

# MOTI

PRESS RELEASE

***The Pop-Up Generation***  
**Design Between Dimensions**  
curated by Lidewij Edelkoort

MOTI, Museum of the Image in Breda  
12-12-2011 / 12-4-2012

In 2010, the Japanese fashion designer Issey Miyake first presented a ground-breaking collection called *132 5*. Working closely with a computer scientist, mathematical algorithms were designed into 3D shapes that are then heat-pressed into two-dimensional forms. When these garments are folded, they resemble origami creations. When they are unfolded and put on, dimensional shapes pop-out and protrude from the body. Molo's cardboard slinky furniture is delivered flat; you then unfold it in one fluent movement into a beautiful piece of lounging furniture or a side table. These are simple examples of the pop-up phenomenon.

With the development of the 3D printer, designers can quickly produce spatial sketches. This demands new insights from both designer and the business community. Laws of nature no longer hold this generation in their grip. Armed with technological developments, today's designers are now able to allow themselves to be unrestricted by dimensions.

Lidewij Edelkoort, trend forecaster and visionary from Paris has developed an exhibition concept for MOTI, Museum of the Image in Breda: it is called *The Pop-Up Generation, Design Between Dimensions*.

"Young generations born with and behind the screen live in a shadow area, a no man's land between the second and third dimension that they wish to connect. This Pop-Up Generation moves easily from 2D to 3D and back again as if they do not even notice that there is a difference. The brain is trained to see volume in a flat sketch and to discover a structure behind the volume found in an architectonic drawing."

In the exhibition *The Pop-Up Generation*, the design curator and former director of the Design Academy Eindhoven presents designers and artists who embody this movement, some of whom have worked in collaboration with industries from the province of Brabant, are doing research into new ways of working and techniques.

At the start of the 21st century, the world is a cacophony of different cultures, destitute economies, innovative mass media and hyper technology. Old structures disappear and are replaced by a longing for synergy that flourishes with the new worldwide means of communication. In the practice of design, disciplines merge and worlds are linked together; 2D & 3D, analogue & digital, culture & capital, science & art, nature & technology and local & global.

Edelkoort explains that "Nestled in that no man's land, a new era with new work is being prepared; artistic and elastic statements that without a doubt are shifting between all disciplines and all dimensions."

In both the exhibition and the book entitled *The Pop-Up Generation, Design Between Dimensions* (Bis Publishers), Edelkoort has selected designers who make transience and the immaterial visible; as an apparition; from pop-up shops, pop-up events and guerilla brands to moving merchandising and architecture. Moving in the sense of motion and action, but also in the sense of the emotional, aimed at the senses.

The dynamism of pop-up is reflected in the exhibition: its flexibility and versatility is a source of inspiration for many disciplines. Visitors will experience multi-media installations, see films and performances that become clocks, chairs, graphics, songs and lights, meet new characters animated by technology, witness computer programmes that make books magically come to life, and encounter cardboard and textiles that pop-up into animals, mushrooms, fashion, furniture and masks. Roles shift, connect and merge to the extent that there seems to be only one universal and elastic discipline that pops up, moving constantly between dimensions, and possibly trying to define a new one.

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Participating designers and artists:

Borre Akkersdijk (NL), Maarten Baas (NL), Tord Boontje (NL), Catharina van Eetvelde (BE), Kiki van Eijk (NL), Eley Kishimoto & Ben Wilson (GB/JP), Carla Fernández (MX), Front (SE), Anna Garforth (GB), Jaime Hayon (SP), Niels Hoebers (NL), Anthony Kleinpier (NL), Eric Ku (USA), Laurens Manders (NL), Niels Meulman (NL), Issey Miyake (JP), Molo (CA), Bartosz Mucha (PL), Neozoon (DE/FR), Camille Scherrer (CH), Rodrigo Solórzano (MX), Studio Job (NL), Carolina Wilcke (NL), James Victore (USA), Richard Woods & Sebastian Wrong (GB)

Participating companies from the province of Brabant:

Geton Roestvrijstaalindustrie bv  
sundaymorning@EKWC  
Desso  
Vescom bv | Léo Schellens bv  
Philips Lightning bv  
Van der Hoorn Buigtechniek  
Audax Textielmuseum/TextielLab  
Studio Job  
Vinke Display  
Concorp bv  
John Vos meubelatelier

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*From December 9<sup>th</sup>, 2011 the Graphic Design Museum will continue further as MOTI, Museum of the Image. We would like to tell you more about this change and we are therefore holding a press conference on December 9<sup>th</sup> in which we will give you further information and answer all your questions.*

*In addition, we will present the new exhibition *The Pop-Up Generation: Design Between Dimensions* by Lidewij Edelkoort.*

*RSVP via [fran@graphicdesignmuseum.com](mailto:fran@graphicdesignmuseum.com)*

For high resolution images, interview requests, more information about *The Pop-Up Generation* and the press conference, please contact Fran van den Bogaert, marketing & communicatie, via [fran@motimuseum.com](mailto:fran@motimuseum.com)