

## PRESS RELEASE

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# Successful start of EXPERIMENTADESIGN AMSTERDAM 2008, despite 250.000 eurocent gone

## Police sweeps up street artwork, only hours after festive opening of international design biennial

Within hours after visitors and guests of ExperimentaDesign Amsterdam 2008 had enjoyed a warm September afternoon to admire new work by a stellar cast of international designers, one of the works had gone. The 250,000 eurocents, which countless volunteers had placed on a square along the Amsterdam IJ-river bank, executing an exquisitely detailed work by design star Stefan Sagmeister, had not been glued to the pavement. Consistent with the theme of the exhibition Droog Event 2: Urban Play, the work invited passers-by to alter the form and content of Sagmeister's text, Obsessions make my life worse and my work better. The exhibiton opened on Saturday as part of the first Dutch edition of the international design biennial's opening week. Thirteen brand-new temporary installations along the IJ-river front appealed to the public to use them, change them or take parts of them home. Confronted with the message that the entire work by Sagmeister – some 450 kilos of coins – had disappeared, the crowd at the opening was quick to conclude that this must have been the work of metal thieves (who have been quite active in Holland recently, stirred by high scrap metal prices). Local residents, however, reported that that the police had been called in the early evening, when some passers-by had started to fill their pockets with cents. After trying in vain to contact the owners of the money lying on the street, the police decided to put an end to its foreseeable theft by sweeping up the work and placing the coins into custody.

The exhibitions Droog Event 2: Urban Play, Sunday Adventure Club and Come to My Place, and connected interventions in Amsterdam's public space can be visited and experienced at various locations in the Dutch Capital until November 2nd. Only Sagmeister's work has been unexpected "consumed" by the police.

### For more information and images:

[WWW.EXPERIMENTADESIGN.NL](http://WWW.EXPERIMENTADESIGN.NL)

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EXPERIMENTADESIGN LISBOA/AMSTERDAM

Strategic Partners:

Lisbon City Hall, Ministry of Economy and Innovation, Portuguese Tourism, Portuguese Ministry of Culture.

Amsterdam City Hall, Ministry of Economic Affairs / Pieken in de Delta.

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EXPERIMENTADESIGN AMSTERDAM 2008

Cultural Partners: Premsula – Dutch Platform for Design and Fashion, Mondriaan Foundation, Amsterdams Fund for the Arts, Prins Bernhard Cultuurfonds / Associated Brands: Droog Design, Westerhuis, JcDecaux, Ymere / Media Partners: Frame, Mark, Damn, Icon, Items, 2G, Zoot, Het Parool / Specific Support: Lloyd Hotel & Cultural Embassy, Flevodruk, Agency for International Business and Cooperation – Pioneers in international business (EVD), Revigrés, SKOR, SNS REAAL, Amsterdam Waterfront, Stadsdeel Noord.

Droog Design is ExperimentaDesign Amsterdam 2008 local partner.

Experimentadesign Amsterdam 2008 will take place during the "4 weeks of FreeDesigndom" in Amsterdam.

Experimentadesign is a cultural design biennale and a trademark of the Portuguese association Experimenta.

Experimentadesign – Lisboa/Amsterdam is the result of a collaboration between Experimentadesign Amsterdam Foundation and between Lisboa, Portugal, Amsterdam and the Netherlands.

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SPACE AND PLACE  
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18 September – 2 November  
OPENING WEEK 18-21 SEPT