

Colophon

A Project by:
 Royal Academy of Art (KABK), The Hague,
 City of The Hague,
 Creative City The Hague (CSDH),
 Dutch Design Fashion Architecture (Dutch DFA),
 Design Den Haag 2010–2018,
 Premsele, Dutch Platform for Design and Fashion,
 Ontwerpwerk, Abitare, Items magazine

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Website
www.designwhy.nl
www.designwhy.it

A four-day discussion platform



Programme

WHAT DOES DESIGN STAND FOR NOWADAYS?

DESIGN WHY?

Programme

Wednesday 22 April — Saturday 25 April 2009

Corso C. Colombo 15
 (at the border of Zona Tortona)
 Milan / Italy

www.designwhy.nl
www.designwhy.it

Design Why?

Introduction

Design Why?

For whom do we make design? What does design stand for nowadays and how will it look like tomorrow? How do you, as a designer, keep up with an ever changing world? Can creativity create impulses to offer new chances to the consumer market? This question and others will get a chance to be answered in the multidisciplinary programme Design Why?

The diversity of present society influences design, architecture and visual communication. Whether a product is successful depends on the turbulent dynamics of our consumer society. Together with national and international magazines, like Abitare and Items, the makers of Design Why? offer a four-day platform about design in a chaotic world.

Design Why?

Wednesday 22 April

| stage 1 | stage 2 | stage 3 |
|-------------|---|---|
| 10.00-10.30 | | IN THE SPOTLIGHT Student KABK Sajosha Talirz |
| 10.30-11.00 | DESIGN TODAY Aldo Bakker | |
| 11.00-11.30 | ON A CHAIR | <i>Cinema</i> |
| 11.30-12.00 | | |
| 12.00-12.30 | DESIGN TODAY Christien Meindersma | |
| 12.30-13.00 | | <i>Cinema</i> |
| 13.00-13.30 | | |
| 13.30-14.00 | | |
| 14.00-14.30 | DESIGN TOMORROW Anne Marie Commandeur | |
| 14.30-15.00 | | |
| 15.00-15.30 | <i>Cinema</i> | IN THE SPOTLIGHT Student KABK Rick ten Velden |
| 15.30-16.00 | ON A CHAIR | |
| 16.00-16.30 | KABK PRESENTS Chemical Sisters Nic Roex dept. Textile | |
| 16.30-17.00 | | |
| 17.00-17.30 | ON A CHAIR | <i>Cinema</i> |
| 17.30-18.00 | DESIGN STRESS Gijs Bakker | |
| 18.00-18.30 | | |
| 18.30-19.00 | <i>Cinema</i> | |
| 19.00-19.30 | | |
| 19.30-20.00 | PARTNER PRESENTATIONS Abitare | |
| 20.00-20.30 | | |
| 20.30-21.00 | | |

Thursday 23 April

| stage 1 | stage 2 | stage 3 |
|-------------|---|---|
| 10.00-10.30 | REPEATED | <i>Cinema</i> |
| 10.30-11.00 | KABK PRESENTS dept. Textile Barbara Kooij Renate Nederpel Paul van Zijp | IN THE SPOTLIGHT Student KABK Nic Roex |
| 11.00-11.30 | | |
| 11.30-12.00 | ON A CHAIR | <i>Cinema</i> |
| 12.00-12.30 | | |
| 12.30-13.00 | PARTNER PRESENTATIONS Items / Max Bruinsma Cristina Morozzi Guta Moura Guedes | |
| 13.00-13.30 | | |
| 13.30-14.00 | <i>Cinema</i> | |
| 14.00-14.30 | REPEATED | PRESS LUNCH Design Den Haag |
| 14.30-15.00 | | |
| 15.00-15.30 | ON A CHAIR | |
| 15.30-16.00 | ON A CHAIR | IN THE SPOTLIGHT Student KABK Paul Timmer |
| 16.00-16.30 | DESIGN TODAY Guta Moura Guedes | |
| 16.30-17.00 | | |
| 17.00-17.30 | ON A CHAIR | <i>Cinema</i> |
| 17.30-18.00 | PARTNER PRESENTATIONS Premsele Ben van Berkel | |
| 18.00-18.30 | | |
| 18.30-19.00 | <i>Cinema</i> | |
| 19.00-19.30 | | |
| 19.30-20.00 | DESIGN THOUGHTS Bradley Quinn | |
| 20.00-20.30 | | |
| 20.30-21.00 | <i>Cinema</i> | |
| 21.00-21.30 | DESIGN WHY? Late Night Talkshow guests t.b.a. | |
| 21.30-22.00 | | |
| 22.00-22.30 | REPEATED | |

