

DUTCH

DESIGN

WEEKEND

LOBBY

EINDHOVEN



## Dutch Design Lobby Eindhoven

A powerful brand for innovation and  
economic success in design

PR Brochure DDL040

ABChairs, Roeland Otten

Source: Dutch Design Week



The Dutch Design Lobby consists of the thousands of designers who in their daily wheeling and dealing enhance the competitive advantage of the Netherlands. In these times of crisis, the innovative entrepreneurialism of Dutch Design radiates over the national economy as a whole.



Innovative design products are exemplars of the unique intercommunication between creativity and business of the Dutch Design Lobby. Due to historical reasons, the Dutch Design Lobby has a strong base in Eindhoven, the hometown of Philips. The Dutch Design Week and Strijp-S underscore this historical bond.



## A new design ethics for the new Eindhoven

With the Dutch Design Lobby a new era has begun. Designers no longer relate to market parties in a distant way. For designers, the hard economy is no longer an inevitable border phenomenon. Market processes such as competition, supply and demand and random hypes are an essential aspect of doing business in design.

For many years, the Dutch Design Lobby has contributed to this new mode of association between design and economy. The new attitude excels in synergy, spontaneity and interweaving of separate entities. The market is no longer seen as a mere producer, financier or seller of a product. In Dutch Design, market thinking plays a key role in the design process itself. The market is the driving force and catalyst of design.



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This change in mentality forms the success factor of Dutch Design that especially in Eindhoven has found its home base. The Dutch Design Lobby stimulates and promotes the new entrepreneurial design culture. It stays far away from formalization, paternalism and institutionalization. The Dutch Design Lobby names, affirms and confirms the dynamic energy engendered by thousands of designers.

The Dutch Design Lobby is the glue of the Dutch Design Week. It facilitates the core activity of this annual top event, stamps its trademark on the diverse products and determines the latter's success or failure. The success of the Dutch Design Lobby is proven by the international appeal of this top event not only towards consumers, but especially towards producers. From all corners of the globalized world designers come to contribute to the success of Dutch Design.



Les Garçons Terribles, Nieuwe Haren

Source: Dutch Design Week



Lost in Happiness, Studio Lenneke

Source: Dutch Design Week

## **Design = entrepreneurship. Entrepreneurship = design**

Entrepreneurship is inherent to design. Inversely, design is a central component of entrepreneurship. This interlocking of design and entrepreneurship is the unshakeable foundation of the Dutch Design Lobby. It is the reason why designers and entrepreneurs become mutually interchangeable. Good designers are also good entrepreneurs. Good entrepreneurs are also good designers – or at least, have a good nose for future trends. The Dutch Design week is the ultimate proof of this.

But the Dutch Design Lobby goes much further. It accomplishes the full integration of design and entrepreneurship in life. Both disciplines are core activities of man and prove their value as such in the design process. Designers develop innovative products in function of their progressive exploitation by the market. Without the perspective of market application, Dutch Design would lose its driving force and the designer its reason for existence. The business objective of Dutch Design is thus no extra that is forced upon the core business of the designer from the outside. Doing business is an existential dimension of design. It is nothing less than its condition of existence.



KLOKby, KLOKby

Source: Dutch Design Week

## The human factor of Dutch Design

The unique characteristics of the designer also hold for humankind as a whole. Creative entrepreneurship and a non-stop urge for innovation form the core of what makes a human being human. The Dutch Design Lobby embodies the optimal balance between fundamental human traits. Success relies on the constant synergy created between creative and economic surplus value. A one-dimensional focus on one of the components leads to a decline in product innovation and unsustainable products. Exclusive attention to the creative aspects of the design discipline abandons it to the subjective whims of individuals. Inversely, the narrow focus on turnover and profit margins has a deadening effect on the necessary creativity to stay ahead of the competition.



