

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

Fresh from the Salone del Mobile Milan premier design school Design Academy Eindhoven exhibits ‘?’ at Sotheby’s

“Design as a conceptual tool to celebrate simple pleasures and explore issues like waste, social change and technological overload. The title of the Eindhoven exhibition - “?” - said it all.”

Alice Rawsthorn, International Herald Tribune

“A breath of fresh air in a Salone that has become saturated with big brands that are unrelated to design. An impressive show by the graduates of Design Academy Eindhoven - curated by designer Ilse Crawford (and Anne Mieke Eggenkamp, DAE chairwoman) - had real intellectual edge.”

Alicia Kirby, Monocle

Design Academy Eindhoven (DAE) will exhibit a ‘**Questions**’ show, recently acclaimed at the Milan’s Salone del Mobile to Sotheby’s London 13th - 17th May), in collaboration with Janice Blackburn.

The show about some of the questions the graduates of the academy are asking now. Ilse Crawford explained: *“We thought it would be interesting to show how designers take an idea and make it real by asking questions, because that’s how they make sense of change. Design needs to be seen more as a critical process and less about just making things look good. Ultimately all design reflects the ideas, ethics and values that we live by. For better or worse”*

Questions are the start of everything

- How can we make tender the last goodbye to a loved one who has died? Roos Kuipers
- How can we use oral knowledge in our design? Ji Hyun Ryou
- How much can you leave out before a dress stops being a dress? Digna Kosse

These and many more questions will be answered through graduation works in the ‘**Questions**’ exhibition.

And talking about Sotheby’s collaboration, Patrick van Maris, Managing Director of Sotheby’s Europe, said: *“Sotheby’s is privileged to be collaborating in this exciting project which will broaden the international reputation of Design Academy Eindhoven, one of the premier design schools of the world.*

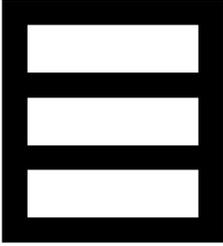
We very much look forward to having our galleries, which regularly display the creativity of the past and present, transformed by the next generation of design talent.”

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

INFO@DESIGNACADEMY.NL / WWW.DESIGNACADEMY.NL

**Opening hours**

Thursday 13th May & Friday 14th May: 9.00AM - 4.30PM
Saturday 15th May & Sunday 16th May: 12.00PM - 5.00PM
Monday 17th May: 9.00AM - 4.30PM

Venue

Sotheby's
34-35 New Bond Street
LONDON W1A 2AA

More on Design Academy Eindhoven:

As a centre of creative excellence, Design Academy Eindhoven inspires and facilitates innovation. In the coming years the academy focuses on collaboration with other universities, disciplines, domains. We are engaged in forming the future for the design profession and the development of design education.

www.designacademy.nl

More on Anne Mieke Eggenkamp:

"When you are a designer, you become sensitive to the way things are or appear, it is a combination between the two hemispheres. It is quite an intuitive thing, and then at some point, analysis or ratio steps back in again." This interaction between intuition and ratio fascinates Anne Mieke Eggenkamp in general and specifically in her role as chairwoman Executive Board of Design Academy Eindhoven.

More on Ilse Crawford:

Ilse Crawford heads design company Studioilse alongside her brand consultancy. Fascinated by what drives us, brings us together and ultimately makes us feel alive, her studio manifests this through brands, buildings, furniture and products. Crawford has pioneered 'modern and emotional' design and in 2000, she founded the Department of Man and Well Being to bring together the cool head and the warm heart in design.

www.studioilse.com

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

Note to the editor, not for publication:

For further details please contact **Design Academy Eindhoven**, Ingrid Swinkels,
Ingrid.swinkels@designacademy.nl, +31-(0)40-2393964

For high res images please visit <http://press.designacademy.nl>

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.

Sotheby's London, Matthew Weigman, matthew.weigman@sothebys.com

Helen Collier, helen.collier@sothebys.com, +44 (0)20 7293 6000

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
INFO@DESIGNACADEMY.NL / WWW.DESIGNACADEMY.NL