

## ► meet the Dutch

## ► Dutch Design visits Kyoorius DesignYatra from September 4-7 2009 at the Renaissance Marriott Hotel in Mumbai.

► The Kyoorius DesignYatra design conference has chosen the Netherlands as partner country. The independence, experiment, austerity and practicality of Dutch Design underlines the theme of Kyoorius DesignYatra 2009: **The New Norm**, to encourage thinking beyond the conventional. On the initiative of Kyoorius DesignYatra, Dutch design institutes and agencies with their products visit Mumbai to strengthen the exchange between India and the Netherlands within the creative disciplines of design, fashion and architecture on a long-term basis.

### ► Dutch Design Delegation – Matchmaking session

Fourteen Dutch design agencies travel to Mumbai to establish collaboration between design agencies in India and the Netherlands. This trade mission named Dutch Design Delegation, organised by BNO (Association of Dutch Designers), will initiate and participate in matchmaking sessions with and visits to agencies of colleagues in India. Designers include: De Designpolitie (communication design), Addikt (interaction and motion graphics), Roel Stavorinus (design management), SVT group (branding & design), NPK Design (industrial design) and VenhoevenCS architects. Collaborations could take the form of joint ventures, strategic tie-ups, project based collaborations or outsourcing.

Date: September 4-7

### ► Dutch speakers

Each of the four days of lectures at Kyoorius DesignYatra features Dutch speakers on several subjects. Exact times see conference programme.

► **Day 1 ARCHITECTURE** speakers include Jacob van Rijs (MVRDV), Ole Bouman (NAI), Raphael van Amerongen (Merckx + Girod) and Rob Wagemans (Concrete).  
Location: Grand Ballroom

► **Day 2 VISUAL COMMUNICATIONS** features Hugo van den Bos (Koeweiden Postma), Willem Woudenberg (Edenspiekermann), Paul Hughes (Lava), Barry Schwarz and Koen van Ooijck (Addikt).  
Location: Grand Ballroom

► **Day 3 VISUAL COMMUNICATIONS** features Jochem Leegstra (...staat) and Richard van der Laken (De Designpolitie).  
Location: Grand Ballroom

► **Day 4 CORPORATE STRATEGY AND BRANDING** features Roland van Kralingen (INNOA), Erik Spiekermann (Edenspiekermann) and Michel van Tongeren (SVT).  
Location: Grand Ballroom

### ► Dutch Design Awards

Over 70 finalists of the most recent edition of Dutch Design Awards present their products in a collective exhibition. The awards are granted annually in the categories of communication, product and spatial design. The Dutch Design Awards select the finest that Dutch design has to offer, now showing India an insight into the broad range of Dutch design.

Date: September 4-7  
Location: Prefunction area near main entrance



## ► Intercultural Workshop

The workshop "Cultural differences between Dutch and Indian designers, impacting business practices", led by Frits Lintmeijer and Willem Woudenberg (Edenspiekermann) will investigate the differences and points in common in the way Indian and Dutch (or European) designers deal with design practice. How can these working methods come together in an effective cooperation?

Date: September 4-5  
Location: Lotus Room

## ► Dutch Profiles

Kyoorius DesignYatra is the location for the première of Dutch Profiles, a series of short documentaries about architects, graphic, product and fashion designers in the Netherlands. Dutch Profiles focuses on the conceptual, context-oriented and research-based practice of Dutch designers and includes interviews with, among others: MVRDV, 2012 Architects, Jurgen Bey, Claudy Jongstra, Gerard Unger, Paul Mijksenaar, Marlies Dekkers, Alexander van Slobbe and G-Star. More profiles will be added during the coming years.

Date: September 4-7  
Location: Powai Ballroom

## ► Special edition Architecture + Design magazine

The editorial contribution to the Indian magazine "Architecture + Design" by Ole Bouman, director of Netherlands Architecture Institute, broadens the reputation and visibility of Dutch architecture in India. The goal of this cooperation is to initiate new contacts and exchange knowledge between colleagues in different cultures. More practical the special edition of Architecture + Design aims to function as frame of reference for Dutch architecture in years to come.

Launch date: September 4, Dutch Evening  
Location: Grand Ballroom

## ► Design Dialogues - Mumbai edition

Design Dialogues - Mumbai Edition has been conceived as the launching platform for a four-year dialogue and collaboration on urgent issues in both societies between designers from India and the Netherlands. These small-scale meetings between key figures in Indian and Dutch design communities aim to develop an agenda for further dialogue, research and projects in the coming years. Design Dialogues consists of two workshops, one for Architecture and one for Design & Fashion. If you are interested in the programme or attending please contact the Dutch-desk near the Powai Ballroom.

► Saturday September 5: NAI Matchmaking programme chaired by Ole Bouman (director of the Netherlands Architecture Institute). A programme of lectures, tours and workshop sessions on the subjects of slums and waterfront development. Location: Mumbai city

► Sunday September 6: Design & Fashion Dialogues chaired by Mrs. Preeti Vyas (VGC Vyas Giannetti Creative). An intensive session of statements, responses and debate on related issues of craft, technology, conceptual innovation, sustainability and economic growth within the fields of fashion and product design. Location: Powai Ballroom

► Monday September 7: Public presentation of Design Dialogues - Mumbai edition with reports on the design & fashion and architecture sessions and the preliminary agenda for further IN-NL dialogue, chaired by Christine de Baan, programme director of DutchDFA. Location: Powai Ballroom

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The trade mission Dutch Design Delegation has been commissioned by the EVD (Agency for International Business and Cooperation, of the Ministry of Economic Affairs). As part of this event, the EVD is financing the programme of Collective Promotional Activities (CPA).

The matchmaking sessions at Kyoorius DesignYatra 2009 are presented by EVD (Agency for International Business and Cooperation of the Ministry of Economic Affairs, Holland), BNO (Association of Dutch Designers) and Kyoorius Exchange.

Dutch Design Fashion Architecture (DutchDFA) is a unique collaboration between public and private partners, drawing together representatives of the Dutch Ministries of Economic Affairs, of Education, Culture & Science and of Foreign Affairs, sector-specific organisations such as Prensela and the Netherlands Architecture Institute, and professional associations including the Association of Dutch Designers (BNO), the Royal Institute of Dutch Architects (BNA), the Association of Dutch Interior Architects (BNI) and MODINT (trade association for fashion, interior design, carpets and textiles), as well as the Dutch creative hubs of Amsterdam, Arnhem, Eindhoven, Rotterdam, Utrecht and The Hague.

More info: [www.dutchdfa.nl](http://www.dutchdfa.nl)



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