Next generation of top designers wins Dutch Design Awards 2025

Each year, Dutch Design Awards (DDA) honours the most outstanding designers and projects in the Netherlands. From a shortlist of fifteen highly talented nominees, the jury selected three winners. Designers Vera van der Burg, Willem de Haan, and Marten van Middelkoop & Joost Dingemans of Plasticiet received their Dutch Design Award on Saturday evening, 18 October, presented by jury chair Borre Akkersdijk. The winners highlight distinct areas of design, from material innovation and spatial interventions to AI.

Borre Akkersdijk, founder of BYBORRE® and chair of the jury, explains: “Among an outstanding group of nominees, these three winners stand out in their fields. Each brings versatility and pushes both their own limits and those of design. They’re makers who keep challenging themselves to create remarkable work, and there’s no doubt they’ll continue to surprise us.”

Each winner receives a prize of 10.000 euro and a tailored talent development programme. This includes a masterclass, personal learning goals, and dedicated matchmaking with relevant professionals from the network. The award is made possible by the Keep an Eye Foundation, which supports and celebrates emerging creative talent.

Meet the ‘Emerging Talent Award’ winners

Vera van der Burg (Design Academy Eindhoven, 2019 & PhD candidate at TU Delft) is a designer and researcher exploring AI as a tool for self-reflection and creative enrichment in design. The challenge of integrating machine learning and automation into everyday life often creates tension, which she uses as a lens for contemporary design. How can we stay in control and use AI for the greater good? She translates these complex questions into tangible, thought-provoking installations.

Willem de Haan (ArtEZ Arnhem, 2017) stands out for his distinctive, bold style. His work often takes the form of unexpected, sometimes absurd interventions in public spaces. Drawing inspiration from film and theatre, he playfully challenges the unspoken social rules of everyday life. His practice reflects the Dutch design tradition: socially critical, yet inviting in form. The longer you engage with his work, the more curious you become. Humour is his entry point - a subtle, diplomatic language with a sharp message.

Plasticiet, founded by product designers Marten van Middelkoop and Joost Dingemans, demonstrates the potential of plastic waste. The duo transforms discarded plastics into high-quality solid surface materials with marble-like patterns and unique, handcrafted textures, used in interiors and architecture. Their work is compelling not only for its sustainability but also for its superior material quality, bridging craftsmanship and circular innovation. Plasticiet has collaborated with brands including Ace & Tate, Jil Sander, and De Bijenkorf.

About Dutch Design Awards

Dutch Design Awards (DDA) annually honours the most leading designers and projects from the Netherlands. Founded in 2003, DDA provides a platform for Dutch design that is relevant, impactful, and forward-looking. With a strong focus on systemic change, collaboration, and talent development, DDA highlights how design can contribute to social, technological, and cultural transitions. The award is an initiative of Dutch Design Foundation and is presented during Dutch Design Week.

Jury Dutch Design Awards 2025

1. Borre Akkersdijk, founder of BYBORRE® (chair)
2. Samir Bantal, architect and director at AMO, working at the intersection of spatial design, society, and technology
3. Sabine Marcelis, artist and designer
4. Paul Cournet, architect and founder of CLOUD
5. Johan Kramer, film and advertising director at Holy Fools, co-founder of creative agency KesselsKramer
6. Nathalie van Sasse van Ysselt, LA-based creative director involved in design & experience events such as Sphere Las Vegas, HUB Montréal, and OFFF Barcelona
7. Guillaume Schmidt, co-founder of lifestyle brand Patta, internationally recognised for its cultural and social impact

A breeding ground for the next generation

Find all fifteen nominees and visuals of the DDA Emerging Talent Award 2025.

With these fifteen nominations, the Emerging Talent Award celebrates designers who represent diverse directions within the field. The award aims to foster recognition, connection, and growth for the next generation of Dutch design. The jury and DDA are proud to present them side by side, encouraging dialogue and collaboration to further advance the discipline.