## Dutch Design Lobby

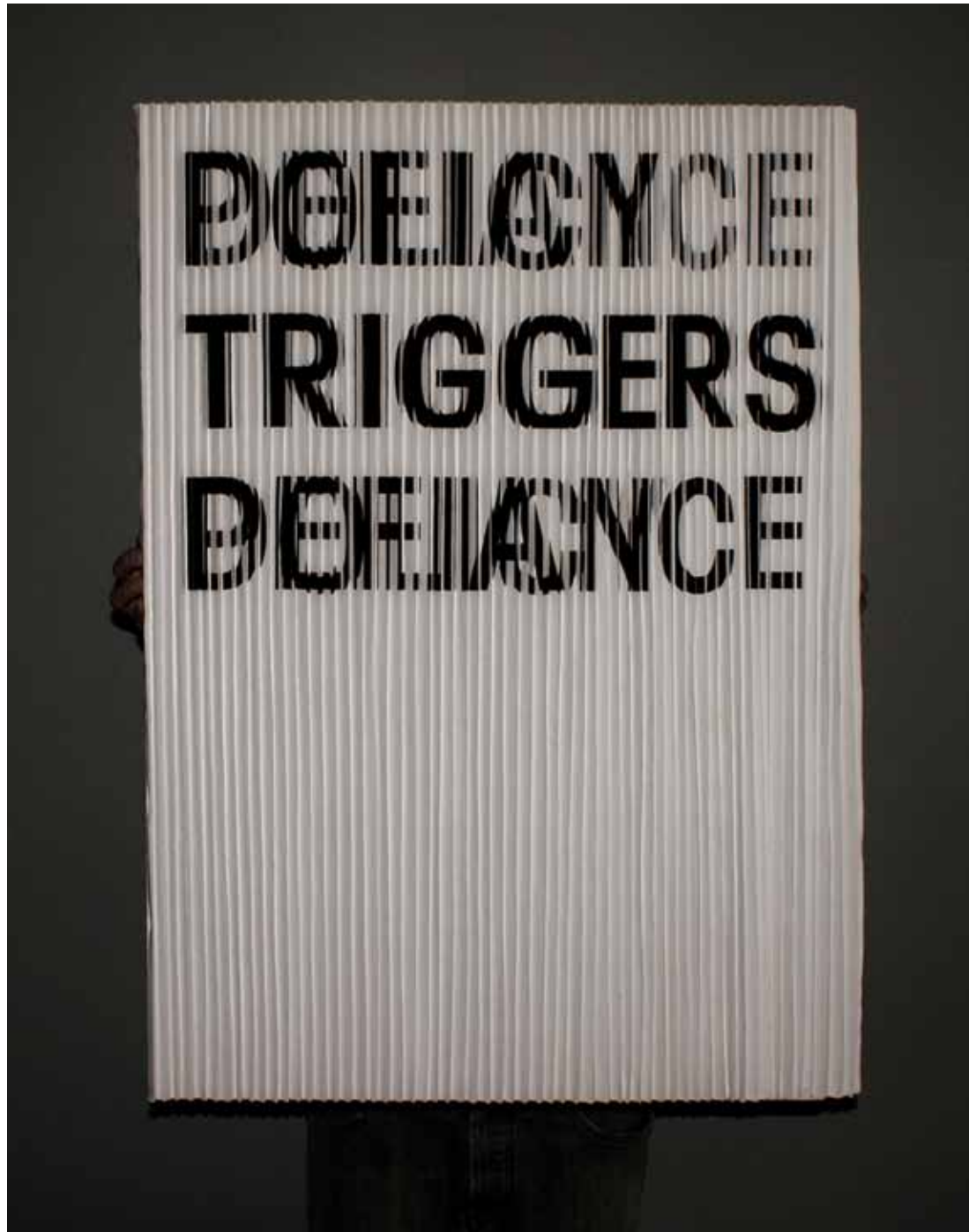
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## Dutch Design as weapon against the economic crisis

The Dutch Design Lobby stands for a productive equilibrium between creativity and business, design and entrepreneurship, people and market. The worldwide reputation of Dutch top designers and young talents proves the success of this combination. Moreover, the global competitiveness of Dutch Design extends to Eindhoven itself and pulls up the local economy. As such, the Dutch Design Lobby offers a winning model for the many challenges of Dutch society in the Twenty-First Century. The Dutch Design Lobby is the Netherlands' most efficient weapon against the crisis. Market parties know this better than anyone else and reap the fruits of the surplus value engendered by Dutch Design. Policy makers and citizens can and should not lag behind. Dutch Design is the bustling heart of the sustainable and robust Dutch economy everybody desires.



## Failing policies in the creative industries

For several years now, different governments and the business world have worked hard to use innovative design to guarantee the prosperity of the Netherlands. By doing this, it has restored the country's tradition of being a leading nation. For the Dutch Design Lobby however, the current approach toward the creative industries is not sufficient. There is too much focus on the physical and functional framework of innovative design. Today however, every city aspires to be a creative city. As a result, cities compete with one another to attract a fictitious creative middle class. This struggle offers little advantage to the Netherlands as a whole and is not a sustainable foundation for its well-being and prosperity.

