

the

dots

Social & Green Design Guide

Connecting the Dots showcases all Social & Green presentations at the Dutch Design Week 2014

interviews

Sandra Suubi, Julia van Zanten, Michelle Baggerman, Spijkerbrij and Miriam van der Lubbe

p.4

article

Eindhoven designers do it together; Socially Engaged, Independent and Networked

p.6

column

Anne van der Zwaag + preview *Looks good. Feels good. Is good.*

p.8

guide

77 Social & Green selected presentations

p.9

city map

See back cover!



#10 October 2014 Eindhoven

High Five

Five highlight presentations from the Social & Green Design Guide

Text: Jeanne Tan
Video stills: Robert Andriessen

From the 77 exhibitors in our Social & Green Design Guide, five of them were selected to share their exciting projects in these interviews.

From experimental and practical music instrument making workshops with Sandra Suubi to a commercially successful collaboration with craftsman in Guatemala by Van Eijk & van der Lubbe; the selection of these selected projects exemplify the variety of socially and ecologically sound activities taking place at the DDW.

Curious to see more? Then check out their exhibitions or watch the video interviews online (check url under each interview).



DIY Instruments by Sandra Suubi

Art, music and trash not only play a central role in Sandra Suubi's DIY Instruments workshop at Dutch Design Week, they're also three things that are close to the Ugandan artist's heart. With dreams of being an eco-artist, Sandra was known on campus as the girl who collected trash for her art that aims to create beauty from waste. "I started working with waste in my final year of college with a quest to bridge the gap between visual arts and performing arts using cheap and affordable means," explains Sandra who also performs in an all-girl band. In preparation for the workshop, Sandra collaborated with musicians, producers and other creatives to make experimental African instruments from different types of trash.

During the workshop (held in English) as part of Age of Wonderland, an event which focuses on sustainable social change, Sandra will guide participants in making instruments from recycled materials. Participants of all ages are welcome to join, just remember to bring your own trash. Suggestions include hard plastic buckets, pipes and bottle caps, metal pots and cans, flexible panels, glass bottles, beads, buttons or whatever the would-be performer desires. Concluding the week will be a jam session where participants can showcase their instruments and performance skills in their own way in a public concert. The workshop highlights not only making and music, but resourcefulness, possibilities and co-creation. Any tips for the would-be DIY musicians? "When you have an idea, start by using what you have around you. We have what we need to start; giving excuses is not the answer. We don't have to look very far to make things happen but simply need to utilise the so-called little that we have around us and the big things will come. I would love us to see trash as material for creation and treasure right in front of our eyes." Let the trash music begin!

The DIY Instruments workshops are part of the exhibition Age of Wonderland at Natlab, Kastanjelaan 500, 5616 LJ Eindhoven
www.ageofwonderland.nl
Video interview: www.vimeo.com/108703258
Presentation nr. 01 page 10

Protective Underwear by Julia van Zanten

Imagine losing control of your bladder while you are out for dinner in a restaurant or sitting on the bus. For people who suffer incontinence, the fear of not being able to make it to the toilet in time and the consequent embarrassment often prevents them from leaving their home or engaging in social situations. Triggered by this condition that affected her grandfather, Julia van Zanten felt a responsibility to examine this issue and challenge the stigma of incontinence. "Practical solutions exist in the form of adult diapers, but these do nothing to address the emotional side of this common problem," Julia explains. Her collection of washable textile underwear, accompanied by washing elements and an awareness campaign, aims to re-instil a sense of dignity and normality to women who suffer mild incontinence.

The collection comprises two sets of high-absorbent underwear made of silk and wool (outer) paired with absorbent yarn and microfiber (inner). One garment has an inner pocket to fit a removable textile pad, and the other is a protective underlayer that also fits a disposable pad. Beautifully detailed to resemble regular women's underwear, the garments look luxurious yet personal. Two collecting aids – an aluminium vessel for home and a waterproof travel bag – encourage washing rather than disposal. The project aims to change the perception of incontinence undergarments by repositioning them in a normal daily context, both for the user to wash and wear as a regular garment, and in retail where it shouldn't be categorised as a medical aid. The vessel will soon be available for sale online and prototype garments are currently being tested for manufacturing. Julia: "In the end it is not about the end product but the experience and conversation around its cycle of use leading to a change in perspective. Through this project I aim to provoke others to consider moments on the margins that could do with the same attention as our emphasis on designing chairs and lamps."

