Queen Máxima to open the 25th Dutch Design Week in Eindhoven

Her Majesty Queen Máxima will open the 25th edition of Dutch Design Week (DDW) in Eindhoven on Thursday evening, 16 October.

Over the years, DDW has grown into a leading international event, showcasing the full breadth of design over nine days each year. With the theme Past. Present. Possible., DDW celebrates a quarter of a century of shaping the future. The programme reflects on its legacy, highlights today's creative energy, and explores what design may become in the future. DDW presents work and concepts from 2,000 designers to 350,000 visitors at around 100 locations throughout the city. The event features exhibitions, lectures, debates, networking meetings and presentations.

During the festive opening at Domus Dela, Queen Máxima will join Miriam van der Lubbe, Creative Head of DDW, in conversation on the value of Dutch design for innovation, sustainability, connection, and social impact. Afterwards, Queen Máxima will officially open the 25th edition of Dutch Design Week.

Prior to the Grand Opening, Queen Máxima will visit the exhibition Bridging Minds – 100x design for change at the Van Abbemuseum. Guest curator Miriam van der Lubbe presents a selection of 100 works by both emerging and established designers and artists, showing how design can foster connection and contribute to solutions for societal challenges.