## Informal communities as the engine of the Dutch Design Lobby

Eindhoven proves that much more is needed than providing cheap studio spaces and cafés and restaurants. Eindhoven has developed itself into the birthplace of the Dutch Design Lobby by taking into account an until now undervalued element of the design industry: the inter-human factor. The Dutch Design Lobby heavily invests in the design community. A unique feature of this community is its inclusive character. Borders are no longer narrowly drawn around a small circle of people who appropriate for themselves the artificial label of designer. The Dutch Design Lobby is an extended group of designers, market parties and consumers of good taste. The individual participants share qualities such as openness and communality – which in design circles is called open source and creative commons.



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The community of the Dutch Design Lobby is open to all. It is unlimited in both space and time – as opposed to the old industries, which were limited to the factory's walls and fixed working hours. The Dutch Design Lobby is a unique body that operates everywhere and at every moment in ever mutating forms. It draws its life force from all the diverse activities people undertake when being together, and all the riches that flow from them. This social factor is the trademark of the Dutch Design Lobby. It is the fragile source of the untouchable competitive position it has gained on the world market. Designers and entrepreneurs find their inspiration in community life and build firm alliances of co-operation, which determine their chances of success or failure.





Mongolia & Heinshome, Made in Mongolia

Source: Dutch Design Week

## The blending together of life and work

The relationship between the human and entrepreneurial aspect in Dutch Design is too often being underestimated. The desire for community amongst designers is not a personal, private affair. Community building transcends the age-old opposition between work time and spare time. For designers, an informal chat in the pub can be as productive as hours of design work in the studio. Inversely, ever more time and space is being awarded inside the design studio to friendly conversations and inspiring entertainment. In the Dutch Design Lobby the personal and professional life of the designer blends together into an indivisible whole.

This melting together of work and private life equally holds for entrepreneurs. This common fate of designers and businessmen is the binding element in the Dutch Design Lobby. In a spontaneous and informal community life, both meet as equals, as human beings. Only in this inter-human, extra-professional atmosphere, relationships of trust can develop, which makes such a success of Dutch Design.



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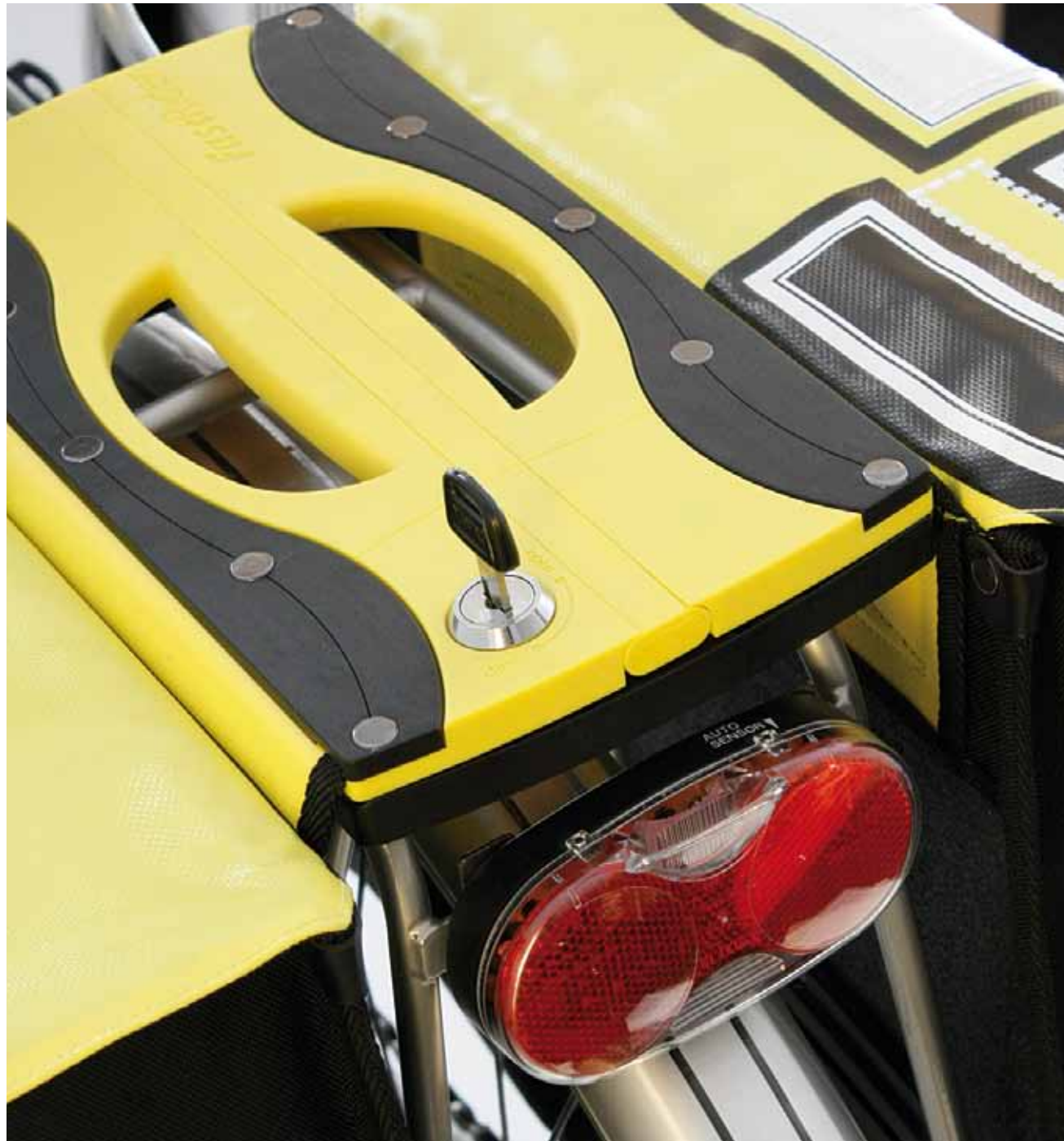
### Summary

