

Dutch Design Week 2024 Highlights & Recommendations

REAL UN REAL



Welcome to Dutch Design Week 2024

Come and experience the power of design during Dutch Design Week. See how design shapes our future from 19 - 27 October 2024. More info about how to get there and to get around at this page:

<https://ddw.nl/en/news/938/how-to-visit-ddw>

Some highlights around the five Dutch Design Week themes

Get a first glimpse of Dutch Design Week 2024, with these highlights from designers across the field. Move from one location to another location or dive in a theme that is most relevant for you.

LIVING ENVIRONMENT



[Teunland 2.0, Teun Zwets](#) | Piet Hein Eek, Strijp-R

Teun Zwets showcases innovative furniture and installations made from reused waste materials, offering a fresh take on sustainable product design.



[Secrid Talent Podium](#) | Klokgebouw

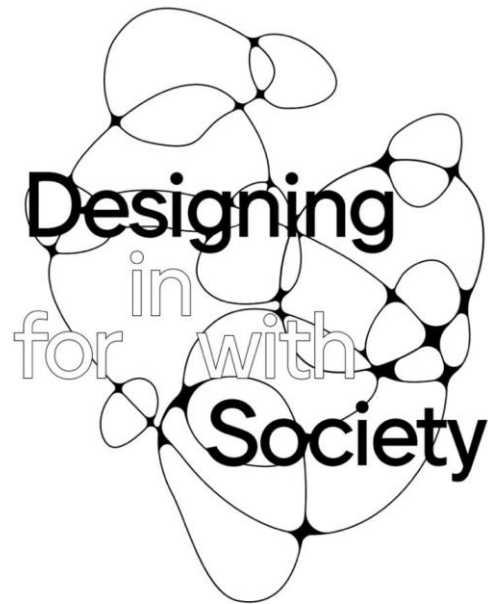
This exhibition spotlights talented product designers using creativity to drive sustainable industry change.

THRIVING PLANET



[Cooling down the city, NRE Terrain](#) | **Canal**

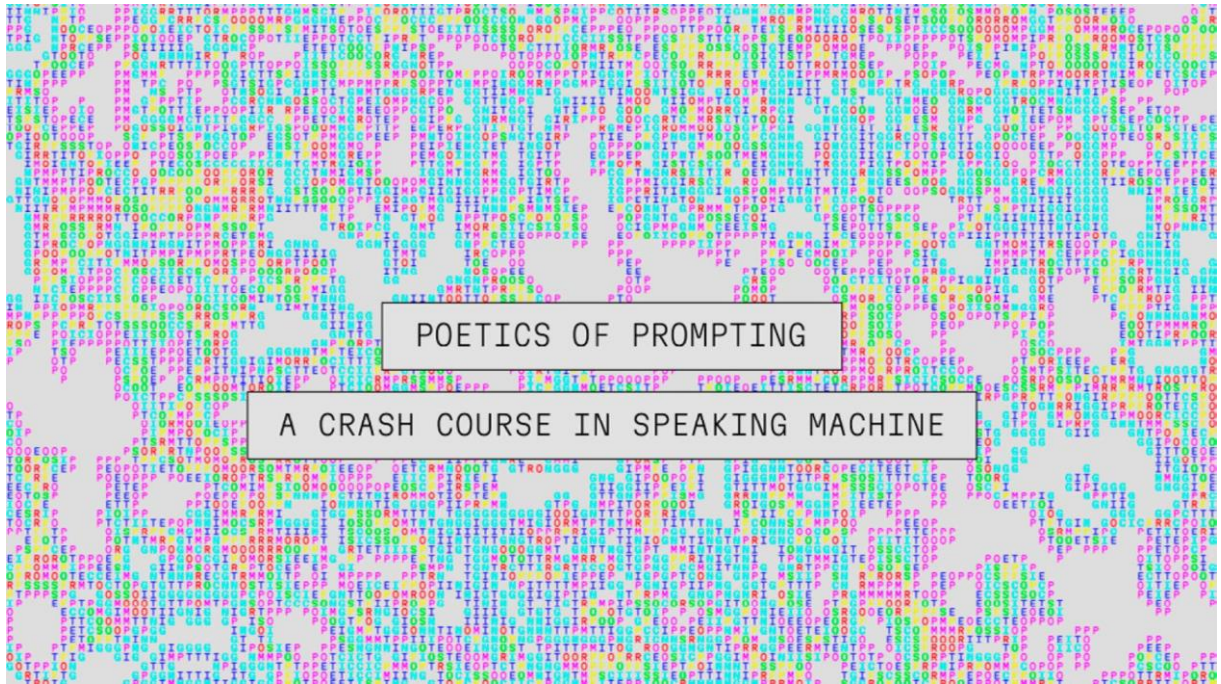
An innovative collaboration between designers and nature to tackle urban heat stress. With immersive speculative installations, including a green spa surrounding a revived oak tree.



