



e-text+textiles presents:



Dutch design specialists at the Dutch Design Days 08 in Riga 15.04.2008. – 31.05.2008.

Monique Mulder, Founder and Art Director, Mattmo

Paul Van Ravestein, Creative Director, Mattmo

www.mattmo.com

Both also work as the Art Directors for BIS Publishers

www.bispublishers.nl

Mattmo is a Dutch Concept & Design Agency which has grown in 15 years into a strategic cross-media design company with an international award winning portfolio and a distinguished client list. Mattmo's client list range from global companies like TNT, Shell, Tommy Hilfinger and Philips to not-for profit organisations the Netherlands Red Cross and the Dutch Architecture Institute.

During the Dutch Design seminar Mattmo will represent BIS Publishers as their art direction agency. Familiar subjects of BIS Publishers include graphic design fashion, architecture, product design and advertising. BIS has earned a national and international reputation for prize-winning books for creative professionals and their clients.

At the seminar Monique Mulder and Paul Ravestein will address the economical and strategic value of design and how it can be used as a strategic tool in businesses. The talk will be illustrated with a range of case studies - projects by BIS Publishers and Mattmo.

Danielle Oosterbeek, Design Marketing Specialist, did - Dutch Interior Design and

dad - Dutch Agent in Design

www.dutchinteriordesign.com

www.dutchagentindesign.nl

did is a young Dutch design label for high quality interior design products. did's mission is to create a wide-spread demand for Dutch design by both acquiring and creating projects and the production and international sales of products designed by talented Dutch designers. did honours the rich past of old skills of traditional craftsmanship, safeguards the present by creating opportunities for young Dutch designers and focuses on the future by exploring innovative techniques and technologies.

dad represents designers and brands by taking over their sales activities within the Netherlands. dad aims to enrich the top end of the Dutch consumer market with the very best products of the most original brands. Only the top end of retailers in the Netherlands are addressed as a point of sale.



In her presentation, Danielle Oosterbeek will try to explain to the audience what Dutch design is, from her point of view and what is the added value. She will talk about the brand development processes and give insight in how to create a good briefing, in order to get a good cooperation with the designers, resulting in brilliant new design collections.

The presentation will be delivered together with Mara Skujeniece, a designer, and together they will provide the audience with a framework of steps to be taken during the design process.

Harry Puts, Co-Founder and creative partner ONLY

www.only.nl

www.5050-fashion.com

ONLY is a communication company. The design company creates an original communication language for brands, telling the stories behind these brands.

At the seminar Harry Puts will present a brand concept which ONLY created for the Salvation Army in the Netherlands. The brand name is 50 | 50 and it started as a fashion brand (50 | 50 fashion). The fashion collection is made out of second-hand clothes that were donated to the Salvation Army by Dutch people. The introduction of this brand created Euro 2,3 million communication value (nation wide news programs, CNN, front page news in every major newspaper, divers interviews in television shows). The first collection was sold within 3 weeks. Now the collection of 50 | 50 fashion is sold by De Bijenkorf, the most prestigious department stores in the Netherlands.

Lucy McRae, Body Architect, Design Researcher, Philips Design

www.design.philips.com/probes

Philips Design is one of the largest, longest established design organizations in the industry, helping make the Philips' brand promise tangible through sustainable solutions that fit naturally into the context of people's lives in meaningful ways. Its mission is to create a harmonious relationship between people, objects and the environment, both natural and man-made.

Lucy McRae will speak about exploratory design research in the Philips Design Probes programme. Over the last few years Philips Design Probes team have developed a range of 'provocations' designed to stimulate discussion and debate ranging from "emotional sensing" garments to electronic tattoos and self-sustaining habitats. One of their provocations known as the "skin dresses" were inspired by the physical reactions of blushing, shivering and experiencing goose-bumps. These dresses question utility and decoration in wearable electronics and explore new territory in the exploration of human communication.



