

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

PARTICIPANTS

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Alexander Grünsteidl (GB)
Alison Clarke (GB)
Álvaro Siza Vieira (PT)
Amélie Labarthe (FR)
Anthony Dunne (GB)
André Murraças (PT)
Aric Chen (US)
Arno Piroud (FR)
Bakkerswinkel (NL)
CutUp Collective (GB)
Cyril Duval (FR)
Design MVW (CN)
DESIGNO Patagonia (AR)
Ester van de Wiel (NL)
EventArchitectuur (NL)
Farid Tabarki (NL)
Fiona Parrott (GB)
Folkform (SE)
Fritz Haeg (US)
Gerda Zijlstra (NL)
Gilberto Esparza (MX)
Graffiti Research Lab (US)
Gunjan Gupta (IN)
Hansje van Halem (NL)
Hans van der Markt (NL)
Henriëtte Waal (NL)
Ian Anderson (GB)
Jan Konings (NL)
Jason Eppink (US)
Joshua Allen Harris (US)

Ji Lee (KR)
John Bela (US)
Jozua Zaagman (NL)
KesselsKramer (NL)
Kevin Slavin (US)
Koehorst in 't Veld (NL)
Krystian Truth Czaplicki (Truthtag) (PL)
Kwangho Lee (KR)
Laetitia Wolff (FR)
Leon Reid IV (US)
Maartje Dros (NL)
Marcel Schmalgemeijer (NL)
Marcel Wanders (NL)
Mark Jenkins (US)
Martí Guixé (ES)
Martín Ruiz Azúa (ES)
Matali Crasset (FR)
Matthew Passmore (US)
Maxim Velčovský / Qubus studio (CZ)
Meriç Kara (TR)
Miguel Rios (PT)
Miguel Vieira Baptista (PT)
NL Architects (NL)
Nils Norman (GB)
Nothing Design Group (KR)
Office for Subversive Architecture
(GB, DE, AT)
Ole Bouman (NL)
Özlem Savas (TR)
OVO (BR)

Pascal Anson (GB)
Pascal Leboucq (BE)
Pedrita (PT)
POLKA (AT)
Posterchild (CA)
Rebar (US)
Rem Koolhaas (NL)
Renny Ramakers (NL)
Roadsworth (CA)
Rob Schröder (NL)
Ron Arad (IL)
Sagmeister Inc. (US)
Sannah Belzer (NL)
Satyendra Pakhalé (IN)
Scott Burnham (US)
SpY (ES)
Suzan Jorritsma (NL)
Teresa Aguilera (US)
TheGreenEyl (DE)
Thonik (NL)
Till Bay (Windowzoo) (CH)
Tobias Wong (CA)
Tracy Metz (US)
Warmoesmarkt (NL)
Wilfried Hou Je Bek (NL)
Willem Velthoven (NL)
You are Beautiful (US)
Zoë Ryan (GB)

SUNDAY ADVENTURE CLUB

THE EXHIBITION & PLAYSAPES

CURATOR

Ester van de Wiel (NL)

Ester van de Wiel (b. 1968) studied Public Space at the Design Academy in Eindhoven from 1986 to 1991. Her various internships with architects and artists led her to realize the complex nature of designing for public spaces as a multi-disciplinary process. Her graduation projects, which included a tolerance zone for prostitutes along the Eindhoven canal, received the Herman Miller Award in 1991. Thanks to that, she was able to undertake a study trip through Russia, China and Japan, resulting in a Travel-Alphabet that still influences her works. On returning, she started her own design practice in Rotterdam, specializing in public spaces. Varying greatly in scale, output and work team, all projects are developed in collaboration with partners from related disciplines, such as architecture and urbanism. Studio Ester van de Wiel is part of an expanding network, currently listing artists, product developers, designers, writers, architects, city planners, teachers, directors, performers, ecologists, farmers, programmers, theatre makers, plant hunters and others. She teaches at the Man & Public Space department of the Design Academy Eindhoven since 1999.

COMMUNICATION DESIGN

Koehorst in 't Veld (NL)

www.koehorstintveld.nl

Koehorst in 't Veld is a graphic design studio based in Rotterdam working in both print and digital media. Established in 2002, it is named after its founders, Jannetje in 't Veld and Toon Koehorst, who share a background in graphic design and cultural studies. Koehorst in 't Veld teaches graphic design with an emphasis on (new) media at the Willem de Kooning Art Academy in Rotterdam.

SUNDAY ADVENTURE CLUB

THE EXHIBITION & PLAYSAPES

PARTICIPANTS

Alexander Grünsteidl (GB)
www.digitalwellbeinglabs.com

Alexander Grünsteidl (b. 1965) is a Director at Digital Wellbeing Labs, a company set up in 2006 specializing in developing digital products and services for the global market. His passion lies in creating expressive yet simple interactions for both product and service touch-points which represent a brand. He has expertise in user-centric design, interface prototyping, interaction architecture, marketing and branding since 1987. He spent the last 8 years as senior interaction architect at IDEO and has participated in a spectrum of international projects for clients like Vodafone, HP, Nokia, Shell, BMW, Lilly and Bayer. Prior to IDEO, he was at Apple Research Labs. He holds an MA in Computer Related Design from the Royal College of Art, London and a BA in Industrial Design from the Design Academy in Eindhoven.

Henriëtte Waal (NL)

Graduated in 2007 from the Design Academy Eindhoven, Henriëtte Waal is interested in the relation between Man & Public Space, her chosen academic degree. As a designer for public space she combines large and small scale, 1:1 on location. By accentuating the possibilities of a certain site she tries to introduce new spaces or a new use of space. Her ideas lead to physical designs, from industrial design to garments and architecture on a small scale. Sometimes a movie or documentary can be the outcome of a project. Together with Neeltje ten Westenend, Waal was commissioned by the city of Utrecht for the project 'In Overvecht'. Their research will result in a documentary. For Young Designers + Industry, Waal is currently developing a new business-garden district in Amsterdam's 'New-West'.

Jozua Zaagman (NL)

www.janvaneyck.nl/4_4_cv/cv_d_zaa.html

Jozua Zaagman (b. 1981) graduated from the Design Academy Eindhoven (Man & Public Space) in 2006. He worked as a researcher and designer on Traces of Autism, a project focusing on public space in the EU (the border of the Netherlands, Belgium and Germany) for the Jan van Eyck Academy in Maastricht, from 2006 to 2008. With graphic designer Linda van Sommeren, Zaagman worked on 'Buurtbanken' (Neighborhood Benches) in Arnhem in 2008. They set up the longest picnic-bench in the Netherlands and organized various activities around it to improve the cohesion between the old and new inhabitants of the neighborhood. For the project "Allerzielen Alom" (All Souls All Around), which presented contemporary ways of celebrating the dead, Zaagman designed a 'Groentegrav' (Vegetable Grave).

