

PSV and Dutch Design Week join forces in three-year partnership

PSV and Dutch Design Week (DDW) are entering into a three-year partnership. The two Eindhoven icons are joining forces to strengthen the connection between sport, design and the city. The partnership aims to bring new audiences together, create inspiring encounters and showcase Eindhoven's creative strength.

Although PSV and DDW operate in different worlds, they share a strong connection to Eindhoven. While PSV brings millions of people together through sport, DDW provides an extensive platform each year for designers, makers and innovators from the Netherlands and abroad. Through this partnership, both organisations aim to bring their networks, stories and audiences closer together.

Over the coming years, the Philips Stadion will will play a roll in the DDW programme during the festival. Both organisations will also explore how designers, makers and students can help address challenges within the world of PSV and the Philips Stadion.

According to **Frans Janssen**, Commercial Director of PSV, the partnership is a natural fit with PSV's role in the city.

"PSV is inextricably linked to Eindhoven. The same goes for Dutch Design Week. We believe we can strengthen each other by bringing our worlds together. Not by changing who we are, but by being curious about each other's perspectives. This exchange of ideas is what makes Eindhoven special and allows us to connect new audiences with our organisations."

The partnership has deliberately been established as a long-term collaboration. The first year will focus primarily on getting to know each other and experimenting. In the years that follow, PSV and DDW will further develop the partnership through new initiatives and joint projects.

Willem van Zeeland, Managing Director of Dutch Design Foundation, is also looking forward to the collaboration.

"As two iconic brands that are part of the identity of Eindhoven and the rapidly growing Brainport region, we have found common ground in our shared history. Both organisations are important meeting places and platforms for our community. We share a mission to nurture talent and are curious to discover each other's audiences."

Through this partnership, PSV and DDW reaffirm their shared ambition to continue raising Eindhoven's national and international profile as a city of creativity, innovation and connection.