



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

Debate MY WAY during Fuorisalone Milano New role models from Design Academy Eindhoven

Eindhoven, 1 April 2011

We see *new ways* coming into being: designers searching for new roles in between disciplines or working as a collective combining different knowledge, qualities and perspectives. There is new purpose.

MY WAY is the attitude that has brought success to many graduates of **Design Academy Eindhoven** and put the school on the international agenda. Conscious, authentic, responsive, and individual, they continuously search for new routes and methods to make designs that have integrity and content. But the context has changed. Their concerns and responses to the world are taking different forms. And it is only the beginning.

The **MY WAY** debate will highlight selected designers who represent new role models for this generation. Recent graduates of **Design Academy Eindhoven** that define new design roles. They will be questioned on their chosen paths by established designers and critics, under the supervision of the British design journalist **Marcus Fairs**, Dezeen architecture and design magazine. In addition **Paola Antonelli**, curator Architecture & Design of the Museum of Modern Art in New York will comment on the new generation and their design-ways.

Date: 13th of April
Time: 16.30 - 19.00h (start 17.00h)
Location: Studio Zeta/ Via Friuli 26 Milan (subway exit **LODI T.I.B.B**)
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The designer as storyteller Photographer **Bas Princen** reveals a new architectural language with impressive pictures on city landscapes (rewarded with a Silver Lion at the Architecture Biennale in Venice 2010). His role as a storyteller will be questioned by **Jurgen Bey**, designer and director of the Sandberg Institute (masters Rietveld Academy).

The designer as translator **Christien Meindertsma** links raw materials with producers, products and consumers and translates this into design eg. with the price winning book Pig 05049 in which she documented products made from a pig. She will discuss her role of filtering and translating information with **Joost Grootens**, designer and winner of the last Rotterdam Design Prize for a series of atlases he designed.

The designer as innovator The Antwerp based design duo **Dries Verbruggen & Claire Warnier** bridge technology, art and design in beautiful *furnitures*. They will discuss their interdisciplinary approach with **Piet Hein Eek**, furniture designer and entrepreneur of Strijp R, a design village with a factory, restaurant and exposition space in Eindhoven.

The social designer We will round up with some of the latest graduates: **Brigitte Coremans**, who designed coffins for the still born and fertility cycle clocks, **Massoud Hassani**, developing a mine detector and **Eveline Visser**, with the Bird City project.

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Editors' note, not for publication:

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