

# PRESS RELEASE

**DESIGN ACADEMY EINDHOVEN**  
Emmasingel 14  
PO Box 2125  
5600 CC Eindhoven  
The Netherlands  
T +31 (0)40 239 39 39  
F +31 (0)40 239 39 40  
www.designacademy.nl  
info@designacademy.nl

## **Design Academy Eindhoven will change from Zona Tortona to the uncultivated Lambrate during Salone del Mobile**

**Eindhoven, 3 February 2010** – The exhibition of Design Academy Eindhoven (DAE) during the coming 49<sup>th</sup> edition of the furniture exhibition Salone del Mobile in Milan (14 until 19 April 2010) will not be held in the Zona Tortona, the very center of the Salone. The academy chose to change the Tortona for the more northerly Lambrate; a rougher part of the area, inviting to experiment. DAE in this way once again gives a clear signal of its intention to come with something innovating. The exhibition will held in the Undai Galleries.

### **Collection and curator**

The exhibition will show the most recent work of graduate students of the year 2009 and is curated by Ilse Crawford, founding Head of Department for 'Man and Well Being'. Crawford heads the renowned design company Studioilse, alongside her brand consultancy.

### **Theme and opening hours of the exhibition**

At the moment the specification of the theme is nearing its completion. The opening hours will shortly be announced too.

----- END OF PRESS RELEASE -----

Note to the editor, not for publication:

For further details please contact Design Academy Eindhoven, Ingrid Swinkels, Communication specialist, tel. +31-(0)40-2393964, [Ingrid.swinkels@designacademy.nl](mailto:Ingrid.swinkels@designacademy.nl)

**Appendices:** In appendices three pictures of work that will be shown in Milan are enclosed:

Project: Inflatable Void

Designer: Yoery Treffers

Photographer: René van der Hulst

Project: Minimal Dress

Designer Digna Kosse

Photographer: Lisa Klappe

Project: Bath closet (Badkast)

Designer: Anna van der Lei

Photographer: René van der Hulst

The photographs can freely be used (no copyright) provided that the name of the work, the designer, the photographer and the sender (Design Academy Eindhoven) are correctly mentioned.