[Designing Society](#) | **Ketelhuisplein**

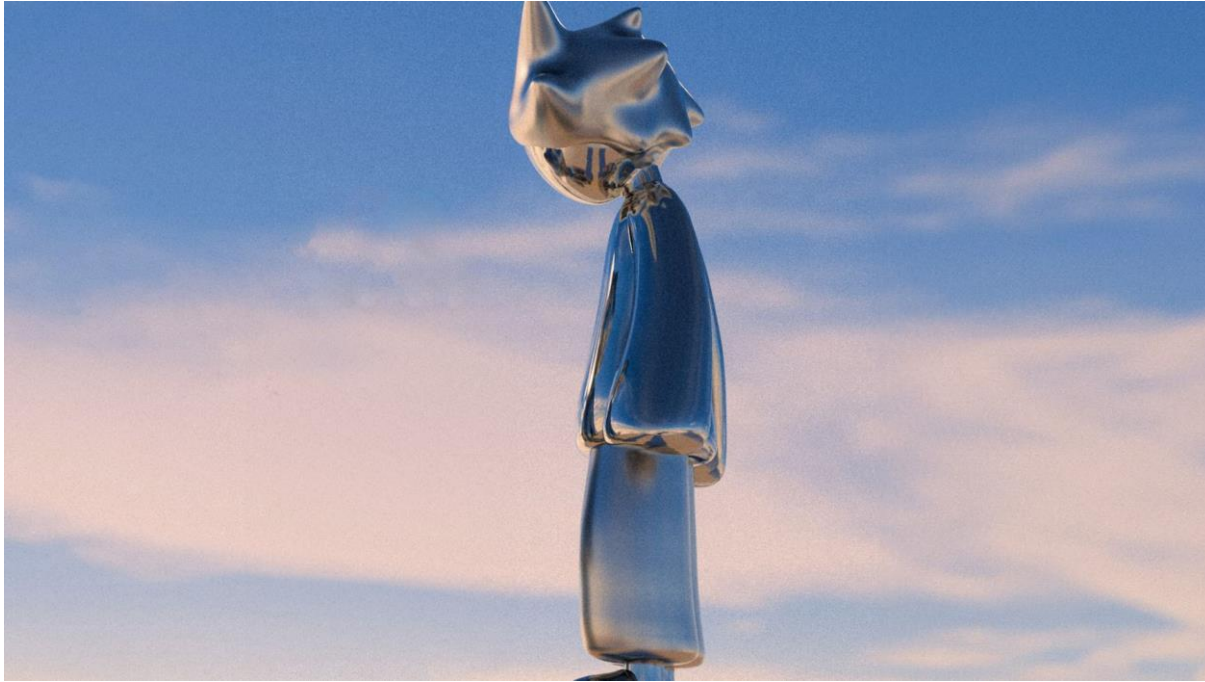
Designing Society blends creativity, scientific insight, and corporate responsibility to envision a sustainable, just future. All different aspects of today's societal challenges are worked upon by design transition coalitions brought together.