Mara Skujeniece, Designer and Creator of the brand Studio Skujeniece
www.skujeniece.com

Mara Skujeniece founded studio Skujeniece in 2003 and it focuses on ceramics, interior accessories and furniture design. All products of the collection are designed and handcrafted by Mara Skujeniece. Recently Mara Skujeniece has accomplished a commissioned project for the culinary hotspot 'De Bakkerswinkel' in Amsterdam where she designed unique tableware - range of tableware, inspired by the shapes of bread. 'De Bakkerswinkel' means 'bakery' in Dutch. She also designed 'leftover-spoons' that are made of ceramics - they are literally the leftovers of the liquid clay that is used to pour the cups. Each spoon is unique.

Mara's Skujeniece presentation will be done together with Danielle Osterbaek, and together they will provide the audience with a framework of steps to be taken during the design process and will give some valuable insight into how to create a good brief which, for the designer, is essential.

During Dutch Design Days 08 Mara Skujeniece will take up a residency at e-text+textiles in Riga. During this period she will work on her individual design project and will visit selected Latvian design companies in order to exchange experiences and build new professional contacts. Mara Skujeniece will also lead a creative workshop for the design students at the Latvian Art Academy.

Christof Zürn, Creative Director Interactive, Studio Dumbar
www.studiodumbar.com

Studio Dumbar stands for top-notch design, employing the talents of individual designers to create powerful design solutions. Their work is known internationally and this has led to many publications, awards, exhibitions, workshops, lectureships and even chairs at universities and design colleges all over the world. Another result of their international outlook is a joint venture in China. Studio Dumbar's design approach is truly without borders. That shows also in their hiring policy. Although clearly rooted in the Netherlands, they have on average, five different nationalities working in their staff of 30.

At the seminar, Christof Zürn from the Studio Dumbar, will talk about an idea driven design value in visual branding. What is the role of an idea driven strategic design; how to survive in a pitch process with quality design; how can you keep up with visual branding and make successful creations with added value for the client - amongst others these will be some of the issues Christof will address in his presentation.



Invited Latvian representatives:

Ivo Strante, Director Product Development, ZNAK
www.znak-life.com

ZNAK is a new design company, established only one year ago in Riga. ZNAK's main idea is to find ways to transform contemporary art in various spatial (interior and exterior) design projects. The company team consists not only of artists, but also graphic designers and interior designers. ZNAK is working on interdisciplinary projects to infuse the potential of art into the design.

ZNAK was established in Riga, Latvia, though its team consists of artists and designers from Riga, Tallinn, Vilnius, Amsterdam and Berlin. ZNAK first project – wallpaper design collection, featuring distinctive and unusual designs by various young Baltic artists – painters, fashion designers, conceptual artists, and artists working in other fields – is the product that was introduced at the Surface Design Show in London earlier this year. Just recently ZNAK was presenting its latest innovative product – multilayer wallpaper – at the I Saloni Milano 2008 design fair, in Milan, Italy. The product was created in collaboration with popular Dutch conceptual artist Aldo Kroese and the Berlin design firm StudioHausen, rising stars in industrial design.

At his presentation "Art as the intellectual dimension of design" Ivo Strante will argue that there is an increasing importance of the intellectual dimension in design - people look for design, which is different by its legend, story, meaning, for the design, which is "catching" not just visually, but also intellectually. He will talk about the aim of the ZNAK conception to provide architects and designers with powerful tools for their work by involving artists into creating original designs. The presentation will demonstrate examples of conceptual designs created in co-operation with Baltic contemporary artists and will share the ZNAK team's view about how to compliment the European design industry.

Zane Rugina, Brand & Marketing Director, MADARA
www.madara-cosmetics.lv

MADARA ecocosmetics which is a Latvian line of natural body and facial care products with active plant ingredients from the Baltic region – a place where nature is pristine and powerful. Since the product launch in 2006 MADARA has soon become the most popular organic cosmetic brand in its home market. Along with strong local recognition MADARA products continue to gain popularity in international markets.

In her talk "Design as a brand's success factor" Zane Rugina will discuss the inspiration and concept behind the brand MADARA focusing on its design as one of the most important factors behind the creation of the ecocosmetics brand MADARA.