

DUTCH DESIGN'S COOL FUTURE IS UNVEILED AT SELFRIDGES



EveryDayDutch, the most eclectic and original exhibition of contemporary everyday Dutch design output, opens in Selfridges during an exclusive month-long collaboration with Design Cooperation Brainport (Eindhoven) and the Dutch Embassy.



Pulp Series by Jo Meesters

EVERYDAYDUTCH IS CURATED BY JANE WITHERS FOR SELFRIDGES

WHEN: 24 February - 27 March 2011

WHERE: The Concept Store in The Wonder Room, ground floor - Selfridges, London

THEN/"God created the earth, but the Dutch created the Netherlands" – this is how a popular Dutch saying explains the fact that the Netherlands was, for the most part, the result of human design and the harnessing of nature's challenges - the country being largely under sea level. In other words, the Dutch have design, especially utilitarian, in their blood.

Indeed, the idiosyncratic essence of the Dutch attitude to design has been, for centuries, focused on human concerns, everyday life and driven by a fixation on craftsmanship, simplicity of form, material sensuality and practicality. Famously, Dutch Old Masters such as **Pieter de Hooch** and his more famous contemporary **Jan Vermeer**, make scenes of everyday life and seemingly banal domestic objects one of the main focus of their art.

NOW/Always viewed as inspired and original, Dutch designers have been the object of international attention for the past decade or more with names such as **Marcel Wanders, Tord Boontje, Maarten Baas, Droog, Ineke Hans** or **Hella Jongerius** among others. These designs have taken centre stage and have delivered consistently strong creative collections noted for their decorative flourish.

But what happens **NEXT**?

This is what Selfridges in collaboration with Design Cooperation Brainport (Eindhoven) the Dutch Embassy and curator Jane Withers explore in **EveryDayDutch**, a new exhibition staging as

election of the most exciting designers to come out of the Netherlands today.

EveryDayDutch – part design installation, part temporary shop – is a presentation of concepts and products for everyday life needs and concerns.

The hybrid exhibition launches on 24 February shedding a fresh light on the future of Dutch design through the work of new designers supported by a host of products from more established brands.

The new face of Dutch design is represented by five recent graduates from the Design Academy Eindhoven (voted in 2009 by Business Week as one of the best design schools in the world). Their respective work, shown for the first time in the UK, testifies to the ongoing bias of the Dutch for form and function in harmony with nature but with an ingenious take on current concerns such as sustainability, recycling, ecology, nature preservation, everyday rituals and even psychotherapy. The new designers' work also mark a return to a simplified styling with less exuberance in how things look and more emphasis in what they do.

The five new designers are Roel de Boer who is presenting *Mouse Mates*, an installation that questions the boundaries between pest and pet, wild and captivity by creating a 'home' for mice where they can choose to stay or leave; Tim Enthoven who is presenting *Binnenskamers*, a surrealistic graphic novel about a frightened boy who creates a world within his own room; Eveline Visser who is presenting *Bird City*, a modern solution for an aviary habitat; Dirk van der Kooij who is presenting *Endless*, a project that finds a new role for a retired robot between prototyping and mass production; and Florike Martens who is presenting *Bicycle*, a simple yet comprehensive answer to picnicking.



Another two invited designers **Aldo Bakker** and **Jo Meesters**, both rising stars of the Dutch design scene, will show their latest work at EveryDayDutch.



Again, form and function are carefully reconsidered in design resolutions that combine new shapes and materials with practicality and beauty. Both artists have exhibited in museums internationally in the past five years.

Dozens more designers, including one of the biggest names in Dutch design today, Piet Hein Eek, will feature in EveryDayDutch - most with products never seen in the UK.



Altogether, EveryDayDutch will showcase hundreds of products, many supplied through design powerhouse YKSI, from unique works to mass-produced collectables, including limited editions.

Jane Withers, curator of EveryDayDutch says:

"One of the most rewarding aspects of curating EveryDayDutch was coming across so many inquisitive young designers with an instinctive sense for producing work that gently twists, pushes and challenges the way we do things."

The Dutch Ambassador in London Pim Waldeck says:

"EveryDayDutch at Selfridges is a fantastic way for thousands of visitors to the store, from all over the world, to experience and to take home Dutch excellence in design."

Design Connection Brainport (Eindhoven) says:

"DCB is very enthusiastic about Selfridges offering this fantastic opportunity to showcase new Dutch design talent. It contributes wonderfully to the objectives of our organisation to support young upcoming designers on their way to an international career."

EDITOR'S NOTES:

Selfridges and de Bijenkorf

Selfridges has just announced that it has bought the Dutch luxury department store chain de Bijenkorf. De Bijenkorf is an iconic retail brand which has been operating since 1870. It is a Dutch institution and the country's leader in fashion and luxury goods across The Netherlands.

