Queen Máxima opens 25th Dutch Design Week

Eindhoven, 16 October 2025 – **Tonight, Queen Máxima officially opened the 25th edition of Dutch Design Week. In her speech, she highlighted the vital role of design as a driver of innovation and forward thinking. The anniversary edition of the leading design festival, themed Past. Present. Possible., runs from 18 to 26 October 2025.**

Queen Máxima's passion for design has not gone unnoticed. As a loyal visitor to Dutch Design Week, she closely follows developments in both the Dutch and international design worlds.

> Designers have remarkable power to tackle the challenges of our time. You're a driving force in the Dutch economy — and we're brilliant at it!

— Queen Máxima in her opening speech

Ahead of the official opening, Queen Máxima visited the exhibition Bridging Minds at the Van Abbemuseum. The exhibition, curated by DDW co-founder Miriam van der Lubbe, showcases a selection of 100 designers and artists whose work demonstrates how design can bring people together and address societal challenges. The show features both emerging talents and established names, including Formafantasma and Klarenbeek & Dros.

> "We celebrate 25 remarkable editions in which we've brought together designers, visitors, governments and companies through design. Design that questions, imagines alternatives, and inspires a better world. We don't wait for the future — we shape it together. I'm proud of the international platform DDW has become, thanks to these strong collaborations."

— Co-founder Miriam van der Lubbe on the 25th anniversary of Dutch Design Week