



Institut
Néerlandais

Centre culturel
des Pays-Bas

121 rue de Lille - 75007 Paris
www.institutneerlandais.com

THE EDELKOOFT DESIGN COLLECTION

SEPTEMBER 6 – OCTOBER 27, 2013



7 Pots / 3 Centuries / 2 Materials (1997) by Hella Jongerius (photography by Thomas Straub)



The Edelkoort
Design Collection

Institut
Néerlandais

Press
release

THE EDELKOORT DESIGN COLLECTION
September 6 – October 27 2013

*In collaboration with the **Institut Néerlandais** and in conjunction with **Paris Design Week 2013**, Lidewij Edelkoort, one of the world's most famous trend forecasters, will exhibit her private design collection. This is the first time her unique collection is exhibited publically. The Edelkoort Design Collection offers an intriguing look at the first decade of design in the 21st century.*

Edelkoort has collected design that has sparked important trends, as a new generation came to terms with technology within a post-millennium context, often exploring material values and craft.



Lidewij Edelkoort (photography by Ruy Teixeira)



Kokon Round Table Chair (1999) by Jurgen Bey

Exhibited in private salons of the fourth floor of the Institut Néerlandais, The Edelkoort Design Collection features works by leading contemporary Dutch and international designers rarely displayed in France. The selection includes *Pump It Up*, the graduate project by **Nacho Carbonell** (Spain), a natural pigment edition of *Clay* furniture by **Maarten Baas** (the Netherlands), a charred baby grand piano, the first in a series by the same designer for his famous *Smoke* collection, the first hand-blown *Glassworks* by **Dick van Hoff** (the Netherlands), an *TransPlastic* armchair by **Fernando & Humberto Campana** (Brazil), works from the series *Farm* by **Studio Job** (the Netherlands) and *7 Pots / 3 Centuries / 2 Materials* by **Hella Jongerius** (the Netherlands).

Lidewij Edelkoort is arguably the world's most famous trend forecaster. Her company **Trend Union** produces trend books which are used by strategists,

designers and marketers at brands from Armani to Zegna in all price-point markets from Zara to Prada. Her forecasts outline the concepts that will be important for the seasons to come in industries as diverse as fashion, textiles, design, interiors, architecture, food, luxury, technology and transport.

As the former Chairwoman of the **Design Academy Eindhoven** (1998-2008), founder of the **Designhuis** and one of Icon magazine's 20 Most Influential People in Design, Edelkoort has become an important patron of the design industry and innovative design education. She has received several important awards, including the 2012 **Prins Bernhard Cultuurfonds Prijs**. Since its inception in 2011, TrendTablet.com, Edelkoort's online platform for following the evolution of trends, has developed an international following.



Perished Screen (2006) by Studio Job

Edelkoort Exhibitions

In collaboration with Philip Fimmano at **Edelkoort Exhibitions**, Edelkoort has curated design shows for international institutions including the Museum of

Contemporary Art in Chicago, Nordiska museet in Stockholm, 21_21 DESIGN SIGHT in Tokyo and Design Museum Holon in Israel. In 2013, Edelkoort Exhibitions curated *Fetishism in Fashion*, the 2013 edition of the M^oBA, the Arnhem Fashion Biennale.

Lidewij Edelkoort will present the **2015 interior & design trends** in a seminar at 14:00 on Friday, September 13 (French) at the Institut Néerlandais. To purchase tickets and receive further information about Trend Union, please contact: Corinne Lasalle corinne@trendunion.com



Farm (2008) by Studio Job

The Institut Néerlandais

Founded in 1957, the Institut Néerlandais is one of Paris' most established cultural centres. The institute organizes multiple cultural events throughout the year: exhibitions, concerts, film screenings, conferences, workshops, debates, literary presentations and evenings about dance and theatre. As a podium for the Netherlands' culture in France, and as

both a venue and platform for French-Dutch cultural exchange, the Institut Néerlandais plays an important intermediary role between for artists and organisations in France and the Netherlands. In addition to these functions, the institute teaches Dutch to more than 500 French students each year.
www.institutneerlandais.com

