

PRESS RELEASE

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‘?’

DAE exhibit at Salone del Mobile Milan

What questions are we facing? What is the role of the designers today? What is the future role of a designer? What are we focusing on?

During Salone del Mobile (14 to 18 April 2010) Design Academy Eindhoven (DAE) will exhibit the ? show about some of the questions the academy is asking now, curated by Ilse Crawford (stuioilse and Head of the design department ‘Man and Well Being’) and Anne Mieke Eggenkamp (Chairwoman Executive Board).

Questions are the start of everything

“Can design confront us with our double standards?”, wondered Amélie Onzon at the start of her graduation project ‘From fable to table’. “What kind of feelings does hair provoke?”, asked Lea Haefliger herself. She answered this question with her project ‘Hair-Brush’.

These and many more questions will be addressed through graduation works in the ? exhibition in Ventura Lambrate.

Opening hours

Wednesday 14th April 10.00 to 23.00 (official opening 10.00 to 10.30, press tours between 18.00 and 23.00)

Thursday 15th – Saturday 17th April 10.00 to 20.00

Sunday 18th April 10.00 to 17.00

Closed on Monday 19th April

Venue

Ventura Lambrate
Undai Galleries
Via Giovanni Ventura 6
20134 Milan, Italy

Train and metro to Lambrate station, 5 minute walk.

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Note to the editor, not for publication:

For further details please contact Design Academy Eindhoven, Ingrid Swinkels, Communication specialist, tel. +31-(0)40-2 3939 64, Ingrid.swinkels@designacademy.nl

Enclosed images:

From fable to table, designer Amélie Onzon, photographer René van der Hulst.

Can design confront us with our double standards?

Do you use From Fable to Table to produce foie gras, or to give the ducks a better life?

While conducting a research into the consumption of meat, Amélie Onzon became fascinated with the relationship between man and animal. 'People will pamper their pets, yet at the same time they will eat the meat from other animals. This meat will have an abstract appearance, because we refuse to associate it with the living creature it once was.' With her project, Onzon wants to show us the inconsistencies in our relationships with animals.

Hair-Brush, designer Lea Haefliger, photographer Joost Govers.

What kinds of feelings does hair provoke? Is it something mysterious, erotic, or rather, something like a fairytale? Lea Haefliger wanted to incorporate all these different aspects into a series of hairbrushes. During the design process she felt it was important to give the brushes a sustainable quality both in terms of material and emotion. Therefore, the hair on the brushes is not just a decorative element, but a functional one.

Images can be used free of rights, if project name and names of designer and photographer will be mentioned correctly.