Maartje Dros (NL)

www.maartjedros.nl

Since her graduation in 2004 from the Design Academy Eindhoven (Man & Public Space), Maartje Dros (b.1980) has been working as a designer and researcher for public space. In 2005 she obtained a masters degree in Mobility and Spatial Practice at the University of Utrecht with a research on new product-market combinations in Denver and Dallas (US). From 2006 to 2008 she worked on Traces of Autism, a research on public space for the Jan van Eyck Academy. Dros focuses on individual needs within the public domain and is interested in the use of a place by different users as to the purpose of this shared space.

Pascal Leboucq (BE)

With a degree in sculpture at the Antwerp Royal Academy of Fine Arts, Pascal Leboucq (b. 1981) graduated from the Design Academy Eindhoven (Man & Public Space) in 2006. By combining sculpture's large-scale thinking and design's contextual work process, he found his way into theatre. He designed his graduation project 'The house of beauty' for a theatre production at Paradiso. Made from 1100 recycled 18-litre plastic bottles, this nature-like experience is an example of his innovative use of everyday materials. The project was nominated for the 2006 Rene Smeets Award of the Design Academy Eindhoven. Leboucq works closely with theatre-director Lucas de Man, striving for a strong stage image that undergoes a process of change during the play. He has designed stage settings for theatre group Het Zuidelijk Toneel.

Sannah Belzer (NL)

www.janvaneyck.nl/4_4_cv/cv_d_zaa.html

After internships at landscape architects Buro Kiefer and b+m+s, Sannah Belzer (b.1979) graduated in the Man & Public Space department of the Design Academy Eindhoven in 2002. After that she took a degree at the Berlage Institute, the postgraduate laboratory for architecture. Belzer reflects on how interfering in the social context of products can fill the gap between different disciplines such as art and design. For the exhibition 'Virus' in the Hessehuis (Antwerp, BE) she designed 'St-Air', a staircase mounted on a pick-up truck parked in various places so people could enjoy the city from a different point of view.

COME TO MY PLACE

PARTICIPANTS

Design MVW (CN)
www.design-mvw.com

Chinese interior designer Ming Xu (b. 1975) founded Design MV Workshop in 2006 with his partner, French architect Virginie Moriette. Centered on furniture and interior design, this Shanghai-based studio has won several awards including China's Young Design Entrepreneur of the Year 2007 from the British Council and Best Furniture Design from Elle Decoration International in 2006. With a unique blend of Franco-Chinese culture, Design MVW's work reveals a strong respect for natural shapes and the dynamics of life, where space is viewed as a function of the people and activities within it.

Folkform (SE)
www.folkform.se

Based in Stockholm, the young Swedish design collective Folkform was founded in 2004 by industrial designers Chandra Ahlsell (b. 1973) and Anna Holmquist (b. 1978). Participating in numerous international design fairs and exhibitions, they received the prestigious Future Design Days Award in 2006. Folkform's work challenges prevalent design codes. They transform simplicity into all its complexity and give the obvious an underlying and ambiguous meaning, with a strong focus on finding new applications for materials.

Maxim Velčovský /
Qubus studio (CZ)
www.qubus.cz

Maxim Velčovský (b. 1976) focuses on the design of products and their context, giving new meaning to old objects in a process he calls "restarting". In 2002 he co-founded Qubus studio with Jakub Berdych, a multidisciplinary platform that draws from their unique Eastern experience. Besides his work with Qubus, Velčovský also serves as creative director for the furniture manufacturer "UP závody". Participating in sixty joint exhibitions, his pieces have been integrated into Museum collections around the world. In 2007, & Fork listed him as one of the world's 100 most exceptional young product designers.

Meriç Kara (TR)
www.merickara.com

Industrial design graduate Meriç Kara (b. 1977) spent 2 years on a scholarship at Fabrica, Benetton's Research and Communication Centre. There, she was encouraged to develop her singular design sense, embodied in the on-going project "b-sides", now acknowledged worldwide. This series of thoughtful and experimental objects questions the nature of everyday items converting them into communicative tools, in a subtle statement about consumer culture. Meriç Kara lives and works in Istanbul since 2006.

Miguel Vieira Baptista (PT)
www.mvbfactory.com

Miguel Vieira Baptista (b. 1968) studied industrial and product design in his native Lisbon and Glasgow. Since founding his studio in 2000 he has developed projects in product, exhibition and interior design for several clients, including Lisbon Fashion Week, Atlantis and Authentics. Exploring simplicity with a keen eye for detail, many of his pieces have been released as limited editions. Miguel Vieira Baptista has curated and designed international exhibitions for ExperimentaDesign, the Portuguese Trade Institute-ICEP and the Portuguese Presidency. He lectures on Product Design at ESAD.CR (Portugal) since 2000.

OVO (BR)
www2.uol.com.br/ovo/index.htm

A design duo since 1991, Luciana Martins (b. 1967) and Gerson de Oliveira (b. 1970) established OVO in 2002. Based in São Paulo, this award-winning studio/showroom designs pieces that are both functional, communicative and artistic, expressing ideas and proposing interaction beyond their pragmatic use. OVO's objects and furniture have been featured in exhibitions in Brazil, France, Italy, Portugal and the USA, as well as in several international design publications.

POLKA (AT)
www.polkaproducts.com

Marie Rahm (b. 1975) and Monica Singer (b. 1975) founded this Vienna-based design label in 2004. Both graduates from the University of Applied Arts in Vienna, they have teamed up ever since, developing projects in product and furniture, and more recently, interior design. POLKA's work focuses on experiences and the stories of everyday life, and its creations like to surprise and reveal shifting points of view. Their international clients include Wittman, Laufen, Lobmeyr, Innermost, Herend and eno.

Tobias Wong (CA) & Aric Chen (US)
www.brokenoff.com

Tobias Wong (b. 1974) is a New York-based conceptual designer and artist who explores notions of consumption, beauty and authorship in provocative ways. Widely published and exhibited in leading museums around the world, his work includes high-profile projects for Capelin, Prada/OMA and Art Basel Miami Beach. Wong explores the intersection of art, design and contemporary culture with a critical yet playful eye, which has earned him recognition as one of Forbes' top Tastemakers, and Young Designer of the Year by both Wallpaper magazine and the Brooklyn Museum of Art.

Based in New York, Aric Chen (b. 1974) is an independent journalist, critic and curator specializing in design, architecture and art. Currently a contributing editor for Surface, I.D., Interior Design, 6 and Crystallized (Swarovski) magazines, he is also a frequent contributor to prestigious publications like The New York Times and Metropolis, among others. Chen has co-organized several international design exhibitions and is presently writing a book on Brazilian Design. With degrees in architecture and anthropology from UC Berkeley, he has a Masters in design history. Wong and Chen began collaborating in 2007. At present, they jointly serve as creative directors of the new 100% Design Shanghai furniture fair in China.