The Concept Store at Selfridges

Selfridges has created London's ultimate jewellery, watches and luxury gift destination with The Wonder Room on the ground floor of its Oxford Street store. The Wonder Room represents 19,000 sq ft of retail space offering customers

a unique mix of products in an imaginative setting that highlights the scale, magnificence and character of the original neo-classical hall. Within the Wonder Room stands the Concept Store, which takes inspiration from the tradition of the Wunderkammer Cabinet of Curiosities with a constantly updated stock representing the most exciting products of the moment. It is full of the latest technology must-haves, cult books and CDs, exclusive candles and gifts. Several times a year, The Concept Store also houses a number of special month-long total concept collaborations where the whole space is given over to a particular theme, message or, on occasion, a brand. In 2011, concepts will include a temporary shop celebrating Valentine's Day, and another on gardening.

JANE WITHERS

www.janewithers.com

Jane Withers is a design consultant, curator and writer based in London. She has written several books on design and architecture, curated exhibitions including 'In Praise of Shadows' on new lighting design at the V&A (2009) and '1% Water' at Z33 (2008), and regularly teaches and speaks on design internationally.

TIM ENTHOVEN

<http://www.timenthoven.nl>

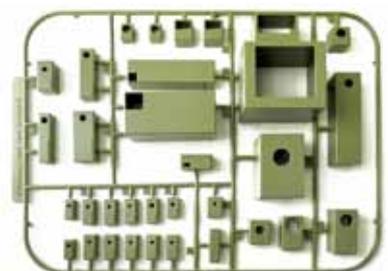
In the 96 page graphic novel *Binnenskamers*, Tim Enthoven creates a touching, surrealistic tome about the life of a frightened boy existing within his own liberated imagination. The protagonist, also called Tim, leads a self-contained life that hardly extends beyond his bedroom. Its four walls form the boundaries within which he attempts to gain as much perspective on the world as he can. He renounces what might derail him from control and routine - but how will an unexpected call from an old friend affect his mental stability? Will he finally abandon his cerebral cage? The novel won the René Smeets Award for best graduation project, 2010.



EVELINE VISSER

<http://www.evelinevisser.com>

'Bird City' is Eveline Visser's design for an avian neighbourhood. Varied nesting boxes cater to the housing needs of 33 different species of bird and the commune serves as a breeding ground for the winged inhabitants of urban spaces. The design reflects a sensitive approach and knowledge of unique habitats: the blue tit requires an opening with a 28mm diameter, while the great tit calls for 32mm and the tawny owl a grand 80mm; while one species might wish to inhabit a small squat house, another may prefer a tall narrow one. Mount the rack in your garden and see which squatters you will host.



DIRK VAN DER KOOIJ

<http://www.dirkinvorm.nl>

In his project 'Endless', Dirk van der Kooij presents Fanuc, a retired robot given a new lease of life after 140,000 hours in a Chinese production line. van der Kooij has installed new software in the steadfast worker, and with this upgrade has offered the disused automaton a new purpose as a prototyping machine. Usually, rapid prototyping is unsuitable for large-scale production as building 3D-models in high resolution is time-consuming and costly. But Fanuc produces robust chairs at a steady pace, the coarse structure of the resulting products revealing the layer-by-layer construction process. In this sense, 'Endless' combines the flexibility of traditional workmanship with the speed of industrial production.



ROEL DE BOER

<http://www.roeldeboer.com>

When mice enter people's living spaces as unwelcome intruders, their presence creates a unique tension: a mouse in a cage is a pet, but a pest when caught in the pantry. Fascinated by this contrast, Roel de Boer has created 'Mouse Mates', a whimsical, wall-less accommodation device for mice that reduces the distance between man and animal and blurs the boundaries between rodent and roommate. The mice are drawn to the contraption - they are free to leave for the dark corners of kitchen cabinets, but choose to stay and play.



FLORIKE MARTENS

<http://www.florikemartens.nl>

Being with friends and enjoying food outside on a beautiful summer's day is Florike Martens' ultimate leisure activity. 'Bicycle Stove' caters for this pastime while promoting a



conscious attitude towards organic food and sustainable living. The crates located at the base of the compact trailer contain pots, pans and tableware for eight, as well as an insulated cooler and water tap. A tabletop unfolds to reveal a work surface, two Calor gas cookers and a barbecue. Attach the stove to your bicycle, stock up on local foods en route and you are on your way to the perfect picnic.

YKSI

www.yksi.nl

The range and depth of the selection of products in EverydayDutch was made possible by collaboration with Yksi, the leading Dutch design store Yksi Winkel based in the Designhuis in Eindhoven as well as online. Yksi was set up by designers Leonne Cuppen, Kees Heurkens and Eduard Sweep, who also run a design team and feature regular exhibition programmes.



DESIGN CONNECTION BRAINPORT

www.designconnectionbrainport.nl

Design Connection Brainport develops, manages and supports a wide range of projects in the field of design & technology in the South-east Netherlands. In collaboration with the business sector, the creative industry, and knowledge institutes, Design Connection Brainport is thus contributing substantially to the region's increasingly stronger international reputation in the design field.

PROEF AMSTERDAM

Proef Amsterdam by Marije Vogelzand, the most design-conscious eating experience in Holland, is a partner of EverydayDutch at Selfridges.

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