



## Dutch Design Week 2025 brings together the best in design

2,500+ designers, 120 venues and a programme full of inspiration

The iconic design event Dutch Design Week (DDW25) presents [Past. Present. Possible. From 18-26 October 2025](#), DDW marks its 25th edition and once again transforms Eindhoven into a living lab for design. More than 2,500 designers, design schools, ministries and leading brands will spread across 120 venues, making DDW one of the world's most influential design events.

This year, Eindhoven will once again buzz with inspiration, welcoming around 350,000 visitors from the Netherlands and abroad. Major brands such as retail brand [HEMA](#) and energy company [Vattenfall](#) are part of the programme. Renowned designers, including [Sabine Marcelis](#), [Stefan Diez](#), Piet Hein Eek and [Kiki & Joost](#), will present their work alongside a new generation of talent from 35 leading European design schools, such as [Design Academy Eindhoven](#), [Swedish School of Textiles](#) and the University of Applied Arts Vienna – all featured in [Class of 25](#).

Programme highlights include:

### [Bridging Minds | Van Abbemuseum](#)

This year, the Van Abbemuseum will showcase 100 works by leading designers and artists, curated by DDW co-founder Miriam van der Lubbe. Featured names include Klarenbeek & Dros, Maarten Baas, Jalila Essaïdi, Formafantasma, Hella Jongerius and Marcos Kueh.

### [Grand Projects | across the city](#)

DDW's outdoor exhibition of large-scale installations—some reaching ten metres high—will be spread across the city, with contributions from designers such as Pauline van Dongen and Thijs Biersteker.

### [Signature and Collectible Objects: Forward Furniture | De Caai](#)

A raw factory hall will be transformed into a stage for high-end collectible design. Curator Liv Vaisberg presents an aesthetic exploration of furniture design during DDW25.

### **Step into 2050, in 2025**

Dutch Design Week is not a showcase of finished products, it's a meeting place for questions, doubts and possibilities. A place for ideas in the making. Expect bold projects on themes such as climate, AI experiments and sustainable materials. As Dezeen founder and former DDW ambassador Marcus Fairs once said: "I've seen the future in an ugly little town in the south of Holland." At DDW25,

we don't wait for the future. We design it together.

### **Creating greater impact together**

Good design comes not only from designers but also from companies and institutions that are innovating with social urgency. DDW25 collaborates with leading brands such as [Brabantia](#), [Hydro](#), [Sweco](#), [Rabobank](#), [Accenture](#), [HEMA](#), [Vattenfall](#) and mobility partner [Xpeng](#). Government bodies, including the [Ministries of Education & Culture and Science, Home Affairs, Health, Justice & Security, and Defence](#), will also demonstrate how design can contribute to significant social challenges. Key partners such as [Nieuwe Instituut](#), [Waag Futurelab](#), [Stimuleringsfonds](#), [ClickNL](#) and [Trudo](#) will help build an inspiring programme.