COMMUNICATION DESIGN

Hansje van Halem (NL)
www.hansje.net

Hansje van Halem (b. 1978) graduated from the Gerrit Rietveld Academy, Amsterdam, in 2003 and has been working as independent graphic designer ever since. Besides designing books and invitations for several cultural institutions in the Netherlands, she loves to draw type – which she often incorporates in commissioned designs. She has won the award for Most Beautiful Book in the Netherlands twice and counts Droog Design and the Stedelijk Museum among her clients. Her work has recently been featured in Dutch magazine Items.

DROOG EVENT 2 : URBAN PLAY

THE EXHIBITION

CONCEPT AND CURATOR

Scott Burnham (1969, US)

www.scottburnham.com

Scott Burnham's projects, exhibitions, and research exploring innovation, design and creativity in urban contexts have appeared throughout Europe, North America and China. He is the former Creative Director of the Urbis Centre for Urban Culture in Manchester, GB, where he directed "Ill Communication", one of Europe's seminal biennales of street art; 'SuperCity', a multi-disciplinary collaboration with architect Will Alsop to completely re-think the future of the urban environment, and Urban Oasis with Berlin's Office for Subversive Architecture. His credits also include large-scale urban collaborations with designer Peter Saville, London's National Theatre, citywide projects in London, Prague and Barcelona, and most recently his appointment as Creative Director for the 2009 Montreal Biennale. A guest lecturer at various institutions including Central Saint Martin's School of Art and Design, London, and the Art Institute of Chicago, he has addressed the International Conference on European Policy and the World Urban Development Congress on creative innovation in urban areas. His writing credits range from contributions to numerous periodicals to co-authoring the book *Visualizing the City*, Routledge Press 2008. In 2005 Burnham was named by Prospect Magazine as one of 100 most influential people in the UK.

EXHIBITION AND COMMUNICATION DESIGN

Thonik

www.thonik.nl

Thonik is a studio for visual communication based in Amsterdam. Working together since 1993, Nikki Gonnissen and Thomas Widdershoven renamed their studio Thonik - a combination of their first names - in 2000. Nikki Gonnissen (b.1967) studied graphic design at the Utrecht School of the Arts. Thomas Widdershoven (b.1960) studied graphic design at the Rietveld Academy after completing a master's degree in philosophy. Thonik produces graphic design and develops communication concepts and publicity campaigns with a clear style and a strong conceptual approach. Together with Droog Design and MVRDV, Thonik is widely regarded as one of the leading representatives of Dutch Design.

One of their latest high-profile projects, the campaign for the SP (Socialist Party) won numerous awards in the Netherlands.

DROOG EVENT 2 : URBAN PLAY

THE EXHIBITION

PARTICIPANTS

Arno Piroud (FR)
www.starnocity.com

Born in the French Alps, Arno Piroud lives and works in Paris. He makes interventions in the context of public spaces, with or without permission, and has been doing so for ten years. Traffic lights, walls, galleries, streets, buildings, art centers, urban furniture; the City is his favorite playground. He doesn't specifically address the Art scene, but more the people from everyday life.

CutUp Collective (GB)
www.cutupcollective.com

CutUp is an anonymous artists' collective, comprised of individuals from across Europe who, living and working in London, produce artwork as one entity. CutUp incorporates film, video, collage and installation into a practice that breaks down forms of communication into sets of data that can be reformed and manipulated. TV adverts, billboards, bus shelter posters and user content video websites are re-organized into artwork that is political, earnest, beautiful and disarming.

Gilberto Esparza (MX)
www.parasitosurbanos.org

Born in Aguascalientes, Mexico, Esparza studied Art at the University of Guanajuato, Mexico, and at the Faculty of Fine Arts, San Carlos Polytechnic University of Valencia, Spain. He has done numerous solo and collective exhibitions in and outside Mexico. His work, created using electronic devices and inspired by his passion for robotic science, reflects how technology invades and transforms our daily life. He also explores the effects of technology on social relationships and economic trends, as well as its impact on the environment and urban landscape. Exploring the results of recycling consumer technology, his most recent work focuses on alternative forms of energy and how these innovations are placed between digital and analogue machinery.

Graffiti Research Lab (US)
www.graffitiresearchlab.com

The Graffiti Research Lab is dedicated to outfitting graffiti writers, artists, pranksters and protesters with open source tools for urban communication. The goal of the GRL is to empower individuals with technology to creatively alter their surroundings on the scale of advertisers, corporations and the State in order to reclaim public space from both authoritarian and consumer culture. Thousands of ubiquitous, clandestine agents have been trained, via the web, to use GRL tools and techniques to create their own public interventions all over the world. Graffiti Research Lab splinter cells have formed in Amsterdam, Vienna, Barcelona, Toronto, Vancouver, Yokohama, Tijuana, Hong Kong, Taipei, Minneapolis, London and Australia. The GRL is a Free Art and Technology (F.A.T.) production headquartered in the County of Kings, Brooklyn, NY. We are the GRL and we approve of this message.

Jason Eppink (US)
www.jasoneppink.com

Jason Eppink is an internationally exhibited, award-winning artist, filmmaker and culture jammer who is just trying to make things a little better. His public works come in a variety of media, exploring themes of re-appropriation, interactivity and public space. They are accompanied by How To's to assist anyone who wishes to duplicate and improve upon them. Jason currently serves as the Assistant Curator of Digital Media at a prominent New York City museum.

Ji Lee (KR)
www.pleasenjoy.com

Ji Lee was born in Seoul, Korea and raised in São Paulo, Brazil. He studied Communication Design at Parsons School of Design. Lee lives in New York and works as the creative director at Google Creative Lab. Ji Lee is the initiator of a range of personal projects, among which the 'Abstractor', which turns public video walls into abstract kinetic artworks, and the widely publicized Bubble Project (thebubbleproject.com). He is the author of two books: "Talk Back: The Bubble Project" and "Univers Revolved: a 3-Dimensional Alphabet" (universrevolved.com). Lee teaches at the School of Visual Arts in New York City and has given numerous lectures at a.o. Harvard University, MIT, MoMA, Columbia University and the GEL Conference. Lee's work has appeared in ABC World News, The New York Times, Newsweek, The Guardian, Wired, among others.

Joshua Allen Harris (US)

After finishing a degree in Graphic design and illustration from the Art Institute of Pittsburgh in 1997, Joshua Allen Harris moved to Columbus, Ohio to work as a stylist for Abercrombie and Fitch. In 2005 he relocated to New York City and is currently pursuing a Fine Art degree at the School of Visual Arts. Recently he has become interested in harnessing the potential energy the city is unaware of wasting. He uses these alternative sources to create art. He lives with his girlfriend in Williamsburg, Brooklyn.

Mark Jenkins (US)
www.xmarkjenkinsx.com

Mark Jenkins is an installation artist from Washington who creates sculpture from packing tape by making casts of objects such as toys, urban objects and himself. The works are installed on the street turning the city into a stage. He also maintains the website tapesculpture.org to teach his techniques.

