



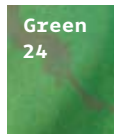
Trend Book

Dutch Design Week Eindhoven 2009

Contents



Alert | ambassador: Ingrid van de Wacht
Eric Roscam Abbing, Ralf Beuker, Brigitte Borja de Mozota,
Mirjam van Coillie, Manfred Dorn, Hagen Fendler, Marlous
Grotenhuis, Claudia Lieshout, Tobias Lunchbreath, Luke Pearson,
Tim Selders



Nature | ambassador: Berend Aanraad
Aart van Bezoooyen, Montaha Hidefi, Onno Hoes, Peter Legierse,
Mayra Ortega Maldonado, Stuart Purdy, Bas Sanders,
Dorothea Seebode, Sam Stier, Bendik Torvin, Andre Veneman,
Simone de Waart, Anne van der Zwaag



Air | ambassador: Berry Eggen
Emile Aarts, Bert Bongers, Tom Djajadiningrat, Veronika Fricova,
Frens Frijns & Cees Jan Mol, Joris van Gelder, Susan Keller,
Yvonne Kirkels, Muriel Kleisterlee, Koert van Mensvoort,
Ben Schouten, Brechje Viissers



Power | ambassador: Ad van Berlo
Stefanie Bierbaum, Dietmar Koering, Edouard Siekierski,
Saskia Streekstra, Jacqueline de Wit, Judith van Zanten



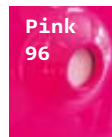
Confidential | ambassador: René de Torbal
Hein Piet van Boxel, Arnoud Engelfriet, Sabine van Gent,
Femmy de Rijk, Marike Ringers, Anouk Siegelaaar



Clean & Ideal | ambassador: Stefano Marzano
Andrea Branzi, Marga Figge, Paul Flowers, Stefanie Kraus,
Ross Lovegrove, Ezio Manzini, Ragna Senfe, Brechje Viissers



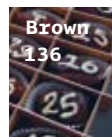
Mystery | ambassador: Peter Kentie
Gijsbregt Brouwer, Jeroen van Erp, Bert Hagendoorn,
Yasmina Haryono, Michael de Regt, Jurriaan van Rijswijk,
Maxim Schram, Claudia Slood, Egbert-Jan Sol



Grotesque | ambassador: Mechteld Petersen
Gian Luca Amadei, Antoinette van den Berg, Hilde den Bieman,
Monic Bührs & Elisa de Groot, Maartje Geusebroek, Annet Hoek,
Annelies Jansen, Melanie Lamers, Marjolijn Daverveld,
Corien Pompe, Karim Rashid, Annemieke Raven, Irene Smit



Hidden | ambassador: Bert Dirrix
Mark van Abbe, Stefan de Bever, Jeanne Dekkers, Paul Diederer,
Cees Donkers, Lidewij Edelkoort, Margriet Eugelink, Har Hollands,
Hans Ibelings, KnittaPlease, Peter Lubbers, Norbert van Onna,
Isabel Pagel, Arie van Rangelrooy, Bert Staal, Harm Tilman,
Marco Vermeulen, Fancy van de Vorst, Jan Westra



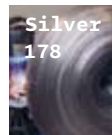
Aroma & taste | ambassador: Katja Gruijters
Jelske de Beer, Marielle Bordewijk, Bob Cramwinckel, Martí Guixé,
Michel Janssen, Feike Sijbesma, Adam Tasi, Désirée Struijk,
Karin Vanneker, Tom Vogel



Dutch | ambassador: Hans Robertus
Niels van Eijk & Miriam van der Lubbe, Ann Maes, Jo Meesters,
Wolfram Peters, Marijn van der Poll, Roger Swales,
Daan Roosegaarde, James Woodhuysen



Treasure | ambassador: Rob Huisman
Christine de Baan, Gerbrand Bas, Robert Jan Marringa,
Anne Miltenburg, Henrik Otto, Maurizio Ribotti, Ralph Wiegmann,
Dr. Peter Zec, Jos van der Zwaal



High Quality | ambassador: Willem Kars
Antoine Achten, Caroline Hummels, Peter Kattenberg, Henk Lamers,
Erik van der Liet, Jempi Moens, Andrzej Sobas,
Elisabeth van der Spek, Tomek Rygalik, Lucas Verweij

Biomimicry can help us create a better future



I believe that we should use nature as a model, mentor and measure to create a sustainable future. Nature, imaginative by necessity, has found what works, what is appropriate, and most importantly, what lasts here on Earth. This includes materials, living organisms, processes and systems that are all part of a sustaining biosphere. We can use all this knowledge, experience and wisdom to create sustainable socio economic systems where production and consumption systems provide us with solutions that tackle the needs of all. This means closed loops (no-waste), green chemistry (no hazardous-substances), eco-effectiveness (positive ecological footprint), thus no social and environmental impact.

But practising Bio mimicry requires a change of heart: see nature with humility and gratitude, recognising that what is good for the Earth is good for us. This means loving, caring and preserving this beautiful planet that gives us resources to live and allows us to be part of this marvellous process called "evolution".



New Materials Technology

The use of appropriate materials and production methods are the foundation of creating a more sustainable future. New materials such as self-cleaning surfaces, metal foams, and biodegradable plastics allow us to reduce environmental impact by making products more smart, lightweight, and sustainable. The selection and processing of materials has become more important than ever.

Many sustainable alternatives for materials and processing are inspired by nature. For instance, nature doesn't know the concept of waste, here "waste is food" – to most people known as Cradle to Cradle design. The fact that nature can be very close to design is demonstrated by this year's VisionWorks Award that awarded a packaging concept titled "BACS", a 100 % biocompatible self-constructing packaging using real bacteria. Not sure about hazardous materials? Watch the "Story of Stuff", a 20-minute animation of the consumer society, narrated by Anne Leonard. For future news, feel free to subscribe to Material Stories weblog and quarterly newsletter on materials in design."