



e-text+textiles presents:



Dutch Design Days 08:

From Idea to Marketable Design Holland Design Power!

15.04.2008. – 31.05.2008. Riga

Dutch Design - it's a term coined in the last few decades that stands not only for immense creative potential, but also for the skilful ability to turn first class design solutions into a commercial success.

The culture initiative e-text+textiles in close collaboration with the Ministry of Economic Affairs in the Netherlands and the Royal Netherlands Embassy in Latvia is organizing Dutch Design Days 08 as a part of Holland Days 2008. The Dutch Design events will take place in Riga and will include a seminar, a residency, lectures and workshops for students. The key event of Dutch Design Days 08 will be a one day seminar From Idea to Marketable Design on the 29th of April with invited design professionals from Philips Design, Studio Dumbar, Studio Skujeniece, etc. They will share their professional insights with representatives from the Latvian design industry who are interested in expanding their knowledge in design and marketing processes through a dialogue with the experienced designers.

There will be guest lectures for the students from the Latvian universities held at the Riga School of Economics and a design workshop by Mara Skujeniece at the Art Academy of Latvia. Mara Skujeniece will also take up a residency at e-text+textiles in Riga within the framework of the Dutch Design Days 08. During this residency period she will work on her individual design project and will visit selected Latvian design and craftsmanship companies in order to exchange experiences and to establish new professional contacts.

The project Dutch Design Days 08 is realized with support from LIAA - the Investment and Development Agency of Latvia, The Swedish School of Economics in Riga, the Latvian Art Academy and hotel Valdemars. Our information sponsors are Diena, Dizaina Studija, Deko, 1/4 Satori and A4D.

The seminar From Idea to Marketable Design will focus on the multi-faceted theoretical and practical aspects of the conceptualisation, development, production and marketing of innovative design products from the Dutch design specialists' perspective.

The internationally acclaimed Dutch design specialists from both large and small companies – designers, creative directors and others in decision making positions regarding the complex design processes - will share their ideas, experiences and expertise in dialogue with field specialists and young designers from Latvia. The speakers are: Monique Mulder and Paul van Ravestein (Mattmo design group and BIS Publishers), Christof Zürn (graphic design studio Studio Dumbar), Harry Puts (design group ONLY), Danielle Oosterbeek (Dutch Interior Design), Māra Skujeniece (Creator of the brand Skujeniece) and Lucy McRae (Philips Design).



The issues of collaboration between designers and the relevant industries will be addressed by exploring various successful design and design marketing strategies through case studies. The forum will also provoke discussions around the changing role of the designer and the different contexts within which design is being made; respectively in the Netherlands and in Latvia.

The initiative as such hopefully will create higher publicity for Dutch design in Latvia and will help to establish new personal and institutional contacts between the design specialists and the industry in the Netherlands and Latvia.

The seminar language will be English.

Registration for the seminar From Idea to Marketable Design is essential. Please confirm your participation at (name, institution/field of occupation and full postal address to where we can send you an official invitation) by 21.04.2008: info@e-text-textiles.lv. Places for the seminar are limited. The organisers reserve rights to select the participants.

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