Paris Design Week

Paris Design Week (September 9 – 15, 2013) is a free-ranging festival of events aimed at design lovers and trade professionals from France and abroad. Now in its third year, the seven-day programme brings together more than 180 venues: showrooms, concept stores, studios, galleries, cultural institutions, hotels and restaurants. Scheduled as a continuation of the MAISON&OBJET fair, Paris Design Week is a cultural and commercial event that offers editors and retailers an opportunity to release home products and collections in the market following their press launch earlier in the year. Paris Design Weeks goal is to celebrate design and share emerging trends with its local and international audience in the French cultural capital.
www.parisdesignweek.fr/en/accueil

Catalogue

A catalogue will be published on the occasion of the exhibition, including colour photography and several essays about contemporary design written by Lidewij Edelkoort.

A book signing will take place during the opening of the exhibition on **September 10 at 20:00**, where guests may have their copy signed by Lidewij Edelkoort, along with other fashion and design publications by the author.



Avifauna (2010) by Maarten Kolk & Guus Kusters

FURTHER INFORMATION

Exhibition

The Edelkoort Design Collection
September 6 – October 27, 2013

Venue

Institut Néerlandais
121 rue de Lille
75007 Paris

Opening during Paris Design Week

Tuesday September 10 19h-22h
Booksigning at 20h

Opening hours

1-7pm daily except Mondays

Ticket prices

€4 / concessions €2

In combination with the exhibitions *Irma Boom, architecture of the book* and *Hieronymus Cock – La gravure à la Renaissance*

€6 / concessions €4

2015 interior & design trends seminar

Friday 14:00, September 13 (French) at the Institut Néerlandais.

To purchase tickets:

corinne@trendunion.com

Entrance: 150 euro

Public transport

M° 12 Assemblée Nationale

M° 8/13 Invalides

RER C Musée d'Orsay

Bus: 63, 83, 84, 94, 72

Contact

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Press images & information about The Edelkoort Design Collection can also be accessed via Catherine Dufayet & Anne Samson Communications or by visiting trendtablet.com

In collaboration with

EDELKOORT EXHIBITIONS



Also at the Institut Néerlandais

Irma Boom- Architecture of the Book
September 18 – December 15, 2013

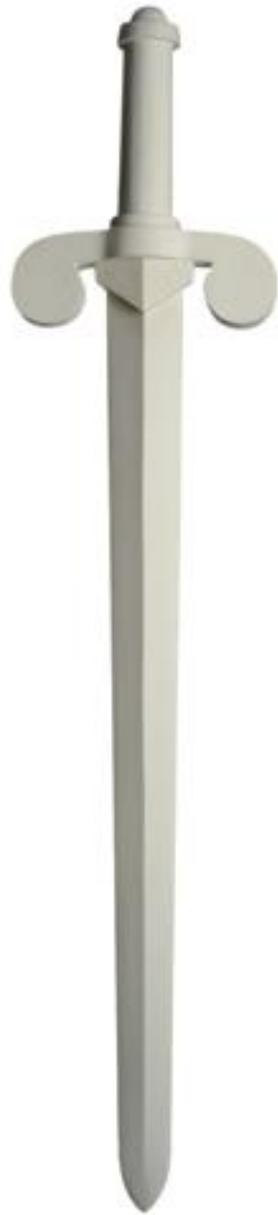
Hieronymus Cock – The Renaissance in Print
September 18 – December 15, 2013

Sanne Sannes – The Face of Love
Photography of the collection of the Rijksmuseum
November 13– December 15, 2013

IMAGES



Clay (2010) by Maarten Baas, *Tool Barrow* (2001) by Studio Job (photography by Thomas Straub)



Sword of Domocles (2003) by Studio Job



Drawn from Clay (2006) by Lonny van Ryswyck



Evolution (2008) by Nacho Carbonell



Belinda (2005) by Julia Lohmann