The Dutch Design Lobby is a light community that should not be confused with organized forms of interaction. Network parties and pitch events miss the crucial ingredient for innovation: the one-on-one-encounter. The Dutch Design Lobby facilitates this dimension of the encounter as a catalyst for economically viable design. It guarantees an unforced, jovial atmosphere without immediate profit objective or narrow fixation on the discipline. It operates both far from the limelight, such as the commercial espresso bars and restaurants, as well as the isolated work studios. The Dutch Design Lobby remains close to the everyday interactions of the designer and entrepreneur. It doesn't allow itself to be limited by a fixed location, date or curatorial programme. The Dutch Design Lobby operates everywhere, always and in ever changing forms and capacities.



The wood-ceramic furniture, Cao interieur, Kesemy Design

Source: Dutch Design Week



Fast Rider FLQC + EVALution, Hesling Products B.V.

Source: Dutch Design Week

### Strijp-S: home base of the Dutch Design Lobby

The Dutch Design Lobby is a powerful brand that has rightly associated itself with Eindhoven, home base of Philips. If the Netherlands is internationally renowned as the birthplace of knowledge, innovation and prosperity, Eindhoven is its bustling heart. The new design ethics of the Dutch Design Lobby is alive in Eindhoven more than in any other place in the Netherlands. For this reason, Eindhoven has been honoured with the title of design capital of the Netherlands and with accommodating a top event such as the Dutch Design Week.

The design city quarter Strijp-S forms the centrepiece of the winning combination of design and economy in Eindhoven and forms the testing ground of the Dutch Design Lobby. As production site of Philips, Strijp-S was known for years as 'The Forbidden City'. Barriers and fences secured the people, activities and the inventions of Philips. After the redevelopment of the area the situation is radically inverted. Open source and creative commons form the core values of this city quarter. They made of Strijp-S a sought-after, inspiring living, working and leisure area. The combination of national monuments and new buildings further gives an extra splendour to the daily hustle and bustle of designers and entrepreneurs.





## An investment strategy in third spaces

Dutch Design Lobby resists excessive public spending on physical infrastructure, museums, public events and individual design offices. These well-meant initiatives disturb the precarious ecology of Dutch design and parasitize on its self-made success.

The Dutch Design Lobby will work out measures to decrease the money streams towards the creative industries in consultation with the involved municipal and national governments. The regular market mechanisms of supply and demand and the free traffic in goods and people offers the best guarantee to successful and robust design enterprises.

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Oiva Toikka - Moments of Ingenuity, Design Museum Helsinki, Fins Cultureel  
Instituut voor de Benelux, Iittala  
Source: Dutch Design Week

It is the responsibility of the government to stimulate a good climate for socialization and co-operation. All attention and means should go out to building mutual trust and understanding both between designers among themselves as between designers and businessmen. For this purpose, a concrete efficient instrument is the offering of attractive conditions of settlement to social environments such as pubs, sports clubs and hangouts. Not only commercial entities should be supported but especially informal social networks without lucrative purpose. A good cocktail of both is the key to the success of the Dutch Design Lobby.