Protective Underwear is exhibited at the Graduation Show at the Design Academy Eindhoven
Emmasingel 14, 5611 AZ Eindhoven
www.juliavanzanten.com, www.drytex.co
Video interview: www.vimeo.com/108213110
Presentation nr. 42 page 13





Precious Waste by Michelle Baggerman

Michelle Baggerman's 2009 Design Academy Eindhoven graduation project Precious Waste showed how a humble material like a plastic bag could be repurposed into beautiful textiles. Discarded plastic bags are spun into fine yarns and then woven into intricate textiles, showing the huge contrast between the crafted end result and the disposable material. "My goal was to alter plastic shopping bags in a way that would extend the lifecycle of the material, improve its disadvantages and preserve its positive qualities," says Michelle Baggerman.

In the last five years, the project has evolved from Michelle's studio in Eindhoven all the way to Mexico. By collaborating with Mexican social design organisation Anudando, the project now combines material innovation with social entrepreneurship. Anudando will produce textile items made from plastic bag yarn together with craftspeople from regional parts of Mexico who specialise in weaving, crochet and basket making. The plastic bags will be collected, selected and spun into yarn locally.

At DDW 2014, Anudando will present material samples and prototypes of interior products as part of the first collection-in-progress entitled Renacimiento (meaning rebirth) that explores the potential of the original Precious Waste material in various crafts. "The craftsmen we work with are extremely skilled and inventive," tells Michelle. "By offering them a new material to work with, which can basically be collected from the streets, and taking a new perspective on the different products they make, we hope to be able to revalue their work. We want to support them in continuing to develop the craft they take pride in, and earn a living doing it." For now, the upcoming collection will only be available in Mexico but Anudando will research the feasibility of selling and shipping the products to the Netherlands and abroad while maintaining their environmentally friendly quality.

The work of Michelle Baggerman is part of the exhibition at Material Sense
De Kruisruimte, Gen. Bothastraat 7e, 5642 NJ Eindhoven
www.bureaubaggerman.nl, www.anudando.com
Video interview: www.vimeo.com/108140657
Presentation nr. 75 page 15
This project is supported by The DOEN Foundation.

Spijkerbrij by Leonie Vlaar and Lois Stolwijk

When second-hand clothes are donated to charity, wearable pieces will likely find new homes and unwearable remnants usually become waste – the latter accounts to about 20% of collected textiles according to designers Leonie Vlaar and Lois Stolwijk, founders of Leonie & Lois. Part of these remnants can be recycled but tough materials like denim, which comprise a substantial part of the waste, prove challenging. "The texture of denim is really strong, which makes sense since (riveted) jeans were originally created for miners, but this means they're difficult to recycle," says Leonie Vlaar. "It's a shame to waste this denim considering how long it takes to produce a pair of jeans."

Armed with their passion for repurposing waste and a fascination for craft, the duo set out to give jeans a second life with their project Spijkerbrij, a portable denim recycling workshop. Used jeans (spijkerbroek in Dutch) and also offcuts are shredded into a pulp (brij) to which organic resin or a type of woodglue is added. The resulting new material can be shaped and hardened into a desired form. This process is rooted in Dutch tradition, as Lois Stolwijk explains: "In our research, we discovered that, traditionally, old textiles were recycled into paper, which is still done today. So we used the same technique, simplified it and instead of making paper, we made three dimensional products." Low-tech machines use hand- and cycle-power to show the tangibility of the process and use no electricity. So far the duo are focusing on accessories (bowties) and interior products (lamps and seats) but the potential extends to board material to create furniture and even flooring.

So good news for all those people who can't quite throw out their favourite, worn out jeans: bring them to Dutch Design Week (or post them), and Leonie & Lois will transform them into a completely new product that's personalised from your particular pair. Recycling never looked sexier!

Spijkerbrij is part of the exhibition Hier is Utrecht at Design Perron, Fuutlaan 12, 5613 AB Eindhoven
www.leonieenlois.nl
Video interview: www.vimeo.com/108770816
Presentation nr. 69 page 15



Imperfect Design by Van Eijk and Van der Lubbe

Since Niels van Eijk and Miriam van der Lubbe's first collaboration with Imperfect Design in 2011, it's been a memorable rollercoaster ride with steep learning curves. Cantel, their collection of striking recycled glass vases, is made by glass blowers in Guatemala; the vivid colours derive from the original tints of the glass. But overcoming challenges and cultural differences has been well worth it to help the cooperative of glassblowers improve their livelihoods. The collection's success sparked a second and third Cantel series, and the collaboration now incorporates ceramics and woollen textiles, all made with Guatemalan craftspeople.

