

Brands & Designers

Project Information (EN)

Brands & Designers brings together eight brands and eight designers. The exhibition was originally developed for the 3-day design festival GLUE Amsterdam. Each designer was invited to immerse themselves in the world of one brand. The premise was simple yet challenging: the brand's material takes centre stage. Not simply use what the brand makes, but explore what the brand is. The result is neither product development, a marketing object, nor a commercial application. Instead, it is a free, unexpected and meaningful interpretation of the essence of each brand, seen through the eyes of a designer. The exhibition was designed by Meike van Schijndel. We are showing four houses, for the original exhibit there were eight. On the outside, we encounter the identity of the brand; inside, the designer's interpretation. Within each house, the stories of both come together. bARC Flooring - Chris Ruhe DecoLegno - Label 2x2 JEE-O - Ruben van Megen Oniro - Studio Kars + Boom Also shown, the designs of: Mal Yu for Alphenberg Kim Zoutewelle for Dutch Walltextile Company Suzan Hijink for Illum Kunstlicht Aglaé Jarry Wilson for The Mosaic Factory

Projectinformatie (NL)

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