### interviews

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

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

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guide

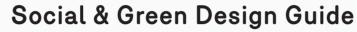
77 Social & Green selected presentations

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city map
See back cover!













# 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, eads, 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 Intstruments 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 craft-speople 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 cyclepower 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

### 60

#### LENA the fashion library

Doortie Vintage Smalle Haven 2-4 5611 EJ Eindhoven

Designers

Elisa Jansen Smalle Haven 2-4 5611 EJ Eindhoven t+31 (0)6 41 58 55 35 elisa@lena-library.com www.lena-library.com

### Wed. 22 Oct. 18.30

A limitless closet with durability as its starting point. The concept of ownership has naturally evolved into sharing according to the principles of circular economy.

#### Presentation

DOKPUNT will be hosting a lecture during the DDW, on Wed. 22 Oct. 'The Future of Wearables', with the story of LENA.

### 61

#### Common Ground

nre-terrein (Kelderman en van Noort)

Nachtegaallaan 13 5613 CM Eindhoven

#### Designer

Christine van Meegen

### Contact Christine van Meegen

Gestelsestraat 87 5615 LC Eindhoven t+31 (0)6 12 16 22 96 post@christinevanmeegen.de http://commongroundeindhoven. tumblr.com, www.facebook.com/ cg.common.ground

# Opening time Daily 10.00-22.00

#### About

Common Ground is a tool making use of abundant resources and space making food the central aspect of work, seeking for cooperations on local scale.

#### Presentation

Common Ground creates places where furniture, architecture, city and landscape are constantly in relation to one another, reflecting human needs, interacting and transforming over time.

# 62

**Nul Zes** Feeling Blue

#### Location

Nul Zes – NRE terrein Nachtegaallaan 15a 5613 CM Eindhoven

### Designer

### Contact

Alissa van Asseldonk & Renee Scheepers Nachtegaallaan 15a 5613 CM Eindhoven t +31 (0)6 34 06 98 67 t +31 (0)6 81 13 81 74 hallo@nulzes.info www.nulzes.info

#### Opening time Daily 13.00 - 20.00

Nul Zes is a design collective sharing knowledge, skills and network. From their space on the NRE-terrain, they collaborate and open up to the public.

#### Presentation

Nul Zes presents 'Feeling Blue'; an experience to be created on the spot in collaboration with other designers and the public

### 63 **DPI Value Centre**

Design challenges with biobased plastics

# Location

Kennispoort J.F. Kennedylaan 2 5612 AB Eindhoven

BioFutura (Wouter Moekotte), DPI Value Centre (Lonneke de Graaff), Hogeschool van Amsterdam (Inge Oskam), Otto Salomons, Omefa (Dizzy Soederhuizen), Materia, MAX designers (Marien Korthorst), Plantix, Wageningen UR (Frans Kappen)

### Contact

Lonneke de Graaff John. F. Kennedylaan 2 1013 AP Amsterdam t +31 (0)40 24 74 414 L.graaff@dpivaluecentre.nl www.dnivaluecentre.nl www.biobasedplastics.nl

#### Opening time Mon. 20 Oct. 09.30 - 16.30

#### About

Organised by DPI Value Centre, Amsterdam University of Applied Science (HvA), Association of Dutch Designers (BNO) and Materia

#### Presentation

Biobased plastics offer promising solutions, but the application still raises questions. This event brings you up-to-date knowledge, inspiration and network opportunities with scientists, designers, trade and industry.

# 64

#### Cor Unum Bossche Makers

Previewed

## Location

Design Perron Fuutlaan 14 5613 AB Eindhoven

### Charlotte Landsheer en anderen

### Contact

Lotte Landsheer Veemarktkade 8 5222 AR Den Bosch t +31 (0)73 30 30 058 info@corunum-ceramics.nl www.corunum-ceramics.nl

#### Opening time Daily 10.00 - 18.00

Cor Unum is a ceramic studio focussed to secure the ceramic workmanship and to innovate the process of ceramic production and design.

#### Presentation

Cor Unum presents the new tableware collection Reglaze. Reglaze is developed after an extended search how to re-use the waste of glaze

# 65

### basematters

Rotterdam Centraal

#### Location Design Perron

Fuutlaan 12 5613 AB Eindhoven Designers

### ARI, Pepe Heykoop, Bas Kortmann,

Mieke Meijer, Bram Oosterhuis, Michael Schoner, Daniel White

#### Contact

Carly Rutten Goudsesingel 208 3011 KD Rotterdam t +31 (0)6 41 56 90 22 carly@basematters.com www.basematters.com

#### Opening time Daily 10.00 - 18.00 uur

### About

Basematters curates, produces and sells designs in a new way. A concept that offers new chances for young talents.

#### Presentation

During the DDW visitors can sign up for the new basematters collection, and in cooperation with several innovative entrepreneurs from Rotterdam they present: Rotterdam Centraal.