Imperfect Design pairs Dutch designers with craftspeople in emerging countries to produce handcrafted lifestyle products, with an eye to a Western audience. As the name suggests, the imperfection of handcraft is celebrated in the label's designs. It combines producing attractive, affordable designs relevant to today's audiences, with generating new long-term income opportunities for the craftspeople it collaborates with, which in turn supports positive social growth of the community. Importantly, focusing on both social and economic opportunities ensures more sustainable collaborations in the long run.

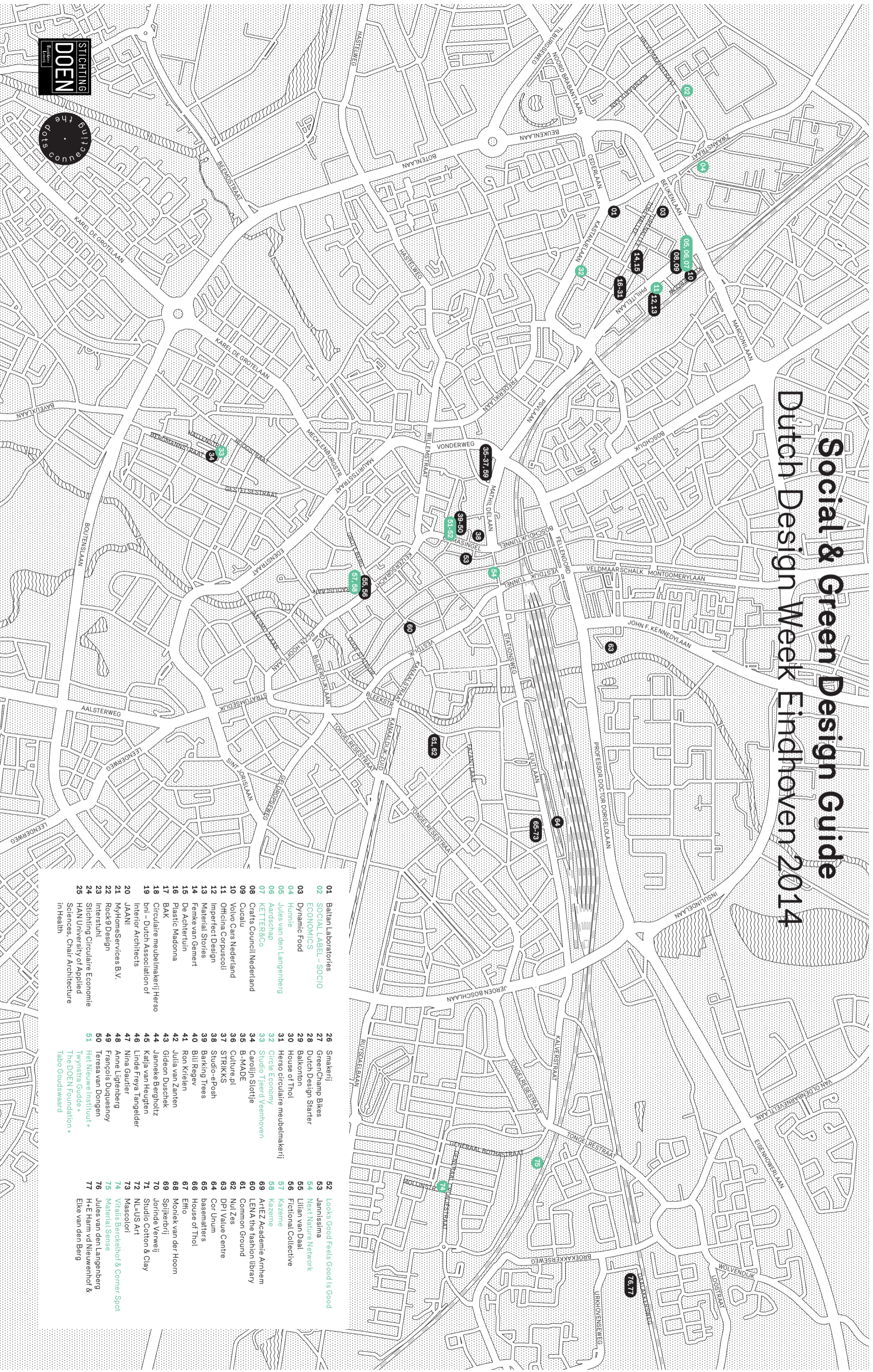
Designing these collections requires a total shift in approach. "Normally we begin with an idea but in this case we start with the limitations of the possibilities!" explains Miriam van der Lubbe with a laugh. Through collaborative hands-on sessions with the craftspeople in their workshop, the products take shape. It's a rewarding learning process that has taught Van Eijk and Van der Lubbe patience, and in turn, the craftspeople gained insight into new ways to diversify and contemporise their repertoire, for example by making a bigger variety of products from existing moulds.