Social environments form the vitally important third spaces between the usual meeting environments: the quiet design studio and the bustling business room. It assures that the dialogue between designer and entrepreneur never falters and does not become a home match for one of both parties. Unidirectional communication is unproductive. The success of the Dutch Design Lobby lies in its melting together of the expertise and desire of designer and entrepreneur.



## Modes of association in the Dutch Design Lobby

This list of six guidelines formalizes what is put into practice spontaneously and on a daily basis by thousands of successful designers in the Netherlands. The list does not aim at completeness and requires regular updating.



## 1) The Dutch Design Lobby interweaves life and work.

Dutch Design arises from the personal experience and the social life of the designer. Success is existential. Innovative products are developed by means of social networks. More life = more work, and the inverse: more work = more life.



## 2) You yourself are the Dutch Design Lobby.

Market success does not depend on the size or professionalism of your practice.

Whether as promising one-man company or successful large office, Dutch design stands or falls with one's entrepreneurial attitude.



### 3) The Dutch Design Lobby develops itself outside formalized labour relations.

Innovative design is not your regular economic sector. The driver for productivity lies outside itself. The source of innovation lies in the unforced and flexible contacts between designers and other parties in society. Fixed labour relations kills off every creativity and innovation.



Still Alive? (Stil Leven?), Wandschappen

Source: Dutch Design Week



**4) The Dutch Design Lobby discovers a human being behind every business. Do not regard companies as all-powerful, ungraspable entities.**

Every corporation is a collection of human beings, which can be approached and mobilized as human beings. Do not be blinded by a CEO in a tight suit. Connect to the man or woman who is wearing it.





## **5) The Dutch Design Lobby is open towards the desire of its partners.**

Entrepreneurs gladly suspend their own premises when confronted with an innovative idea. Nevertheless, it is inevitable that implicit preferences remain active during the design process. Discover how your design strengthens the credibility of your business partners, increase their exposure and offers them more market opportunities. These factors determine the success of the design and thereby also your success as designer.





RE:FRAME, 60 layers of cake foundation

Source: Dutch Design Week

## **6) The Dutch Design Lobby takes into account the different stages of business processes.**

For every stage in the elaboration of the economic success of a design product there is a corresponding level of business-like character. First brainstorm sessions with market parties demand a different social atmosphere than for the market adjustment of the prototype or final deals concerning the dividing of profits. Calculate the right type of social environment for every stage in function of its profitability.

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## Partners

The following strategic partners support directly and indirectly the operations of the Dutch Design Lobby Eindhoven (DDL040):

- Van Abbemuseum, [www.vanabbemuseum.nl](http://www.vanabbemuseum.nl), +31 (0)40 2381000
- Onomatopee, [www.onomatopee.net](http://www.onomatopee.net), +31(0)40 8433854
- ABN-AMRO's Dialogues House, [www.dialogueshouse.nl](http://www.dialogueshouse.nl), +31 (0)20 430 1500
- BAVO, [www.bavo.biz](http://www.bavo.biz), +31 (0)6 33740352
- Remco de Blaaij, cultural producer, +31 (0)40 2381000
- Fonds BKVB, [www.fondsbkvb.nl](http://www.fondsbkvb.nl), +31 (0)20 5231523
- Strijp-S, [www.strijp-s.nl](http://www.strijp-s.nl), +31 (0)40 2511847
- Dutch Design Week, [www.ddw.nl](http://www.ddw.nl), +31(0)40 2961150
- City of Eindhoven, [www.eindhoven.nl](http://www.eindhoven.nl), +31 (0)40 2386000

## Contact

For information and advice, contact the partners mentioned above.

Personal contacts with designers and entrepreneurs active in Eindhoven are recommended.



vanabbemuseum



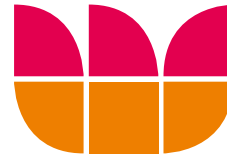
*gemeente Eindhoven*



Dialogues House is een initiatief van



ONO  
MATO  
PEE



**DUTCH  
DESIGN  
WEEK**

**EINDHOVEN**

**23-31 OCT 2010**



**Remco de Blaaij**  
**cultural producer**

## Call

Anybody can become part of the Dutch Design Lobby and practice its guidelines.

All stakeholders are invited to claim their fair share in the Dutch Design Lobby.