Piet Heinkade) 1000 CZ Amsterdam  
Free Admission  
H Daily 15:00 - 23:00  
Bus Stop & Go  
Tram 25, 26 stop Muziekgebouw/ Bimhuis

## PARALLEL EVENTS

### SPACE TO TAKE PLACE

From October 2008  
IJburg District

#### Space to Take Place

A gift from the Dutch Ministry of Foreign Affairs

At the beginning of last year, the Dutch Ministry of Foreign Affairs asked Droog Design to conceive a new and exclusive gift, to be presented by Dutch ambassadors around the globe to a thousand of their most valued relations. Droog Design issued a design competition, and out of a total of sixty entries, a shortlist of ten designs was submitted to an expert jury, consisting of Jan Hoekema, Nikki Gonnissen, Ed Annink, Guus Beumer, and its chairman, the Foreign Office's secretary-general, Ph. De Heer. The jury came to the unanimous decision to award the design 'Space to take place', by Claudia Linders.

Space to Take Place consists of a hundred meter long bench in a public space. The bench will be divided – on paper, by deed of donation – into one thousand pieces, which Dutch ambassadors can then present as a gift. The recipient – who could be living in the Ivory Coast, Ukraine, or Hong Kong – will become the owner by proxy of a piece of public domain in The Netherlands, as well a seat on the bench. Linders's design is a functional object in public space, albeit with a peculiar state of ownership; it is collective property. The location where the bench will be placed – the IJburg district in Amsterdam – was chosen in joint consultation by the designer, and the Foreign Office, as it offers a representative, contemporary image of The Netherlands – a place to be proud of.



© Claudia Linders

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Admission free  
Daily, 24-hours-a-day

## STRATEGISCHE PARTNERS



## CULTURELE PARTNERS



## ASSOCIATED BRANDS



JCDecaux

Ymere  
wonen, leven, groeien

droog

## MEDIA PARTNERS



items

2G

ZOOT

Het PAROOL



## SPECIFIC SUPPORT



F L E V O D R U K



## SPECIFIC SUPPORT SUNDAY ADVENTURE CLUB

SNS REAAL

## SPECIFIC SUPPORT COME TO MY PLACE

Westerhuis

## SPECIFIC SUPPORT URBAN PLAY

JC Decaux, Ymere, Stadsdeel Noord, Amsterdam Waterfront

## SPECIFIC SUPPORT AMSTERDAM CONFERENCES AND LOUNGING SPACE

Revigrés

## SPECIFIC SUPPORT EXPERIMENTA CAFÉ

De Bakkerswinkel, Warmoesmarkt

Droog is ExperimentaDesign Amsterdam 2008 local partner.

ExperimentaDesign Amsterdam 2008 takes place during the '4 weeks of FreeDesigndom' in Amsterdam.

Experimentadesign is a cultural design and creativity biennale and a trademark of the Portuguese association Experimenta. Experimentadesign - Lisboa/Amsterdam is the result of a collaboration between Experimenta and ExperimentaDesign Amsterdam Foundation and between Lisboa, Portugal, Amsterdam and the Netherlands.



## TEAM

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### TICKET PURCHASE

Open Talks €5 per day  
Amsterdam Conferences €10 per day

For Open Talks and Amsterdam Conferences are available at the location of that day.

### PASSEPARTOUT AND SINGLE TICKETS

Passpartout - 3 exhibitions + bike  
(one day) €15  
Single tickets €5

Lounging Space  
Wed - Sun H 11.00 to 18.00  
Onder de Brug, De Ruyterkade 153-157, 1000 CZ Amsterdam  
At the respective venues

FOR THEIR SUPPORT AND COOPERATION, EXPERIMENTADESIGN LISBOA/  
AMSTERDAM TEAM WOULD LIKE TO THANK:

Fleur Gieben, Aaron Betsky, Ole Bouman, Michael da Costa, Gijs Bakker,  
Bart de Vries (JC Decaux), Ineke Brunt en Joost Coulier (Ymere),  
Stadsdeel Noord, Stadsdeel Centrum, Stadsdeel Zeeburg, Suzanne Oxenaar  
(Lloyd Hotel), Chris Keulemans (Tolhuistuin), Nienke Hopman (BPO),  
Overhoeks, Noordwaarts, Shell, Cynthia Hathaway, Diesel, Debra Solomon,  
IJkantine, Pakhuis de Zwijger, Young Designers + Industry, Piet Hekker  
(Bakkerswinkel), Andy Verdonk (Warmoesmarkt), AHOLD, Kringloopbedrijf  
Pantar, De Nederlandse Bank, Beate Sisenop, Maria Salvatierra, Marc and  
Sara Schiller, Farid Tabarki, Claudio Marzano, Dan Hill, Richard Reynolds,  
Matthew Fuller & Usman Haque, Kim Bruinsma, Roel Klaassen (Premisela),  
Sjeng Scheijen, Mariska van den Berg (SKOR), Nijhof & Lee, Atheneum  
Newscentrum, Andreia Martins, Artis, Basisscholen de Pool en de Parel,  
Brigitte van Mechelen, Carlos Augusto Veloso, Carolien Gehrels, Chris van  
Dam, Chris Seinen, Daniël Schipper, Daniel van Vulpen, Daria Bouwman, Elles  
Middelijans, Fee Pfeiffer, Henny van Haren, Het Parool, Isabel Marques, João  
Miguel Serralha, Marcel Wanders, Mark de Kruijk, Mijke van der Drift, Nienke  
Aussems, Olav van Lede, Riette Blacquièrre, Piero Gandini (FLOS), Roy Zijnen  
, Rute and João Soares, Sanne van Hees, Tjeerd Dam, Tilly de Groot, Yasminis  
deFrees, Woonstichting de Key

and the whole team at Droog.

WE WOULD LIKE TO ADDRESS A SPECIAL THANK YOU TO THE BOARD OF THE  
EXPERIMENTADESIGN AMSTERDAM FOUNDATION:

Eymert van Manen, Rob Ellemeijer, Renny Ramackers, Dingeman Kuilman.

### JCDecaux and Experimenta Design

JCDecaux, the number one outdoor advertising company in Europe and Asia-Pacific and number two worldwide, supports ExperimentaDesign for several reasons.

First of all JCDecaux is a company that has close relations with the top designers in the world.

People like Norman Foster, Phillippe Starck and Philip Cox made exclusively for JCDecaux street furniture.

The second reason is the fact that JCDecaux has relations in the creative advertising industry.

And besides being a design event, ExperimentaDesign is also an event that attracts creative people. Last but not least ExperimentaDesign is an event that takes place in the streets of Amsterdam. JCDecaux is a prominent and visible company in almost every street in Amsterdam. So the connection of JCDecaux and ExperimentaDesign is logical.

KesselsKramer produced a series of posters for 2008's ExperimentaDesign architecture and design Biennale, held in Amsterdam. The programme was themed "Space and Place," referring to the rise of urban living throughout the world. ExperimentaDesign explored issues raised by this, particularly what it called "urban playground", a call to design cities in a more playful, fun manner.

It's this idea that KesselsKramer chose to draw from for its posters. In a number of set-ups, it depicted acrobats literally playing with the city of Amsterdam. The photo shoot involved these trained athletes hanging from lamp-posts, bridges and creating human ladders in alleyways. Each person had a letter printed on his sweatshirt. Taken together, these letters spelled out variations of the word "Experimenta."

The project's photographer was Thomas Mailaender, renowned for his surreal work with a Parisian motorcycle display team. Mailaender's unique visual imagination made him an ideal choice for the ExperimentaDesign campaign.

The shoot caused a considerable degree of fuss in the Dutch press, with stories appearing on both the cover of Dutch national newspapers like the Telegraaf and Het Parool (see the acrobats hanging on a bridge above the Amsterdam canals).