While imperfection is the underlying goal, this needs to be balanced with quality to meet consumers' expectations. "Each piece has variations and we have to constantly check as to what extent these imperfections are still acceptable," continues Van der Lubbe. "The Cantel collection is rich in colours and shapes, and its irregularities and robustness, instead of the delicateness associated with glass, become its unique selling points."

Imperfect Design with work of Van Eijk & van der Lubbe is exhibited at Klokgebouw 50, 5617 AB Eindhoven
www.vevdl.com, www.imperfectdesign.eu
Video interview: www.vimeo.com/108135008
Presentation nr. 12 page 11

Social & Green Design Guide

Dutch Design Week Eindhoven 2014



- 01 Baitan Laboratoris
- 02 **SOCIAL LABEL - SOCIO ECONOMICS**
- 03 Dynamic Food
- 04 Humme
- 05 Jules van den Langenberg
- 06 Aardschap
- 07 **KETTER&Co**
- 08 Crafts Council Nederland
- 09 Cucatu
- 10 Volvo Cars Nederland
- 11 Officina Coruscio
- 12 Imperfect Design
- 13 Material Stories
- 14 Femke van Gemert
- 15 De Achtertuin
- 16 Plastic Madonna
- 17 BAK
- 18 Circulaire meubelmakerij Herzo
- 19 hri - Dutch Association of Interior Architects
- 20 JAANI
- 21 MyHomeServices B.V.
- 22 Rock4 Design
- 23 Interstuhl
- 24 Stichting Circulaire Economie HAN University of Applied Sciences, Chair Architecture In Health
- 25
- 26 Smakerij
- 27 GreenChap Bikes
- 28 Dutch Design Starter
- 29 Balkonten
- 30 House of Thol
- 31 Herzo circulaire meubelmakerij
- 32 **Circle Economy**
- 33 **Studio Teerd Veenhoven**
- 34 Carolijn Slotje
- 35 B-MADE
- 36 Culture.pl
- 37 STRIKKS
- 38 Studio-eFosh
- 39 Barking Trees
- 40 Billi Regev
- 41 Ron Krielen
- 42 Julia van Zanten
- 43 Gideon Duschek
- 44 Jannke Bergholtz
- 45 Kalja van Haugjen
- 46 Linda Freya Tangelder
- 47 Nina Gautier
- 48 Anne Ligterberg
- 49 Francois Duquesnoy
- 50 Teresa van Dongen
- 51 **Het Nieuwe Instituut + Twynstra Guidé + The DOEN Foundation + Tabo Goudswaard**
- 52 **Looks Good Feels Good is Good**
- 53 Jamissima
- 54 **Next Nature Network**
- 55 Lilian van Daal
- 56 Fictional Collective
- 57 **Kazerne**
- 58 **Kazerne**
- 59 **ArEZ Academie Arnhem**
- 60 LENA the fashion library
- 61 Common Ground
- 62 Nil Zes
- 63 DPI Value Centre
- 64 Cor Urum
- 65 basematters
- 66 House of Thol
- 67 Effio
- 68 Moniek van der Hoorn
- 69 Spijkerrij
- 70 Jorinde Verweij
- 71 Studio Cotton & Clay
- 72 NI-US Art
- 73 Mascolori
- 74 **Vitalis Berckelhof & Corner Spot**
- 75 **Material Sense**
- 76 Jules van den Langenberg
- 77 H-E Ham vd Neuenhof & Elke van den Berg

STICHTING DOEN

the dots