Friday 24 April

| stage 1 | stage 2 | stage 3 |
|-------------|---|---|
| 10.00-10.30 | REPEATED | <i>Cinema</i> |
| 10.30-11.00 | DESIGN TODAY Dienand Christe | IN THE SPOTLIGHT Student KABK Renate Nederpel |
| 11.00-11.30 | | |
| 11.30-12.00 | ON A CHAIR | <i>Cinema</i> |
| 12.00-12.30 | PARTNER PRESENTATIONS Items / Max Bruinsma Omar Vulpinari Hans Maier Aichen | |
| 12.30-13.00 | | |
| 13.00-13.30 | <i>Cinema</i> | |
| 13.30-14.00 | | |
| 14.00-14.30 | REPEATED | PRESS LUNCH Dutch DFA |
| 14.30-15.00 | | |
| 15.00-15.30 | ON A CHAIR | |
| 15.30-16.00 | ON A CHAIR | IN THE SPOTLIGHT Student KABK Barbara Kooij |
| 16.00-16.30 | DESIGN TODAY Dutch DFA Christine de Baan | |
| 16.30-17.00 | | |
| 17.00-17.30 | ON A CHAIR | <i>Cinema</i> |
| 17.30-18.00 | PARTNER PRESENTATIONS Design Den Haag Ed Annink | |
| 18.00-18.30 | | |
| 18.30-19.00 | <i>Cinema</i> | |
| 19.00-19.30 | | |
| 19.30-20.00 | KABK PRESENTS Iris Bijvelds Rick ten Velden dept. Textile | |
| 20.00-20.30 | | |
| 20.30-21.00 | <i>Cinema</i> | |
| 21.00-21.30 | DESIGN WHY? Late Night Talkshow guests t.b.a. | |
| 21.30-22.00 | | |
| 22.00-22.30 | REPEATED | |

Saturday 25 April

| stage 1 | stage 2 | stage 3 |
|-------------|---|--|
| 10.00-10.30 | REPEATED | <i>Cinema</i> |
| 10.30-11.00 | KABK PRESENTS Paul Timmer Sajosha Talirz Eva Malschaert | IN THE SPOTLIGHT Textile dept. of KABK |
| 11.00-11.30 | | |
| 11.30-12.00 | ON A CHAIR | <i>Cinema</i> |
| 12.00-12.30 | PARTNER PRESENTATIONS Items / Max Bruinsma Mieke Gerritzen | |
| 12.30-13.00 | | |
| 13.00-13.30 | <i>Cinema</i> | |
| 13.30-14.00 | | |
| 14.00-14.30 | REPEATED | PRESS LUNCH KABK |
| 14.30-15.00 | | |
| 15.00-15.30 | ON A CHAIR | |
| 15.30-16.00 | ON A CHAIR | IN THE SPOTLIGHT Student KABK Eva Malschaert |
| 16.00-16.30 | DESIGN TOMORROW Martí Guixé | |
| 16.30-17.00 | | |
| 17.00-17.30 | ON A CHAIR | <i>Cinema</i> |
| 17.30-18.00 | DESIGN REVISITED Mystery Guest | |
| 18.00-18.30 | | |
| 18.30-19.00 | <i>Cinema</i> | |
| 19.00-19.30 | | |
| 19.30-20.00 | DESIGN THOUGHTS Hans Maier Aichen | |
| 20.00-20.30 | | |
| 20.30-21.00 | | |

programme is subject to change please visit designwhy.nl for updates

Design Why? Programme

Design Why?

The Late Night Talk Show
Two guests are talking with the talk show host. What is their opinion about these two questions: To whom do we address design? Is the current state of design, during this economic crisis and under today's environmental pressure, a blessing or a curse? The show will be about images, thoughts, fantasies, curiosity and pleasure.

