

LONDON DESIGN FAIR ANNOUNCES 'DUTCH STUFF' DESIGNER LINE-UP

Contemporary Design from the Netherlands

21–24 September



Crystal Mirror by Isaac Monté for Form & Seek

This September is the first time that Dutch design will have a dedicated presence at London Design Fair, as over 65 studios, collectives, labels and independent makers from the Netherlands come together for an unprecedented national showcase.

Dutch Stuff is a deliberately eclectic, multi-disciplinary exhibition taking place against the raw industrial backdrop of the Old Truman Brewery's 6,000sq m top-floor space. Presented in the classic Dutch immersive gallery style, the show presents furniture, lighting, textiles, jewellery, ceramics and category-defying sculptural objects from the most innovative minds on the Dutch design scene.

The largest areas of the exhibition will be occupied by three sub-shows curated by the most exciting contemporary design labels associated with the Netherlands: innovation-driven designer-run platform **Form&Seek**, which is launching its first commercial collection at **Dutch Stuff**; Eindhoven-based design retailer **Vij5**, and – at the most experimental end of the spectrum – boundary-pushing design group **Dutch Invertuals**. Interwoven between these three areas, London Design Fair's selection of 19 independent designers and studios presents a spectrum of work representing the best of Dutch design today.

The line-up includes both internationally known names and emerging talents, new experiments in materials and methods, collaborations and individual projects, and pieces inspired by everything from the chemistry of crystals to memories of childhood and the natural patterns of stains.

'When I go to Milan, it is usually the Dutch content that I am drawn to, without even knowing that it is Dutch. Because of that we have always wanted a Dutch exhibition at London Design Fair. We have had most other countries pass through the show over the many years. The Netherlands has never really had a presence at London Design Festival so we have literally lobbied for three years. And now it is happening.'

– Jimmy MacDonald, founder, London Design Fair



(Left) Bottles by Klaas Kuiken Design, (Middle) Align by Vij5, (Right) OP Vase by Form & Seek

FEATURED DESIGNERS

DUTCH INVERTUALS

Bastiaan de Nennie
Bram Vanderbeke
Carlo Lorenzetti
Edhv
Hongjie Yang
Kirstie van Noort & Xandra
Van Der Eijk
Léa Baert
Mila Chorbazhieva
Philipp Weber
Thomas Ballouhey
Tijmen Smeulders

FORM&SEEK

Atelier Mats and Studio
Anne
Begum Cana Ozgur
Studio Bilge Nur Saltik
Dewi Kruijk
Isaac Monté
Jordan Söderberg Mills
Lab M Wu
Ligtenberg
Marija Puipaite
Pao Hui Kao
Rive Roshan

Studio Woojai

VIJ5

Alissa + Nienke
Antje Pesel
Arjan van Raadshooven &
Anieke Branderhorst
Baas & Kleinbloesem
bram/stijn
Carolina Wilcke
Caroline Olsson & Ida
Noemi
Daphna Laurens
David Derksen
Floris Hovers
Studio Hanne Willmann
Studio Appetit
Studio Jeroen Wand
Jolijn Fiddelaers
Koen Devos
Léon de Lange
Lotte de Raadt
Maarten Baptist
Max Lipsey
Michael Funch
Ontwerpduo
Puck Dieben

Raw Color
Reinhard Dienes
Thier & van Daalen

INDEPENDENT

Alissa van Asseldonk
eli5e by Elise Luttkik
Studio Frederik Roijé
Inderjeet Sandhu
InsideOut Luxury B.V.
Isaac Monté
Studio Isabel Quiroga
Klaas Kuiken Product
Design
Kranen/Gille
Lambert Kamps Art &
Design
Lizan Freijsen
Louise Cohen
Michael Barnaart van
Bergen
New Citizen Design
Puik
Rive Roshan
Steven Banken
Studio Susanne de Graef
Studio Truly Truly

PRODUCT PREVIEW

More than 100 products and objects will be shown at *Dutch Stuff* – most of the pieces are currently in production and many are available for sale via the designers' websites. The below offers an insight into what to expect...