DIGITAL FUTURE



[Poetics of Prompting](#) | MU Hybrid Art House, Strijp-S

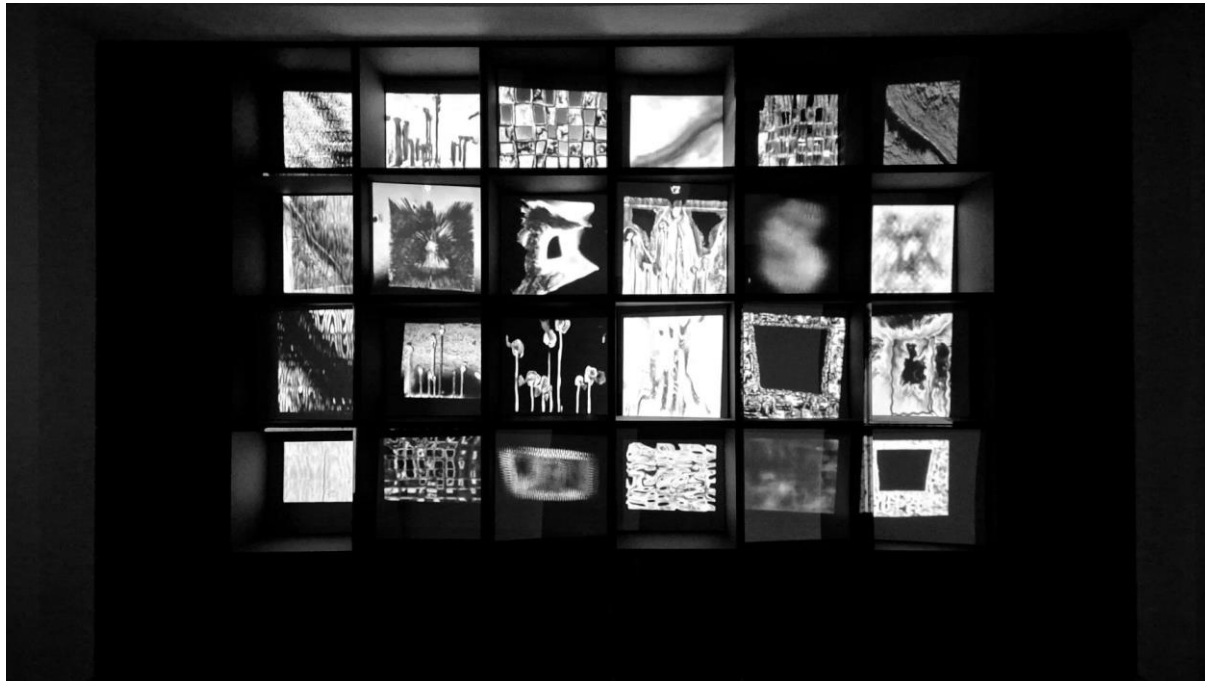
Through interactive projects, and workshops, Poetics of Prompting explores the emerging "language" of AI-human collaboration, blurring the lines between engineering and creative writing.



[Pokka: An Extraordinary Creature Made of Chrome](#) | **Koelhuis**

Dive into Pokka's world and reflect on the evolving nature of human connection in our digital age—a digital story about genuine empathy and connection.

HEALTH & WELLBEING



[Processing the Unprocessed](#) | **Sectie-C**

This speculative installation invites visitors to experience the healing journey through interactive, sensory experiences, encouraging deep self-reflection and emotional engagement.



[Sharing Bloemfontein](#) | **Other**

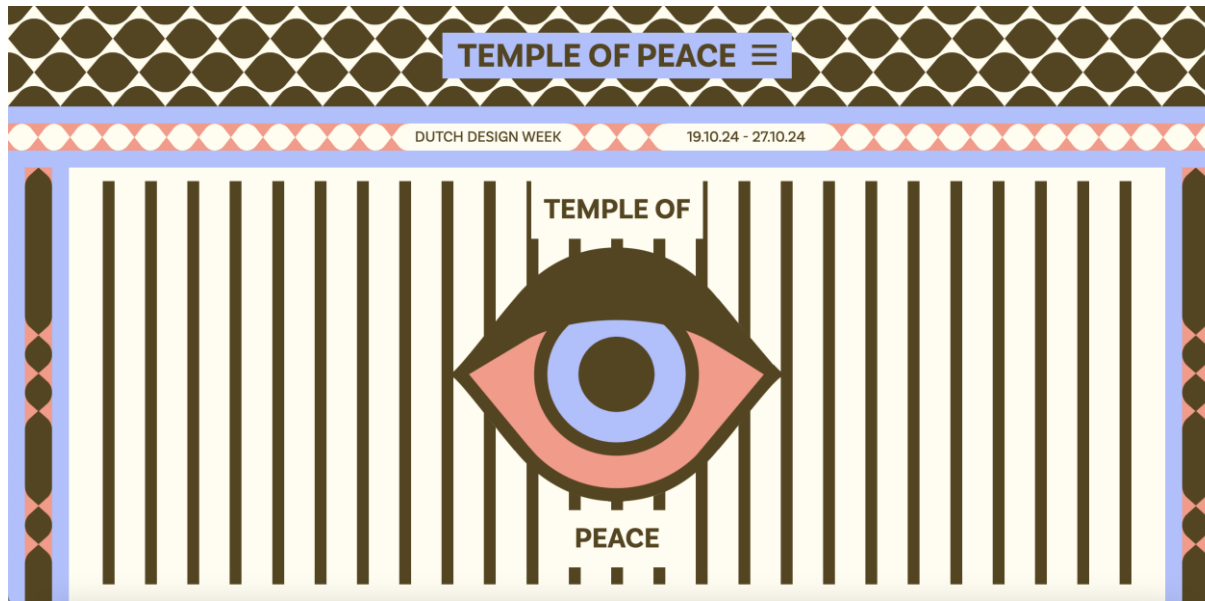
A social design walking exhibition about people, memories and microclimates in Doornakkers.