DROOG EVENT 2 : URBAN PLAY

THE EXHIBITION

Leon Reid IV (US)

www.leonthe4th.com

Born in Richmond, Virginia, in 1979, Leon Reid IV (a.k.a Darius Jones, a.k.a. Verbs) entered the world of public art as a teenage graffiti writer on the streets of Cincinnati, Ohio, in 1995. His move to Brooklyn, New York in 1998 signaled a transformation from traditional graffiti work as Verbs to a more contextual and humorous style under the name Darius Jones. In 2000, he partnered with filmmaker Brad Downey. Their collaborative exploits, narrated by Ed Zipco, were published by Thames and Hudson in 2008 as "The Adventures Of Darius and Downey". He holds a B.F.A. from the Pratt Institute, Brooklyn and a M.A. from Central St. Martins, London. Leon Reid IV continues to work publicly in and outside of New York City.

OSA, Office For Subversive (GB, DE, AT)

www.osa-online.net

A network of 8 architects in 6 cities and 3 countries, OSA develops projects that work between art and architecture. Focused on the reinterpretation of public space, its use and how people interact with it, OSA searches for appropriate solutions beyond the limitations of common architectural practice. OSA's interventions help reveal the things lacking in urban developments and kick off discussions and improvements of architecture in the city. OSA members work individually and whenever the right project comes up – self initiated or commissioned – they come together in loose formation. All projects are discussed via intranet. OSA often collaborates with professionals from different disciplines, which enables them to spread their ideas through urbanism, art, music, video, photographs, performances, etc.

PosterChild (CA)

www.bladediary.com

PosterChild began working with graffiti in 2001 but didn't feel like he fit into the culture. In 2003, he "found his place", gathering his material from the flotsam of the urban environment, processing it, and returning it to the city in the form of a new work.

Rebar (US)

www.rebargroup.org

Rebar is an interdisciplinary collaborative group of artists, designers and activists based in San Francisco. Rebar's work ranges broadly in scale, scope and context and therefore defies categorization. It is, at minimum, situated in the domains of environmental installation, urbanism and absurdity. Rebar's projects are intended to engage social, ecological and cultural processes as they unfold materially in space and time. Much like a DJ samples recorded sounds, Rebar's work appropriates elements of the physical/cultural world and remixes them into novel contexts. By "remixing the landscape" in this way, Rebar exposes new meanings and alters assumptions about our shared environment.

Roadsworth (CA)

www.roadsworth.com

Roadsworth began painting the streets of Montreal in the fall of 2001. Initially motivated by a desire for more bike paths in the city and a questioning of "car culture" in general, he continued to develop a language around street markings and other elements of the urban landscape using a primarily stencil based technique. In the fall of 2004, Roadsworth was arrested for his nocturnal activities and charged with 53 counts of mischief. Despite the threat of heavy fines and a criminal record, he was given a relatively lenient sentence, which he attributes in part to the public support he received subsequent to his arrest. Since that time, Roadsworth has obtained various commissions and continues to be active in both visual art and music.

SpY (ES)

<http://spy.org.es/>

SpY's first actions appeared in the mid-1980s. Shortly after, and already a national reference as a graffiti artist, he started to work with other forms of artistic communication in the street: large posters, modified billboards, interventions that were experimental in the early 1990s. SpY's work consists in the playful re-appropriation of urban elements, which he replicates or transforms and then installs in the street. All his production stems from the observation of the urban environment, a sense sharpened by years of experience as a graffiti artist. A careful attention for the context of each piece and a constructive and non-invasive attitude characterize his actions. SpY's pieces want to be a break in the automat-like inertia of the urban dweller. Bits of thought that hide in a corner for whoever wants to let themselves be surprised. Full of irony as well as a positive sense of humor, they appear to inspire a smile, a thought, to help conscience in becoming a little bit more lucid.

TheGreenEyl (DE)

www.thegreeneyl.com

TheGreenEyl - Richard The, Gunnar Green, Frédéric Eyl and Willy Sengewald are offspring of the Berlin University of the Arts and have been working collectively since 2003. They aim to explore the dynamics of unconventional interaction between people, their environment, and technology. With their unrestrained blend of various design techniques, they purposefully escape any attempt at categorizing their work. And always take you by surprise.

DROOG EVENT 2 : URBAN PLAY

THE EXHIBITION

Truthtag (Krystian Truth
Czaplicki) (PL)

www.truthtag.com

Born January 19, 1984 in Wroclaw Poland, he was educated at the Academy of Fine Arts in Wroclaw. For more then 8 years he has acted on the streets under the pseudonym Truth as urban intervention artist, painter and sculptor. In 2004 he started working on the project Truthtag. His works vary in form, style and meaning depending on the situation and circumstances. They embody a history of illegal break-ins, also of aesthetic ones. Truthtag is a multi levelled urban experiment.

Windowzoo (Till Bay) (CH)

www.windowzoo.com

Till Bay is the initiator of Windowzoo and holds a PhD in Software Architecture. In both his art and research, his focus is on communities. Windowzoo creates a growing global community of street artists using cyberspace to document and organize their actions that spill over into reality.

You Are Beautiful (US)

www.you-are-beautiful.com

You Are Beautiful began in early 2003 as an effort simply to spread a positive message. They are known as an anonymous collective and the project continues to grow, as individuals create installations all over the world. This takes it out of the hands of the initiators, creating a public discord, and focusing on the message at hand.

DROOG EVENT 2: URBAN PLAY

THE AMSTERDAM ROUTE

PARTICIPANTS

DESIGNO PATAGONIA [AR]
www.designopatagonia.com.ar

Located in Bariloche, West Patagonia, DESIGNO PATAGONIA studio was founded by industrial designers Manu Rapoport (b. 1973) and Martin Sabattini (b. 1976), both graduates from the University of Cordoba, Argentina. Since 2002 its main activity is developing and producing furniture, lighting and habitat accessories with a focus on local identity, the qualities of natural materials and social and environmental sustainability. Rooted in Patagonia's uniqueness, the studio has had several experiences collaborating with local communities through design.

GUNJAN GUPTA [IN]
www.wrap.co.in

After 8 years designing interiors, Gunjan Gupta (b.1974) founded Wrap Art & Design in 2006 as an innovative and socially sensitive furniture design company combining handicraft and contemporary design for a global luxury market. Based in New Delhi, she is an active proponent of sustaining craft in India through excellence in manufacture and aesthetics. Her first collection showed to great acclaim at 100% Design in London and ICFF in New York. Trained at Central St Martins in London, Gupta won British Council's Indian competition for Design Entrepreneur of the Year and Elle Décor's International Design Award for furniture.

JAN KONINGS [NL]
www.jankonings.nl

Jan Konings (b. 1966) is a designer of public spaces working in town planning, landscape, art, ecology and design. A graduate of Design Academy Eindhoven, he worked with Jurgen Bey for seven years after which he co-founded Schie 2.0. At present he is working on a self-cleaning park at a former dump, a visitor centre at Holland's lowest polder, a dog pavilion and a temporary town hall. Konings is the initiator of Hotel Transvaal, which creates hotel rooms in disused spaces in the Hague's redeveloping Transvaal neighbourhood. In Rotterdam, he realized a contemporary hotel as part of pop festival Motel Mozaïque.

