

Minister Heleen Herbert opens Dutch Design Week 2026 in Eindhoven

The 26th edition of Dutch Design Week (DDW) will be officially opened on Friday evening, 16 October, by Heleen Herbert, Minister of Economic Affairs and Climate Policy.

The evening will begin with an introduction by Willem van Zeeland, Director of Dutch Design Foundation, followed by a conversation between Minister Heleen Herbert and Miriam van der Lubbe, Creative Head of Dutch Design Week. They will discuss major societal challenges and the economic importance of design for Dutch society. Drawing on this year's DDW theme, Rebel Authentic Worth (R.A.W.), Van der Lubbe will highlight the social, cultural and economic value of design that creates space for experimentation, material research and radical imagination.

The Netherlands' largest design festival

For nine days, DDW will take over Eindhoven, with designers, studios, educational institutions and cultural organisations presenting new work across the city. From established names and emerging talents to group exhibitions, the programme includes Isabel + Helen, Maison the Faux, Willem van Hooff, Joep van Lieshout, Crafts Council and Rive Roshan.

More than 2,500 designers will come together at the Netherlands' largest design festival, offering visitors the chance to discover the full spectrum of design.

Dutch Design Week

Dutch Design Week (DDW) is the leading platform for high-quality design. DDW explores the design of the future and the future of design. It opens up new perspectives, inspires, shares knowledge, connects people and drives change.

During the nine-day event, from 17 to 25 October, Eindhoven becomes a city dedicated to design, showcasing every imaginable discipline and aspect of the field. The focus is on expertise and talent, experimentation, innovation and cross-disciplinary collaboration. Dutch Design Week also serves as a platform for putting design as a profession on the agenda and encouraging debate about its role and significance.

Note to editors – not for publication

Dutch Design Week opening

Date: Friday 16 October

Time: Opening starts at 20:30, doors open at 19:30

Location: Radio Royaal, Ketelhuisplein 10, Eindhoven

Click here for directions.

Members of the press wishing to attend the opening are kindly requested to register in advance via press@dutchdesignfoundation.com.

For more information, including press accreditation, please contact the press office:

DDW

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