Guests to be announced
Thursday, April 23 / 21:00–22:00
Friday, April 24 / 21:00–22:00

Design Today

After a 15-minute presentation about Design Today, the guest speaker will be interviewed by two students of the Royal Academy of Art, The Hague. Then the public will be allowed to ask questions.

Aldo Bakker

Designer / The Netherlands
Wednesday, April 22 / 10:30–11:30

After years of design exaggeration, Aldo Bakker is working on products that can only be manufactured in small quantities. The production of his designs is time consuming. Technical knowledge relative to materials and construction is the foundation for his poetically shaped furniture.

Christien Meindertsma

Designer / The Netherlands
Wednesday, April 22 / 12:00–13:00

An increasing number of young designers are showing a tendency towards the social aspects of design. During her final exams at the Design Academy Eindhoven,

Christien bought all sorts of 'threatening' products that were taken from passengers before embarking an airplane; scissors, knives, plastic toy weapons, children's cutlery and bottle openers. She published these products in a book called 'Checked baggage'. Do not forget to buy her book, PIG 05049, in which she shows how we, apart from what we eat from it, use all the specifics of a pig.

Guta Moura Guedes

Director of ExperimentaDesign Portugal
Thursday, April 23 / 16:00–17:00

Guta Moura Guedes's mission is to position Portugal on the international map of design and to address design as a cultural phenomenon. Since 1999, she has been organizing the design event called ExperimentaDesign in Lisbon, which has grown into one of the most important international events exploring the culture of design in a multi-disciplinary context.

Dienand Christe

Critic / The Netherlands
Friday, April 24 / 10:30–11:30

Dienand Christe is happily cynical about the future of design. He creates prototypes for consumer products that raise questions about the product and its functionality. After working for Diesel, he re-started his own company and teaches at the Design Academy (The Netherlands). In a recent project, he wrote letters to famous designers and architects questioning them about their status and personality.

Christine de Baan

Program Director Dutch DFA
The Netherlands
Friday, April 24 / 16:00–17:00

Christine de Baan is a well-informed researcher and energetic organizer with an international network. She was responsible for many design and architecture-related events such as POWER, the 3rd Architecture Biennale Rotterdam for which she was head of programming. For the Dutch Photo Museum (Nederlands Fotomuseum), Christine was as guest curator, responsible for the exhibition and book about Modern China in the arts and the media. In 2008, Christine became program director at Dutch Design, Fashion and Architecture. DDFA is a unique public-private collaboration between three Dutch ministries - Economic Affairs, Foreign Affairs, and Education, Culture & Science - and Dutch design organizations such as NAI, Prensela, the Chief Government Architect and several professional associations.

Design Tomorrow

After a 15-minute presentation about the future of design, the guests of Design Tomorrow will be interviewed by two students of the Royal Academy of Art, The Hague. Then the public will be allowed to ask questions.

Anne Marie Commandeur

Trend watcher / The Netherlands
Wednesday, April 22 / 14:00–15:00

Anne Marie Commandeur started Stijlinstituut Amsterdam in 2004. Stijlinstituut Amsterdam advises and informs companies on current trends

and developments in design and fashion. Nowadays tendencies are translated into products and communication concepts. Commandeur advises, works and teaches internationally.

Martí Guixé

Ex-designer / Spain
Saturday, April 25 / 16:00–17:00

The work of Martí Guixé can be described as 'beyond design'. Guixé is a designer with the mind of an artist, and the 'do-mentality' of a designer. In his search for essential contemporary forms of design, he operates outside current paths and formats. He prefers to concentrate on how things work instead of creating more objects that prioritize form.

Design Stress

After a 15-minute presentation about the recent stress in the design world as a result of the global financial crisis, the guest speaker will be interviewed by two students of the Royal Academy of Art, The Hague. Then the public will be allowed to ask questions.

Gijs Bakker

Designer and co-director
Droog Design / The Netherlands
Wednesday, April 22 / 17:30–18:30

Gijs Bakker is known for his ground-breaking jewellery designs. He can be classified as one of the top 5 of his profession in the world. His experience makes him a personality with a 'helicopter' view on design today. Although he finds the economy of design a challenging subject, Bakker concentrates on the culture of design in business. He is

interested in young talents and innovation in the context of 'the meaning of things'.