Ji LEE [KR]
www.pleeseenjoy.com

Ji Lee was born in Seoul, Korea and raised in São Paulo, Brazil. He studied Communication Design at Parsons School of Design. Lee lives in New York and works as the creative director at Google Creative Lab. Ji Lee is the initiator of a range of personal projects, among which the 'Abstructor', which turns public video walls into abstract kinetic artworks, and the widely publicized Bubble Project (thebubbleproject.com). He is the author of two books: "Talk Back: The Bubble Project" and "Univers Revolved: a 3-Dimensional Alphabet" (universrevolved.com). Lee teaches at the School of Visual Arts and has given numerous lectures at a.o. Harvard University, MIT, MoMA, Columbia University, and GEL Conference. Lee's work has appeared in ABC World News, The New York Times, Newsweek, The Guardian, Wired among others.

KWANGHO LEE [KR]
www.kwangholee.com

Originally from Seoul, Kwangho Lee (b. 1981) is a metal smith educated at the Department of Metal Art & Design of the College of Fine Arts, Hongik University. Since 2006, his work has been shown in numerous exhibitions in Korea, including the 2007 Seoul Design Festival. Lee's striking woven lighting installations were featured in DMY 2008 Berlin and the object of a solo exhibition at Commissaires, Montreal, in April/June 2008.

MARTÍ GUIXÉ [ES]
www.guixe.com

Educated in Barcelona and Milan as an interior and industrial designer, Martí Guixé (b.1964) formulated a new way of understanding the culture of products in 1994, while living in Berlin. Exhibited since 1997, his work is characterized by the search for new product systems, the introduction of design in food and presentation through performance. His non-conventional gaze generates brilliantly simple ideas of curious seriousness. Based in Barcelona and Berlin, Guixé designs for companies worldwide. Featured in several books and widely shown, his work won the Ciutat de Barcelona Prize in 1999.

MARTÍN RUIZ AZÚA [ES]
www.martinazua.com

"Any question could be a project, a discovery itself".
"Objects are an excuse to promote relationships between people".

A native of the Basque Country, Martín Azúa (b. 1965) studied Fine Arts, Design and Architecture. He lives in Barcelona, combining his work as designer with teaching at Elisava Design School and UPC Polytechnic University of Catalonia. He currently collaborates as designer with several companies and institutions, paired with an ongoing experimentation and investigation. Featured in numerous solo and group exhibitions such as "Safe" at MOMA and "Living in Motion" at Vitra Design Museum, Azúa's projects have appeared in leading magazines and international publications. He received the City of Barcelona Prize in 2000.

NL ARCHITECTS [NL]
www.nlarchitects.nl

NL Architects is an Amsterdam-based office established in 1997 by Pieter Bannenbergh (b. 1959), Walter van Dijk (b. 1962) and Kamiel Klaasse (b. 1967). All students at Delft University while living in Amsterdam, NL's 'commuting' office started while carpooling between cities. They often focus on aspects of everyday life, including the unappreciated or negative, enhanced or twisted to reveal the unexpected potential of the things around us. Currently NL Architects is involved in numerous projects including housing, cultural facilities, sports buildings, as well as its first in China, integrated in Ordos 100, a village curated by Ai Wei Wei. The monographs Remix of Reality and Life Logo are available now.

DROOG EVENT 2: URBAN PLAY

THE AMSTERDAM ROUTE

NOTHING DESIGN GROUP [KR]

www.designnothing.com

"This is a poetic and narrative orientalist design."

Nothing design group explores the innate living qualities of objects, searching and spreading out a wide range of visible and invisible content and stories based on Orientalism. They express their oriental design values by considering multiple possibilities and accessibilities, studying them from the objects' perspective and analyzing the relationship between human beings and environment. Based in Seoul, it was formed in 2006 by director Koo, Jin-Woog (b.1969) and members Park, Joong-Yeol (b.1979); Jeong, Tan-Myung (b.1980); Kim, Nam-Hoon (b.1982) and Kang, Seung-Han (1981). Since then they have shown in Korea and edited several pieces.

OFFICE FOR SUBVERSIVE ARCHITECTURE [GB & DE & AT]

www.osa-online.net

A network of 8 architects in 5 different cities and 3 different countries, OSA develops projects that work between art and architecture. Focused on the reinterpretation of public space, its use and how people interact with it, OSA searches for appropriate solutions beyond the limitations of common architectural practice. OSA's interventions help reveal the things lacking in urban developments and kick off discussions and improvements of architecture in the city. OSA members work individually and whenever the right project comes up – self initiated or commissioned – they come together in loose formation. All projects are discussed via intranet. OSA often collaborates with professionals from different disciplines, which enables them to spread their ideas through urbanism, architecture, art, music, video, photographs, performances, etc.

REBAR [US]

www.rebargroup.org

REBAR is an interdisciplinary collaborative group of artists, designers and activists based in San Francisco. Rebar's work ranges broadly in scale, scope and context, and therefore defies categorization. It is, at minimum, situated in the domains of environmental installation, urbanism and absurdity. Rebar's projects are intended to engage social, ecological and cultural processes as they unfold materially in space and time. Much like a DJ samples recorded sounds, Rebar's work appropriates elements of the physical/cultural world and remixes them into novel contexts. By "remixing the landscape" in this way, Rebar exposes new meanings and alters assumptions about our shared environment.

SAGMEISTER INC. [US]

www.sagmeister.com

Stefan Sagmeister (b. 1962) received his MFA in graphic design from the University of Applied Arts in Vienna and, as a Fulbright Scholar, a Master's from Pratt Institute. He formed the New York-based Sagmeister Inc. in 1993, which has been responsible for designing identities and graphics for Viacom, Warner Brothers, Bertelsmann as well as non-profits like TrueMajority and OneVoice. He has won most international design awards and five Grammy nominations. Stefan Sagmeister lectures worldwide on design and branding. 'Things I have learned in my life so far' was published by Abrams in February 2008.

AMSTERDAM CONFERENCES

THURSDAY 18 SEP

CYRIL DUVAL (FR)
www.itemidem.com

Based in Tokyo, Parisian-born conceptual artist Cyril Duval (b. 1977) works under the name Item Idem, blending art, fashion and design. Situated at the junction of conceptual art, marketing, branding and retail design, his peripatetic work includes collaborations and commissions by high-profile eclectic creative agents like AA Bronson, Colette, Michel Gaubert, Nagi Noda or Tobias Wong. He has been featured in publications such as O32c, Casa Brutus, FRAME, The New York Times, or WWD.

Item Idem won the 2007 Great Indoors Award for his striking design of the Bernhard Willhelm Tokyo flagship boutique. A self-professed "conceptual stimulator", Duval explores new methods of display through relocation and appropriation in works that are at once witty, cleverly codified and disarming.