EQUAL SOCIETY



[Trilix Bamboo Pavilion](#) | **Keteluisplein**

The Trilix Bamboo Pavilion is an eco-friendly architectural marvel demonstrating bamboo's potential in sustainable urban design.



[Temple of Peace](#) | Ketelhuisplein

A powerful artistic installation that brings together 80 unique flags designed by teams of design graduates, artists and refugees, symbolising new narratives of peace.

Check out [the programme](#) to see all that Eindhoven, the Dutch Design Foundation, and our many partners have in store for the visitors of DDW24.

Real Un Real



The theme for Dutch Design Week 2024 revolves around navigating different realities. The theme addresses the complexities of the world's challenges and the ability of designers to explore and question what we accept as truths: Real Unreal.

The potential power of design is very real. Discover things that are so good, it's unreal. Meet real smart designers and see real amazing innovations. Real meaningful, real crazy, beautiful, helpful, hopeful, careful, unexpected, impressive and simply great design.

BEACONS 2024

DDW is beyond excited to welcome Julia Watson (Lo—TEK Institute), Bas van de Poel (Modem), and André Doxey (the LEGO Group), who join our ranks as the beacons of Dutch Design Week.

As beacons, they serve as a landmark in these turbulent times and offer a guiding light for fellow designers, partners, and DDW visitors.

In the first year, the involvement of joining beacons consists of a deep dive into DDW and sharing their vision of the profession and the world they work in. That exploration leads to the development of projects and/or a presentation at Dutch Design Week.

‘André Doxey has an enormous enthusiasm, and the drive to engage with talent. Furthermore, he knows the importance of design within large commercial organisations inside and out: a gold combination.

‘I see Bas Van De Poel as a paragon of how, as a designer, you can continue to embrace an attitude of experimentation all throughout your career.’

‘It is with wonder that I look at the techniques Julia Watson portrays. Her way of working is beautiful and at the same time has an unprecedented power. We can all take an example from the way Julia transforms local knowledge into form and material, systems and architecture.’

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<https://ddw.nl/en/news/933/ddw-presents-beacon-andre-doxey>



<https://ddw.nl/en/news/931/ddw-presents-beacon-bas-van-de-poel>



<https://ddw.nl/en/news/932/ddw-presents-beacon-julia-watson>

Further DDW Highlights & Recommendations

Suggested DDW-day program1 :

Visit Strijp S opening at 11.00 | around 5 hours including lunch

MICROLAB Hall 1 hour + half hour free visits

Some highlights

Dutch Design Awards <https://ddw.nl/en/programme/12085/dutch-design-awards-2024>

Recommended

Designed by Daan Walder, Solum Venenum is an interactive installation that explores the hidden environmental damage from illegal synthetic drug production in the Netherlands.

<https://ddw.nl/en/programme/12356/solum-venenum>

NL Oman Consulate Challenge for Tech & Creative Women <https://ddw.nl/en/programme/11874/repit>

Symbiotic nature crafts project with workshop <https://ddw.nl/en/programme/11603/crafted-connections>

Lunch (make reservations) 1 hour + NOoF 0,5 hour

@We Are Foundation –

Or @Telefooncentrale

Gives your visitors the possibility to look around this interesting hub and pass by New Order of Fashion (0,5 hour visit) when going out)

KETELHUISPLEIN World Design Embassies 45 minutes tour, 15 minutes free visit

<https://ddw.nl/en/programme/12031/embassy-of-health>

<https://ddw.nl/en/programme/12028/embassy-of-inclusive-society>

<https://ddw.nl/en/programme/12023/embassy-of-food>

<https://ddw.nl/en/programme/12035/embassy-of-digital-futures>

KETELHUISPLEIN Outside 30 minutes and 30 minutes free visit

Grand projects & installations

Noud Sleumer <https://ddw.nl/en/programme/12612/we-dont-want-wind>

Muzus <https://ddw.nl/nl/programma/12286/meaningful-encounters-betekenisvolle-ontmoetingen>