### 66

#### House of Thol We want more Green!

# Design Perron Fuutlaan 12

5613 AB Eindhoven

#### Designers Jana Flohr, Thomas Linssen

Contact Jana Flohr Koninginneweg 1 2042 NJ Zandvoort t +31 (0)6 42 22 72 20 home@houseofthol.nl www.houseofthol.nl

### Opening time

Daily 10.00 – 18.00 Wed. 22 Oct. till 21.00 Opening cocktail: Wed. 22 Oct. 18.00-21.00

Designstudio House of Thol strives to create straightforward design solutions for everyday life with an esthetic based on a love for materials

### Presentation

Waterworks is a natural hydration-system that makes caring for indoorplants incredibly easy, contributing to greener living-environments and cleaner air. Production financed through crowdfunding.

# 67

### Location Design Perron

### Designer

Joost van Beek Contact Joost van Beek

Schiekade 189, unit 1.11 3013 BR Rotterdam t+31 (0)6 16 26 23 74 joostvanbeek@effio.eu www.effio.eu

### Opening time

Daily 10.00 - 18.00

### About

We aim to make superior socks that are distinguished by design, use of colour and comfort.

Netherlands and fabricated in Italy Made of high standard Egyptian cotton free of harmful toxins (OEKO-TEX Standard 100) and partly Organic (GOTS).

### 68

### Moniek van der Hoorn

Design Perron Fuutlaan 12

### Designer

Terschelling 144 3524 AZ Utrecht t+31 (0)6 19 89 18 63 info@moniekvanderhoorn.nl www.moniekvanderhoorn.nl

About De Compostfabriek is a way to comeat the organic trash you put inside and make it into valuable new soil.

# Location

Moniek van der Hoorn

### 18.00-21.00

post with little space. Compostworms

# 69

#### Spijkerbrij Hier is Utrecht

#### Location Design Perron

Fuutlaan 12 5613 AB Eindhoven

#### Designers Leonie Vlaar, Lois Stolwijk

Contact t +31 (0)6 46 53 58 39 t +31 (0)6 57 56 41 42 info@leonieenlois.nl www.leonieenlois.nl

### Opening time

ked sexier!

Daily 10.00-18.00 Opening cocktail: Wed. 22 Oct. 18.00-21.00

#### Good news for all those people who can't quite throw out their favourite,

worn out jeans: bring them to the DDW, and Leonie & Lois will trans-Family 'de hele Zwik' during the DDW form them into a completely new alongside the designers collective product that's personalised from 'Hier is Utrecht' at the Design Perron. your particular pair. Recycling never Presentation

#### Jorinde Verweij Hier is Utrecht

### Location

#### Design Perron Fuutlaan 12 5613 AB Eindhoven

#### Designer Jorinde Verweii

Jorinde Verweij Neuweg 31 1211 LV Hilversum t +31 (0)6 50 92 33 13

# Opening cocktail: Wed. 22 Oct.

18.00-21.00 **About** Jorinde Verweij presents her Chair-

By working with unusual discarded materials and choosing simple and entice the public to see possibilities

# **71**

### Studio Cotton & Clay

### Location

Design Perron, Opvallers gebouw Fuutlaan 12 5613 AB Eindhovem

#### Designers Arlette Timmermans, Eliska Cnossen

Arlette Timmermans Tramsingel 104 a 4814 AG Breda t+31 (0)6 13 84 34 95 info@cotton-clay.com

www.cotton-clay.com

### Opening time

Daily 10.00 - 18.00 Opening cocktail: Wed. 22 Oct. 18.00-21.00

and sustainability.

Presentation Rubia Silk is a series of ecological cushions. The designs are handmade

# NL=US Art

Wars van Woorden Location

### Fuutlaan 12 5613 AB Eindhoven

Bas van Beek, Studio Lizan Freijsen, Rolf.fr, Mischa van der Wekke

#### USA t +1 (973)262 3572 clementebrakel@live.com

www.nlisus.com www.nl-equals-us.com Opening time

### Daily 10.00 - 18.00 NL=US Art is a private gallery

and art consulting service that is dedicated to the promotion of Dutch and American artists & designers. Presentation

# 73

Location Design Perron Fuutlaan 12

Jochem Grund Bergselaan 265 3038 CC Rotterdam t+31(0)642831133 iochem@mascolori.nl

#### Opening time Daily 10.00-18.00

About Mascolori stands for the revolution of unique, bright colourful shoes & socks that make every man experience the art of walking in a new way.

Presentation During our stay at the Dutch Design Week we will exhibit our latest shoe designs, which have been produced in collaboration with clients and artists.