ANTHONY DUNNE (GB)
www.dunneandraby.co.uk

Anthony Dunne (b. 1964) is professor and head of the Design Interactions department at the Royal College of Art in London and a partner in the design practice Dunne & Raby. His work with Fiona Raby uses design as a medium to stimulate discussion and debate amongst designers, industry and the public about the social, cultural and ethical implications of existing and emerging technologies. He is the author of Hertzian Tales (The MIT Press) and co-author, with Fiona Raby, of Design Noir (Birkhauser). Their work has been exhibited at MoMA, the Pompidou Centre, the Science Museum in London and is in the permanent collections of MoMA, V&A, FrAC and FNAC. Dunne has consulted for Sony, Philips Design, National Panasonic and France Telecom.



© Sebastian Mayer / AEIOU



© Fiona Raby

AMSTERDAM CONFERENCES

FRIDAY 19 SEP

RON ARAD (IL)

www.ronarad.com

Combining playful forms and experiments with advanced technologies, Ron Arad (b.1951) has emerged as one of the foremost designers of our time. Born in Tel Aviv, he moved to London in 1973 to study architecture and made his name in the early 1980s as a self-taught designer-maker of sculptural furniture. Consistently inventive and challenging, he now works across both design and architecture.

Formed in 1981, his first company One Off gave way to Ron Arad Associates in 1989. Alongside exercises in uniqueness and carefully researched limited-edition pieces, the studio also works with mainstream manufacturers in volume-produced items. Constantly upgrading their technical expertise and exploring new materials and processes, Arad's studio has collaborated with Vitra, Kartell, Moroso, Driade, Cassina, Alessi and Magis, among others.

Though mostly known as a designer, Arad has developed both large-scale sculptural works for public spaces and numerous architectural projects, namely commissions for cultural, retail and hospitality interiors. Two major projects are scheduled for completion in 2009 - the National Design Museum in Holon, Israel and the Mediacite retail complex in Liege, Belgium.

Since 1997, Ron Arad has led the Design Products masters' degree course at the Royal College of Art in London. Widely published and exhibited, his award-winning designs integrate museum collections around the world.

IAN ANDERSON (GB)

www.thedesignersrepublic.com

A self-taught, self-motivated creative agent, Ian Anderson studied Philosophy at the University of Sheffield in between forming a record label, DJ-ing and running mediaazines. Following a period of diversified design practice, Ian founded The Designers Republic (TDR) on 14 July 1986 as a universal declaration of independence from mid-80s mediocre blandness. TDR has since established a reputation for cutting edge, idea-sparked, Brain Aided Design™ fuelled by their trademark triple-A: Attitude, Approach and Application. Searching out new challenges, TDR moved from the outsider comfort zone into the corporate arena, working as branding and strategic consultants in the regeneration of Sheffield, as well as developing global (re)branding for major corporations and institutional clients.

In recent years, Ian has lectured worldwide to over 65,000 people. He has also been active as tutor, external examiner, juror and advisor in several design projects and academic programs. But he still designs and djs.

TDR's book Yes? / No!™ (aka Thinking & Doing™ & Brain Aided Design™) is in the works.



© Larry Dunstan



© Ian Anderson / The Designers Republic

AMSTERDAM CONFERENCES

SATURDAY 20 SEP

GRAFFITI RESEARCH LAB (US) EVAN ROTH & JAMES POWDERLY

Evan Roth (b. 1978) has a specific interest in tools of empowerment, open source and popular culture. With a degree in architecture from the University of Maryland, he graduated from the Parsons Design + Technology MFA program. There he developed the projects *Typographic Illustration*, *Explicit Content Only*, *Graffiti Taxonomy* and *Graffiti Analysis*. After Parsons, he worked in research & development in the open source technology lab *Eyebeam OpenLab* and co-founded the *Graffiti Research Lab* and *F.A.T. (Free Art & Technology)*, a Brooklyn-based R&D lab for the public domain. Roth's work has featured in the Sundance Film Festival, the MoMa and on BET, as well as the *New York Times*, *Time* magazine, *Rolling Stone* and *Esquire*. He teaches several MA courses at Parsons. Currently living in Hong Kong, his work is archived at www.ni9e.com.

James Powderly (b. 1976) has been making creative technologies and media in the fringes of robotics, graffiti, tattoos, chemistry and rock'n'roll since 1991. After studying music composition at the University of Tennessee, he received a Masters Degree from NYU's Interactive Telecommunications Program. As Director of Technology Development at *Honeybee Robotics*, he was part of the team that developed the *Mars Exploration Rock Abrasion Tool*. For two years, he was a research fellow in the *Eyebeam OpenLab* developing tools for graffiti artists and activists in the public domain. There he started collaborating with Evan Roth, with whom he co-founded *Graffiti Research Lab*. Powderly now works on *F.A.T. Lab* full-time. His work has been featured in the *NY Times*, *Wired*, *Time Magazine*, *Rolling Stone*, *Digg.com* and the front page of *YouTube*. His projects can be seen in the MoMA and at the Sundance Film Festival in 2008 and year-round on the web. James Powderly lives in Brooklyn and teaches at the *Communication Design and Technology* program at Parsons the *New School for Design*.

MARK JENKINS (US)

Mark Jenkins is most widely known for his installations in urban environments and also for his medium of choice, packing tape. With it, he has created characters ranging from giraffes, ducks, dogs and babies to realistic human sculptures made from casts of his own and his girlfriend's bodies. Central to Jenkins street installations is the idea of turning the city into a stage, allowing the art to function as a catalyst to disrupt the social fabric by blurring reality and absorbing passersby, city authorities and the infrastructure itself. Jenkins feels his work is as much a social experiment as it is an artistic event. He cites *Andy Goldsworthy* and *Juan Munoz* as influences. He has shown his work in major cities including London, Sao Paulo, Tokyo, NYC and LA.



© Graffiti Research Lab



© Mark Jenkins

AMSTERDAM CONFERENCES

SUNDAY 21 SEP

REM KOOLHAAS (NL)

www.oma.nl

Rem Koolhaas (b. 1944) founded the Office for Metropolitan Architecture in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. Working internationally and praised by critics and public alike, OMA has designed a host of prominent buildings and high profile projects, like the Seattle Library (2004) and Casa da Música (Porto, Portugal, 2005), which have become watersheds in their cities' urban development. In Asia, OMA is currently constructing the office's largest project to date, the 575,000m² China Central Television Headquarters, to be completed by 2009. Released in 1995, edited by Koolhaas himself and designed by Bruce Mau, the book *S,M,L,XL* is a major reference in OMA's body of work, establishing connections between contemporary society and architecture. Extensively shown and published worldwide, the work of Rem Koolhaas and OMA has also been celebrated by several international awards, including the Pritzker Architecture Prize, the RIBA Gold Medal and the Mies van der Rohe Award.