Studio Truly Truly

'Designs that have soul and that evoke an instinctual human connection are important to us. We are on a continual hunt for joy of use, unexpected beauty and a connection to the senses.'

Australian-born but Netherlands-based, husband-and-wife design team Joel and Kate Booy are interested in the artistic potential of industrial process. Their fascination for the colour effects created by weaving has resulted in **'Wove'**, a series of wire-frame chairs that make use of intermeshing grids to create a collision of contrasting colours – two different finishes on a single product. In **'Grove'**, they have further explored natural surface textures by using synthetic resin to create sculptural vessels that play with translucency, opacity and light.

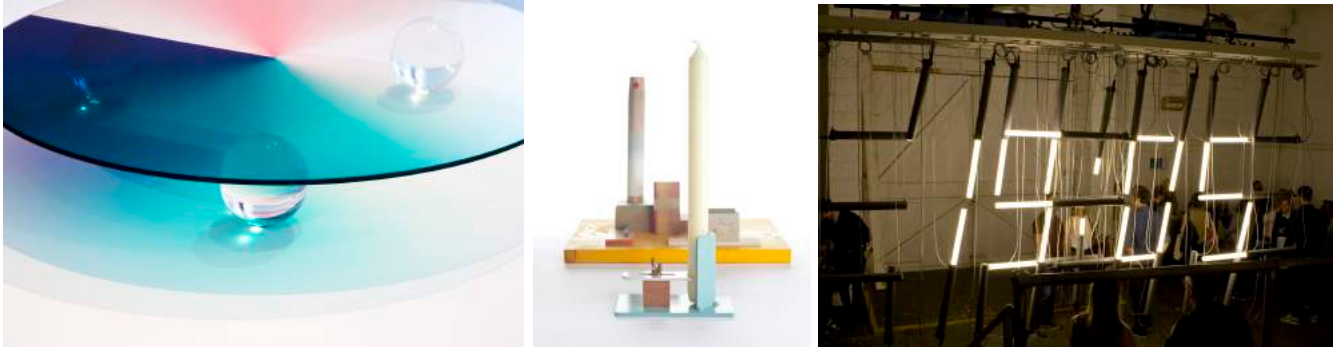
Alissa + Nienke

'We combine extensive material research with the simple mission to put human experience at the centre of our work.'

An Eindhoven-based material research and design studio founded by Alissa van Asseldonk and Nienke Bongers, Alissa + Nienke creates materials, objects and installations in the field of interior design and architecture. **Mirabilia** is an innovative, three dimensional wallpaper that responds to movements of the air around it. The pattern of incisions creates a play of shape, colour and shadow that transforms walls into lively surfaces that stimulate interaction and imagination.



(Left) Grove Vase by Studio Truly Truly, (Middle) Wave Chair by Studio Truly Truly, (Right) Mirabilia wallpaper by Alissa + Nienke



(Left) Colour Table by Rive Roshan, (Middle) Tube Lamp Clock by Lambert Kamps Art & Design, (Right)

Rive Roshan

'A deep interest in colour, texture and materiality leads to an aesthetic of raw beauty.'

An experimental studio run by Dutch designer Ruben de la Rive Box and Iranian-Australian designer Golnar Roshan, Rive Roshan works at the intersection of graphic, interior and product design. The **Colour Table** from the studio's 'Colour of Light' collection is a disc of floating glass that explores the interplay of colour through translucent shades.

Lambert Kamps Art & Design

'It doesn't only give you the correct time; it's also offering you an amazing moment.'

Based in Groningen since 1999, Lambert Kamps is an artist and designer known for his blurring the boundaries between art, architecture and design. His **Tube Lamp Clock** is an installation of 30 tube lamps that are pneumatically manipulated to form a functional digital clockface.

Floris Hovers for Vij5

'My designs must be readable and recognisable.'