Design Thoughts

After a 15-minute presentation about future scenarios and the possible role of design in the future, the guest speaker will be interviewed by two students of the Royal Academy of Art, The Hague. Then the public will be allowed to ask questions.

Bradley Quinn

Critic / USA
Thursday, April 23 / 19:30–20:30

Bradley Quinn travels the globe seeking information and inspiration for his books and publications. Quinn comes across many design posts and is able to combine different information into interesting meanings. The history and the contemporary era of fashion, textiles and design are being collected into inspiring books.

Professor Hans Maier Aichen

Designer, advisor and teacher
Germany
Saturday, April 25 / 19:30–20:30

One seldom comes across a design explorer like Hans Maier Aichen. After a successful career as an artist, he founded Authentics (1981), one of the most famous design-related consumer product companies in the world. He attracted young talents on his design team and challenged them to design products for daily use. Maier Aichen is an international design consultant always seeking improvement in design. Ecological, social and functional values go together

with young talents, traditional and high-tech manufacturing.

Design Revisited

Lecture by a historian, designer, producer or critic about former 'design notions'.

Mystery guest
Saturday, April 25 / 17:30–18:30

KABK Presents

Students of the Royal Academy of Art, The Hague present their designs and give answers to Design Why?

Wednesday, April 22 / 16:00–17:00
Thursday, April 23 / 10:30–11:30
Friday, April 24 / 19:30–20:30
Saturday, April 25 / 10:30–11:30

In the Spotlight

Students of the Royal Academy of Art, The Hague, show their work in the spotlight.

On a chair

Visitors of the Salone del Mobile will be interviewed by students of the Royal Academy of Art, The Hague.

Repeated

Broadcasted shows of the previous days.

Cinema

Selected documentaries, filmed interviews by students of the KABK at Zona Tortona. Screening of previous interviews and debates at Design Why?

Design Why? Programme

Partner presentations

ABITARE

Paola Nicolin
Art editor of Abitare
Dwelling Stories, Telling Spaces
Wednesday, April 22 / 19:30–20:30

With the September '07 issue, Stefano Boeri has taken over as editor-in-chief of Abitare - the bilingual English/Italian monthly publication, which is dedicated to architecture, design and art since 1962. Abitare leads you to extraordinary places and wander through these spaces, guided by images and stories. Experience them: enter these spaces with your mind, inhabit them and imagine how you'd alter them through the peculiar lens of storytelling - the plural, multisensorial experience that defines literature, stories and narratives.

PREMSELA, DUTCH PLATFORM FOR DESIGN AND FASHION

Thursday, April 23 / 17:30–18:30

Since 2002, Prensela has been working to improve the Dutch design climate. They organize lectures, debates and exhibitions, conduct studies and author publications, as well as offer information and advice, both in The Netherlands and abroad. Then, Prensela created programs in the fields of heritage and history, globalization and amateurism. Prensela is the publisher of Morf (Dutch design magazine) and of the international portal Design.nl.

Ben van Berkel

Dutch architect and designer, Ben van Berkel, together

with his studio UNStudio (previously Van Berkel & Bos Architectuur Bureau), is known for the 'Erasmusbrug' (Erasmus Bridge) in Rotterdam and the Mercedes-Benz Museum in Stuttgart. Van Berkel also designed an array of interiors and products.

ITEMS

Three conversations on design, culture and society moderated by Max Bruinsma, editor of Items design magazine, the Netherlands.

During the quarter century since its initiation, Items has established itself as the leading design magazine of the Netherlands and Flanders. Editor in chief Max Bruinsma summarizes the magazine's editorial policy: "Items is a cultural magazine about design. Our challenge is to critically analyze what all design disciplines have in common, while at the same time acknowledging each discipline's specificity." Items closely follows developments in architecture, fashion, industrial, product and graphic design in the Netherlands and abroad, with a critical eye to trends, new products, and talented young designers. At the same time Items views these themes in the broader context of today's visual culture and the discourses that inspire it. Items' readership consists of designers and their clients, students and a general readership interested in the culture of design in the Netherlands. With an English supplement, Items now also aims at an international audience interested in widening and deepening their view on design.

