



P R E S S R E L E A S E

'THIS WAY' by Design Academy Eindhoven during Milan design week

Eindhoven, April 2011

Design Academy Eindhoven (DAE) will present the exhibition 'THIS WAY' from Wednesday 13 April till Sunday 17 April.

Design Academy Eindhoven Hub

DAE will occupy space on Via Friuli, where it will have an Academy Café run by alumni and students. A number of events will also be taking place here, including 'MY WAY' (talks by prominent alumni) on Wednesday 13 April from 5.00 – 6.30 pm and a series of Breakfast Conversations by the DAE Masters in collaboration with Premsele, 14, 15 and 16 April from 9.30 – 11.00 am.

The Collection and the Curator

The exhibition will consist of a selection of graduation projects from 2010 as well as some alumni work, and some DAE/industry projects. As last year, it will be curated by Ilse Crawford, the British designer associated with Design Academy Eindhoven as Head of Department Man & Well-Being, who has now taken on the additional role of Curator within the academy.

Opening Hours

Open to the public from Wednesday 13 April till Saturday 16 April, from 11.00 am – 7.00 pm on Sunday 17 April till 6.00 pm. The address is Via Friuli 26 Milan; the nearest subway exit is LODI T.I.B.B.

----- End of press release-----

Editors' note, not for publication:

For further information, please contact the PR Department of Design Academy Eindhoven: telephone +31 (0) 40 2393964, press@designacademy.nl.

Next page: Please find on page 2, three images and descriptions of works that will come on display in Milan. High res. versions of these images can be downloaded from our website <http://press.designacademy.nl>

Project: Endless, Designer: Dirk van der Kooij, Photographer: René van der Hulst

Project: Mouse Mates, Designer: Roel de Boer, Photographer: René van der Hulst

Project: Pianola, Designer: Akko Goldenbeld, Photographer: René van der Hulst

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This is Fanuc: heavysset, yellow, and dilapidated, but still fast as lightning. He was pensioned off after a 140,000 hour non-stop career in a Chinese production line. Dirk van der Kooij has given him new software and with that, a new lease of life as a prototyping machine. Normally speaking, rapid prototyping is unsuitable for large-scale production: constructing 3D-models in extremely high resolutions is too time-consuming and costly. But Fanuc has a much lower resolution, which allows him to produce robust models at a steady pace. The coarse structure reveals how the product has been constructed layer by layer. Endless combines the flexibility of traditional workmanship with the speed of industrial production.

FROM PRODUCTION LINE TO PROTOTYPING MACHINE

DIRK VAN DER KOOIJ: "ENDLESS"

GRADUATED 2010

PHOTO CREDITS: DESIGN ACADEMY EINDHOVEN (RENÉ VAN DER HULST)



When mice enter people's living environment this will create a unique tension: a mouse in a cage is a pet, whereas we call it a pest when we find one in a crack or a cellar. Fascinated with the contrast, Roel de Boer has created an accommodation for mice that will reduce the distance between man and animal and blur the boundaries. With this accommodation Mouse Mates, man and mouse will become fellow inhabitants of the same space. A fascinating scene will develop; an interactive reality soap. The accommodation is a beautiful addition to your living space and a backdrop for an unscripted story.

PET OR PEST? MAN AND MOUSE CAN SHARE THE SAME SPACE

ROEL DE BOER: "MOUSE MATES"

GRADUATED 2010

PHOTO CREDITS: DESIGN ACADEMY EINDHOVEN (RENÉ VAN DER HULST)



The tall buildings in the city centre have a heavy touch; the low-rise villas to the South create considerably gentler sounds. Akko Goldenbeld has a very personal way of looking at, or rather listening to, the city. He has created a scale model of Eindhoven and assigned it the role of sound recorder; the buildings create the score. Placed on a revolving wooden cylinder the buildings set little hammers in motion that play the keys of a piano. And turning and turning, the city makes its voice heard: from loud to soft, long to short, high-pitched to low, translating the urban developers' three-dimensional reality into an aural experience. Stadsmuziek (City Music) makes you tune in to the ensemble-playing that is environmental planning.

THE SOUND OF THE CITY

AKKO GOLDENBELD: "PIANOLA"

GRADUATED 2010

PHOTO CREDITS: DESIGN ACADEMY EINDHOVEN (RENÉ VAN DER HULST)