At present Rem Koolhaas is heading the work of OMA as well as the creative think tank AMO, its conceptual branch, where he addresses culture, politics, technology as well as social and economic issues. By combining AMO and OMA Rem Koolhaas has become one of the most influential architects and theorists of the last decades. He is a professor at Harvard University where he conducts Project on the City, a research program investigating changing urban conditions around the world. In 2007 Rem Koolhaas received an honoris causa Doctorate from the University of Leuven and was elected to the European Council of Foreign Relations.

ÁLVARO SIZA VIEIRA (PT)

Álvaro Siza Vieira (b. 1933) graduated from the School of Architecture, University of Oporto in 1955 but his first project was built in 1954. Between '55 and '58 he collaborated with Portuguese architectural reference Fernando Távora. Spanning over five decades of uninterrupted activity, Siza Vieira's career has seen him rise to international recognition and prestige. With a host of influential, impactful projects, his broad repertoire ranges from public housing, private dwellings and schools to urban design and rehabilitation, museums, furniture and product design. Foremost among his works are Bonjour Tristesse Apartment Building in Berlin, the Museum of Contemporary Art in Santiago de Compostela, Museu de Serralves in Oporto and the recently completed Iberê Camargo Foundation in Porto Alegre, Brazil. His works are characterized by a shared coherence, clarity and a subtle approach to the complexities of each project, looking into the creative possibilities inherent to local tradition. Siza Vieira's work has been distinguished with several prizes, including the Pritzker Award (1992), the Gold Medal for Architecture from the Alvar Aalto Foundation and the European Architecture Award (1988), as well as several honoris causa doctorates from leading universities in Spain, Switzerland, Italy, Portugal and Brazil. Siza Vieira is also committed to teaching. A Professor at Oporto's School of Architecture since 1976, he has participated in numerous conferences and seminars worldwide and has been Visiting Professor at Ecole Polytechnique of Lausanne, the University of Pennsylvania, Los Andes University of Bogotá and the Graduate School of Design of Harvard University. Álvaro Siza Vieira lives and works in Oporto.



OPEN TALKS

TALK HOST

ZŌE RYAN

Zoë Ryan (b. 1976) is a British curator and writer based in Chicago. She is the Neville Bryan Curator of Design at The Art Institute of Chicago where she is building the museum's first collection of contemporary design. She recently organized "Graphic Thought Facility: Resourceful Design," the museum's first graphic design exhibition. From 2000-2006, Ryan was Senior Curator at the Van Alen Institute (VAI) in New York, a non-profit public art and architecture organization committed to improving the design of the public realm. In 2006 she organized "The Good Life: New Public Spaces for Recreation", which explored how public spaces are being redesigned to meet the needs of 21st century recreation and leisure. Ryan's writing on art and design has been published internationally. She has lectured widely and is currently an adjunct assistant professor at the School of Art and Design of University of Illinois at Chicago.



OPEN TALKS

GUESTS

FRITZ HAEG (US)

www.fritzhaeg.com

Fritz Haeg (b. 1969) works between his architecture and design practice Fritz Haeg Studio, the happenings and gatherings at Sundown Schoolhouse and the ecology initiatives of Gardenlab. Fusing awareness-raising, benevolent provocation and space re-configuration, his initiatives seek to cultivate and nurture communities, improve the natural-human environment and make connections between people and places that have been isolated or ignored by contemporary society. An architecture student at the Istituto Universitario di Architettura di Venezia and Carnegie Mellon University, Haeg has produced projects for several prestigious institutions, including Tate Modern and San Francisco MOMA. His new on-going series, Animal Estates, debuted at the 2008 Whitney Biennale. His first book, "Edible Estates: Attack on the Front Lawn", was published in 2008. "Sundown Salon 2001-2006" will be released in 2009.

KEVIN SLAVIN (US)

www.playareacode.com

Kevin Slavin (b. 1969) is the Managing Director and co-founder of Area/Code. Founded in 2005, Area/Code builds on the landscape of pervasive technologies and overlapping media to create new kinds of entertainment. They have built mobile games with invisible characters that chase players through real-world spaces, online games synchronized to live television broadcasts, and videogames in which virtual sharks are controlled by real-world sharks with GPS receivers stapled to their fins. Clients include Nokia, Disney, MTV, Discovery, A&E Networks, Nike and Puma.

MATALI CRASSET (FR)

www.matalicrasset.com

Matali Crasset (b. 1965) is an industrial designer and a graduate of Les Ateliers, Ecole Nationale Supérieure de Création Industrielle. As epitomized in her emblematic object "when jim comes to paris", she operates a distinct methodology that questions the codes governing our daily life so as to overcome them and experiment. She has thus developed new typologies around principles such as modularity, appropriation, flexibility and network. Known since the 1990's for its refusal of pure shape, her work is conceived as a research in progress, made of hypotheses rather than principles. In eclectic collaborations within various realms, from crafts to electronic music, textile industry and fair trade, Matali Crasset's practice has taken her to unexpected areas such as set design, graphics and interior architecture. Her list of international clients includes Artemide, Fabrica, Pierre Hermé, Swarovski and Cosmit, among others.

NILS NORMAN (GB)

Nils Norman (b. 1966) works across the disciplines of public art, architecture and urban planning. Informed by local politics and ideas on alternative economic and ecological systems, his work merges utopian alternatives with current urban design to create a humorous critique of public art and urban planning, challenging their function and efficacy. Generating projects and collaborations in museums internationally, he has participated in various art Biennales and completed artist's residencies at the Camden Arts Centre in London, the University of Chicago and Intermediae, Madrid. He is presently working on three substantial public art projects: a suite of play elements for a new school playground in London; a branding experiment with Liverpool's Parks Departments for the Liverpool Architecture Biennale 2008 and a landscape design for Tate Museum. He is currently also working on his fourth book, graphic novel Charing Cross. Nils Norman is a Professor at the Royal Danish Academy of Art and Design, in Copenhagen.

AGENTS PROVOCATEURS

TRACY METZ (US)

A native of California, Tracy Metz (b.1954) is a journalist and author based in the Netherlands. A frequent lecturer and juror on design issues throughout Europe and the US, she is currently a visiting scholar at the Netherlands' National Planning Institute. In 2006-07 she was a Loeb Fellow at the Harvard Graduate School of Design, and subsequently published a selection of essays and columns on land use and planning in America.

WILFRIED HOU JE BEK (NL)

<http://socialfiction.org>

Wilfried Hou Je Bek is an AnarchoPsycholudologist who believes that bacteria are more important than Jesus Christ. In the past his psychogeographical work brought him all over the world, now he stays mostly at home to read about primitive gaming and animal language. A good game is like a bacterium, is like a doodle: unformed with so much potential.

WILLEM VELTHOVEN (NL)

Willem Velthoven (b.1958) is fascinated by the potential of the cultural domain as a social hub, especially the impact and innovative drive of new media and user-generated content within open social networks. In 1983 he founded and developed Mediamatic, an award-winning cultural organization, new media agency and technology developer. Willem lectured design for new media at the University for the Arts in Berlin for five years.