Based in Raamsdonk, Floris Hovers is a designer and trained engineer who creates furniture, lighting and toys celebrated for their engaging simplicity and playfulness. His **Fixum** candleholder typifies his gift for create the finest balance of structure and colour, and imbuing even the simplest object with human warmth. Comprising coloured steel, a cube of pear wood and a brass butterfly screw, the holder is engineered to hold candles of any thickness.

Puck Dieben for Vij5

'As a little girl, I used to build huts by hanging bed linen on the frame of my bunkbed. Towels became sliding doors and pillowcases served as hanging baskets. As a designer, I reconsidered the same concept and show what textiles can do for a simple shelving unit'.

A recent graduate of Design Academy Eindhoven, Puck Dieben endeavours to translate imaginative ideas into simple, practical solutions. Her work is characterised by graphic forms and playful objects. Inspired by childhood memories, Dieben's **Dressed Cabinets** allow their owners to weave fabric through and around a metal frame, with wooden parts applying tension to the material, thus turning textiles into furniture material. By controlling the colour and pattern of the fabric – formal or playful, static or dynamic – owners are able to change the appearance of their furniture as they see fit.

Isaac Monté for Form&Seek

'I want to show the fusion between technology and the beauty of nature'

Belgian by birth and now based in Rotterdam, Isaac Monté is a product designer with an interest in mastering and manipulating unusual materials – including crystal. Through his experiments in dissolving minerals in water, he has developed a method of controlling the shape, size and colour of crystal development. This has led to the creation of (among the pieces) his **Crystal Mirror** for Form&Seek's inaugural product collection – a tabletop mirror made from a ball of coloured crystal.

Studio Bilge Nur Saltik for Form&Seek

'I am designing whimsical daily life objects that give users functionality and joy.'

Turkish-born Bilge Nur Saltik is one of the co-founders of Form&Seek (along with Ruben de la Rive Box Golnar Roshan). A graduate of the RCA, she designs products in multiple disciplines and mediums, united by a focus on human interaction and a reverence for timeless materials such as glass, ceramic, stone, wood and fabric. Part of Form&Seek's debut collection, her **Ripple Espresso Cups** use 3D-printing technology to make intricately patterned and irresistibly tactile ceramic vessels.



(Left) Dressed Cabinets by Puck Dieben for Vij5, (Right) Ripple Espresso Cups by Studio Bilge Nur Saltik for Form & Seek

EXHIBITION DESIGN

To mark the fact that 2017 is the 100th anniversary of the founding of **De Stijl** ('The Style'), London Design Fair is using the layout and styling of the **Dutch Stuff** exhibition to pay tribute to the Netherlands-based movement and its emphasis on abstract forms and balanced asymmetry through wire-mesh gallery dividers and other subtle visual nods, inviting visitors to explore the traces of De Stijl's legacy in Dutch design today.

The most obvious connection to the movement will be made by Dutch fashion designer Michael Barnaart Bergen, who is launching the **De Stijl Capsule Collection** at **Dutch Stuff**. Comprising the Mondrian Dress, the Boogie Poncho and the Composition in Black dress, the collection translates the geometric principles of De Stijl into a trio of high-impact knitwear designs.

'It won't be that obvious, but we do think that movement has influenced the Dutch approach to design. We are hoping that we will introduce 100 years of The Style to the audience and ask if they can see it in the exhibited work.'

– Jimmy MacDonald, founder, London Design Fair



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Notes for editors

Top floor,
Hall G5,
Old Truman Brewery

21–24 September 2017.

About London Design Fair

Set in Shoreditch, the creative heart of London, the London Design Fair is a four-day industry event that brings together 500 exhibitors from 28 countries, including independent designers, established brands, international country pavilions, features and exhibitions. Launched in 2007, the London Design Fair has earned itself the reputation as the go-to trade show during the annual London Design Festival, hosting the largest collection of international exhibitions, designers, brands, country pavilions, features and exhibitions. Each year, over 27,000 influential retail buyers, producers, architects, interior designers, press, designers, and design-savvy public will attend to see the very latest in furniture, lighting, textiles, materials and conceptual installations, from all around the world.

londondesignfair.co.uk

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