# Vitalis Berckelhof &

### Corner Spot

Location Vitalis Berckelhof & Cornerspot Moliinstraat 3 5642 LV Eindhoven

Andrea de Chirico, Maxime Mellot, Izabela Boloz

#### Conor Trawinski Jan van Riebeecklaan 1 5642 MB Eindhover

Contact

Opening time Daily 11.00 - 18.00 Mon. 10.00 – 18:00 Tue. and Thu. 11.00 – 20.30 Opening: Sat. 18 Oct. 11.00 - 12.00

Presentation Social& is an event which mixes both local initiatives and design projects showcasing the reality and vision

of design in a social context.

### Material Sense

### Location De Kruisruimte

5642 NJ Eindhoven Designers Michelle Baggerman, Nina Gautier,

Simone de Waart Gen. Bothastraat 5K 5642 NJ Eindhoven t+31 (0)6 11 04 55 86 simone@materialsense.com www.materialsense.com www.movingmaterials.eu

# About

presentations

of products and forms the catalyst for new collaborations. Presentation

Material Sense LAB is a new initiative

by Material Sense, organisation for

material innovation. LAB develops

# DDW-DOOM-PA-DI-DEE

Location Sectie C Daalakkersweg 2

#### Designers List of participants to be announced Fri. 17 Oct. 24.00

Jules van den Langenberg Brugstraat 18 5281 JA Boxtel 0031 6 340 29 772 info@ddw-doom-pa-di-dee.com

www.ddw-doom-pa-di-dee.com

Sat. 18 - Sun. 19, Sun. 26 Oct.

### 12.00-21.00

Opening time

Jules van den Langenberg graduated from Design Academy Eindhoven and developed himself as designer/ curator that focuses on cultivating culture by making exhibitions.

landscape in which a zapp culture of objects and their makers is showcased, initiated and curated by Jules van den Langenberg.

# The Rubia Silk lab

Contact

**About** Cotton & Clay is a young design studio focused on both interior architecture as product design. Key values

## 72

Design Perron

Clemente Brakel 15 Summit Street Glen Ridge, NJ 07028

These designers are inclined to either 'rethink', 'reinvent' or 'refurbish' existing design. Their exiting work gives us insight on the importance of sustainability in current design.

# Mascolori

5613 AB Eindhoven Designers Leonne van de Burgwal, Jochem Grund, Raymond Landegent, Koen

# www.mascolori.nl

### Social&

Designers Minsung Wang, Conor Trawinski, Sylvia van Aggel, Eline Hesse, Fanny Griveau, Miglė Nevieraitė, Marnix Oosterwelder, Elena Lovich,

### www.fb.com/cornerspoteindhoven

t+31(0)611886353

conortrawinski@gmail.com

Social& is a social design event during DDW based in the neighbourhood Doornakkers that offers a variety of creative workshops, exhibitions and lectures.

# Forging the Future by

# Gen. Bothastraat 7e

Interface, Teresa Van Dongen, Rick Claassen, Tineke Schuurmans

#### Daily 10.00 - 18.00 Opening: Sun. 19 Oct. (invites only)

Opening time

Eight selected designers, scientists, voung talents and manufacturers have put their hearts into imagining a smart, circular future for products.

# Jules van den Langenberg

### 5641 JA Eindhoven

### Mon. 20 - Sat. 25 Oct. 14.00 - 21.00

Presentation DDW-DOOM-PA-DI-DEE is a dynamic

# H+E Harm vd Nieuwenhof

Elke van den Berg, Harm van den

# 5641 JA Eindhoven

Nieuwenhof, Kanami Takeda Elke van den Berg Daalakkersweg 6-24 5641 JA Eindhoven t+31 (0)6 83 33 65 68 elke@elkevandenberg.nl

### Week: 14.00-21.00

Visit the new collection of our work. All handmade in Eindhoven. And see us working in the ceramic atelier, the production process from a sketch to the final product.

# 15

### Elisa Jansen, Suzanne Smulders Contact

# Opening cocktail

# Effio

### Fuutlaan 12 5613 AB Eindhoven

Presentation The socks are designed in the

# Hier is Utrecht

# 5613 AB Eindhoven

### Moniek van der Hoorn Contact

Opening time Daily 10.00 - 18.00

Opening cocktail: Wed. 22 Oct.

Presentation With De Compostfabriek you can reuse your organic waste, instead of throwing it away. It is also a way to learn about nature and sustainability.

Material Sense LAB

Contact

# and experiments with the materiality

# Contact

70

jorindeverweij@gmail.com www.jorindeverweij.nl Opening time Daily 10.00 – 18.00

identifiable forms, Jorinde want to

# in their designs are functionality

of 100% silk and dyed with natural

**77** 

& Elke van den Berg Location Sectie C

Daalakkersweg 6

www.elkevandenberg.nl www.harmenelke.nl Opening time Weekend: 12.00 - 21.00

### Handmade porcelain interior products. Presentation

the dots #10