Cristina Morozzi

Creative director of Skitsch / Italy

Guta Moura Guedes

Guta Moura Guedes, director
ExperimentaDesign / Portugal
Thursday, April 23 / 12:30–13:30

Design Revisited:

Cristina Morozzi is a highly respected Italian expert on design. A long-standing curator and critic, she recently selected the designers for a new label, Skitsch. Guta Moura Guedes is founder of ExperimentaDesign, a bi-annual design event in Lisbon and Amsterdam, which is now one of the most highly appreciated international events exploring the quality of design in an interdisciplinary context.

In this conversation, the two leading ladies of design will share their thoughts about design's continuity and change. How, at heart, design might be more about an ongoing exploration of culturally expressive functionality than about newness and originality.

Omar Vulpinari

Director Visual Communication
Department, Fabrica / Italy

Hans Maier Aichen

Professor at Karlsruhe University
of Arts and Design / Germany
Saturday, April 25 / 12:00–13:00

Design Tomorrow:

Omar Vulpinari is a graphic designer who leads the visual communication department at Fabrica, Benetton's design research institute in Treviso. He also oversees Fabrica's projects for clients in the public arena such as United Nations World Health Organization and Fabrica's workshop programme "Environmental, Social, Relational". Product designer Hans Maier-Aichen founded design label Authentics in 1980. A laureate of the European

Design Award 1997, he is Professor for Product Design at the Staatliche Hochschule für Gestaltung Karlsruhe.

The two design internationalists will talk about the state of the art in design from their educational and research perspectives. Are the urgent situations in the economy, the environment and social questions necessitating a new role of designers and for design? Is the industry changing at all, or just paying lip-service to trendy moralisms about sustainability and social responsibility?

Mieke Gerritzen

Director Graphic Design Museum,
Breda / the Netherlands
Saturday, April 25 / 12:00–13:00

Design Thoughts:

Mieke Gerritzen pioneered in graphic and interface design for the new World Wide Web in the 1990's and made a name as a highly opinionated designer and provocative thinker. She co-founded and directed the communication design masters at the Sandberg Institute in Amsterdam. Recently she became Director of the new Graphic Design Museum in the Netherlands.

In this conversation we will look at design from the perspective of its iconicness. Has form become a product's main function? Has product design become a form of visual communication?

DESIGN DEN HAAG 2010–2018

Thursday, April 25 / 14:00–15:00

Design Den Haag 2010–2018 researches the relationship between Design and Government in Europe in an international context, from cultural, economic and social viewpoints. Starting in the Spring of 2010, Design Den Haag will organize a total of five public events biennially in the field of design, architecture and visual communication, with exhibitions, publications, lectures and debates, workshops and documentary films. Each edition will entail collaboration between Den Haag and another European capital: Berlin, Stockholm, Rome, London and Paris. Every edition will be evaluated. The final evaluation of the five editions will be submitted as a report to the European Union at the end of 2018. This report will contain recommendations concerning the improvement of relations between design and govern-

ment, and on governmental funds for the quality of design, architecture and visual communication.

Partner press lunches

(on invitation only)

Twenty-minute introduction by partner/thirty-minute question sessions with journalists

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Design Why? Programme

ment, and on governmental funds for the quality of design, architecture and visual communication.

DUTCH DFA

Friday, April 24 / 14:00–15:00

The DutchDFA — DUTCH Design Fashion Architecture — program aims to strengthen and consolidate the international position of the most prominent sectors of the Dutch creative industries: design, fashion and architecture. The DutchDFA program is a demand-driven range of activities aimed at building long-lasting international partnerships that address the issues facing today's world through design.

ROYAL ACADEMY OF ART, (KABK) THE HAGUE

Saturday, April 25 / 14:00–15:00

The Royal Academy of Art (KABK) trains students to be independent and self-aware artists and designers who, driven by their experimental approach, bring a unique contribution to their disciplines and society at large. The Royal Academy has the opinion that art is, nationally and internationally, one of the most important and innovative sources of energy for our society. Self-willed and researching artists and designers will keep these sources alive. The Royal Academy is searching for such artists and would like to give them the opportunity to evolve. Students have to find and are stimulated to look beyond their boundaries.