

The Archives - Marlou Hoefsloot

Project Information (EN)

Dutch Design Week has been showcasing innovative designs and visions of the future for over 25 years. The Archives does the opposite; it looks backward. Not with misty-eyed nostalgia, but with the same curiosity DDW uses to look at the future. The Archives flips through the early pages of the event to see which ideas still hold up or feel like prophecies we failed to notice. The Archives presents iconic designs and concepts from those early days scattered across De Bergen's shop windows. A self-guided route through the district lets you explore these objects in your own pace. The route is also accessible after opening hours, giving you the opportunity to end the route in one of the many bars or restaurants. And if you're lucky, you might stumble into an unplanned party or pop-up, the kind that remind you why DDW is never just about the designs, it is about the energy that releases when people come together to create.

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
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