OPEN TALKS

TALK HOST

ALISON CLARKE

Alison J. Clarke is Professor of Design History and Theory at the University of Applied Arts Vienna and co-editor of *Home Cultures: The Journal of Architecture, Design and Domestic Space*. She has authored numerous articles regarding design, interiors and product culture and makes regular media contributions. She was presenter on 'Home,' an eight part design series for BBC 2 television, 2006, and is presently completing a book about home and possessions.



OPEN TALKS

GUESTS

AMÉLIE LABARTHE (FR)

www.amelielabarthe.com

Amélie Labarthe (b.1982) just completed her Master's degree in Textile Futures at Central Saint Martin's College of Art and Design in London. She is a designer with a background education in Textile & Surface Materials Design from the School of Applied Arts Duperré in Paris. A colorist specialized in print, she has always felt attracted to different design fields and aspects. In London, where she resides, Amélie Labarthe is currently working in children's workshops dedicated to enhancing and showcasing creative skills. She is also illustrating a book, making music and finishing a video. Amélie is going to teach in the MA Textile Futures at Central St Martin's in the fall of 2008.

FIONA PARROTT (GB)

Fiona Parrott has lectured on visual and material ethnography of the home at the University of the Arts, London and University College London. Born in London in 1980, she graduated with First Class Honors in Archaeology and Anthropology at Oxford University. She is currently completing her doctoral research at University College London on photography, memory and material culture and has published on death rituals and mass consumption, memory and the sensual consumer landscape. She continues to develop her work with offenders on home cultures in psychiatric and prison spaces published as "It's not forever - A Material Culture of Hope".

ÖZLEM SAVAS (TR)

Özlem Savas was born in Isparta, Turkey, in 1977 and graduated in Industrial Engineering from the Middle East Technical University in Ankara, where she later obtained a Master's degree in Industrial Design. She is currently a PhD candidate in Design History and Theory (specifically in Material Culture) at the University of Applied Arts in Vienna.

PASCAL ANSON (GB)

www.iampascal.com

Pascal Anson (b. 1973) studied at Kingston University London and the Royal College of Art, graduating in 2000 with an MA from the Design Products course. He designs furniture, products, lighting, graphics and also fashion. Though most of his work has a conceptual edge, there is also room for more commercial pieces, which are manufactured and sold. In the last few years he has exhibited in Australia, Japan and Singapore and closer to home in London. In 2005 he won a bursary from The Esmee Fairbairn Foundation supported by the British Council and the Design Museum in London. His work often has a reclaimed or recycled theme, but he also re-evaluates traditional thinking on re-use to make his designs more sophisticated and glamorous.

AGENTS PROVOCATEURS

LAETITIA WOLFF (FR)

Laetitia Wolff is the founding director of futureflair, consulting on design, culture and design trends. She is currently a contributing editor for international design publications such as Abitare and Etapes and a published author of monographs on design and contemporary culture. A former editorial director for Surface and editor-in-chief of Graphis, she has been active as an exhibitions' director and curator, as well as book editor.

MARCEL WANDERS (NL)

www.marcelwanders.com

One of the most influential practitioners and innovators in the contemporary design scene, Marcel Wanders (b.1963) is the founder and art director of trend-setting label Moooi. Designing for leading manufacturers such as Cappellini and Flos, Wanders' multi-disciplinary activity extends to architectural and interior design projects, edition, lecturing and teaching. Distinguished with a host of prestigious awards, his work has featured extensively in international publications and has been selected for some of the world's most prominent design exhibitions and collections.

SATYENDRA PAKHALÉ (IN)

www.satyendra-pakhale.com

Describing himself as a 'cultural nomad', international designer Satyendra Pakhalé (b. 1967) set up his Amsterdam-based practice in 1998, working in a wide range of disciplines for renowned companies such as Alessi, Magi and Moroso. Inspired by diverse cultural dialogue and an ingenious combination of materials and technology, his designs feature in leading public collections. Since 2005 he is an advisor to the Board of Directors of the Ambassadors Board, Design & Technology community chain mission. Satyendra has recently been invited to devise and head the Master Programme in Design for Humanity and Sustainable Living at

OPEN TALKS

TALK HOST

FARID TABARKI

Farid Tabarki (b. 1976) is a researcher, writer, presenter and entrepreneur. Over the last two years, he has been working as editor-in-chief and researcher for Coolpolitics – a Dutch civic social organization that encourages younger generations to shape and develop their role as citizens, aimed at strengthening Dutch, European and global civil societies. He also works for the research institutes Signs of the Time, the Open Society Institute and the University of Amsterdam. In 2006 and 2007, he presented the parliamentary election edition of MTV Coolpolitics, broadcast live on TMF and MTV Benelux. As a founder of Coolpolitics Research, Farid is currently launching his latest project: 'In Search Of: The Heart and Mind of Europe's Twentysomethings'.



OPEN TALKS

GUESTS

See bios:

GUNJAN GUPTA, JAN KONINGS, REBAR:
Droog Event 2: Urban Play, The Amsterdam Route
TILL BAY (WINDOWZOO):
Droog Event 2: Urban Play, The Exhibition

AGENTS PROVOCATEURS

OLE BOUMAN (NL)

Ole Bouman is director of the Netherlands Architecture Institute since April 2007. Prior to this he was editor-in-chief of architecture magazine Volume and director of Archis Foundation, active in publishing, consultancy and networking with local design communities. With a track record in writing, curating and teaching in a variety of fields, he was one of the curators of Manifesta 3 (2000) and the Archis RSVP event series. A published author, Bouman has taught and lectured at numerous schools worldwide, including MIT.

ROB SCHRÖDER (NL)

Rob Schröder was one of the founders of Wild Plakken (1977-1993), a designers' collective who inspired politically activist-designers worldwide. Working for Dutch national broadcaster VPRO since 1991, he has been editor and director of several leading documentary series and programs on art, culture, new media and society. After 15 years at the Gerrit Rietveld Academy, in 1997 he co-founded the Sandberg Instituut Design, where he is still teaching.

KESSELSKRAMER

www.kesselskramer.com

www.kkoutlet.com

www.kesselskramerpublishing.com

KesselsKramer is an independent international communication agency based in Amsterdam. It lives in an old church, comprises 45 people of 10 different nationalities and has been in operation since 1996. Its campaigns include Absolut Vodka, Diesel Jeans, 55DSL, the Hans Brinker Budget Hotel, Unilever, Oxfam and J&B.

The agency is also responsible for the internationally awarded documentary film 'The Other Final.' As well as its advertising and film work, KesselsKramer develops projects for its own brand, 'do'. KK also has a publishing arm, KesselsKramer Publishing, which was set up to test the boundaries of what books can do.

The company believes in a wide diversity of creative projects, and doesn't like to be bound by any one medium, concentrating instead on broad-scoped thinking. With this in mind, KesselsKramer opened London's KK Outlet in early 2008. KK Outlet continues KesselsKramer's spirit of variety and exploration by combining a communications agency, a gallery space and a shop under one roof.