KLOKGEBOUW 60 minutes + 30 minutes free visit

Make your own selection

Recommendations

Entrance hall introduction exhibition

Secrid Talent Podium <https://ddw.nl/en/programme/11904/secrid-talent-podium>

Class 24 <https://ddw.nl/en/programme/12447/class-of-24>

And some smaller projects

Material/matter/crafts international

Rameshwari Jonnalagedda <https://ddw.nl/en/programme/11931/minimal-matter>

<https://ddw.nl/en/programme/11651/dewa-amp-dewi>

What if lab Indonesia Netherlands

<https://ddw.nl/en/programme/11893/sustainable-public-spaces-by-kampung-kollektief>

Also in Klokgebouw:

Numerous German design exhibitions like the Green Product Award like the Green Future Club

<https://ddw.nl/en/programme/11900/we-design-tomorrow>

Events end afternoon:

Stimuleringsfonds Opening Portiers Loge <https://ddw.nl/en/programme/12532/stimuleringsfonds-presents-talent>

Kiki & Joost (tbc) special welcome on Saturday 19 October

POPCORN & BEERS 16.00 – 18.00 (I am checking whether delegations are welcome and also can enter a bit later)

Evening [De Kazerne](#) Ambassadors diner – when invited.

Various exhibitions and a [very rich program](#) with as green thread Thriving Planet.

Back to Flax/ Roots/ Californian Drought

Suggested DDW day program 2

Location Microstad

Graduation show Design Academy Eindhoven to be seen in Microstad near Eindhoven's Rail way station the coming years. <https://ddw.nl/en/programme/12072/graduation-show-2024>

Location Canal Zone

Thriving planet: Cooling Down the city by Elho <https://ddw.nl/en/locations/1192/elho-x-cooling-down-the-city>
Initiator and curator Caroline Krouwels worked in this collaborative project with Eindhoven designers Grietje Schepers, Harm Rensink and Niels van den Broek with producer elho to make a permanent manifestation of green magic.

City Center

[Van Abbe Museum](https://ddw.nl/en/programme/11758/soils-de-grond-van-ons-bestaan) : <https://ddw.nl/en/programme/11758/soils-de-grond-van-ons-bestaan>

Location Koelhuis (near Kiki & Joost) *This is also the location for the opening on 18 October*

[Koelhuis District](#) is a cultural district around Immersive Experiences (IX), new media art and contemporary culture, located at Eindhoven's new eastern city entrance. It will become a permanent place for the creative and technical community to live, work, and present. The district is developed around the former Campina freezer warehouse, an industrial heritage monument, locally known as Koelhuis.

The program in **Koelhuis** shows several cool AI projects but also immersive experiences for our Health and Wellbeing.

Like the **Eigengrau Pavilion by Zalán Szakács** is an artist who explores the relationship between space, body, and technology. During DDW, he will present Eigengrau Pavilion to the public for the first time in the Creativity Garden of the Koelhuis, a new hub for immersive experiences. <https://ddw.nl/en/programme/12473/eigengrau-pavilion>

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Location Sectie C

[The Sectie C](#) community opens since years during their Dutch Design Week their studios and welcome interesting exhibitions from elsewhere in the world or the Netherlands

Recommendations

Un-studio is a collaboration between Glasgow School of Arts & Social Design Network - invites people to the table for mapping the Eindhoven food system <https://ddw.nl/en/programme/11722/a-at-the-table>

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Location De Fabriek Eindhoven:

Crafts Council Waardewerk <https://ddw.nl/en/programme/12485/waardewerk>

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Location Veem gebouw Strijp S



Manifestations brings Art, Tech and Fun! - ROBOTS, E-fashion, Kids.

50 artists of the Future **and** (mis)Matches between men and technology, being safe and connected.

<https://ddw.nl/en/programme/11921/art-tech-fun-ai-robots-manifestations>

Recommendation

Yes but how does it grow? Katja van den Eijnden, a visual storyteller/ activist, is showing a site specific installation, of two apparently disconnected works, Typographus(nature) and Scapes(culture) at Manifestations,

Veemgebouw. Katja wants viewers to be conscious about (waste)materials. Always with a sence of wonder.
Cumalume <https://ddw.nl/en/programme/12525/yes-but-how-does-it-grow>