



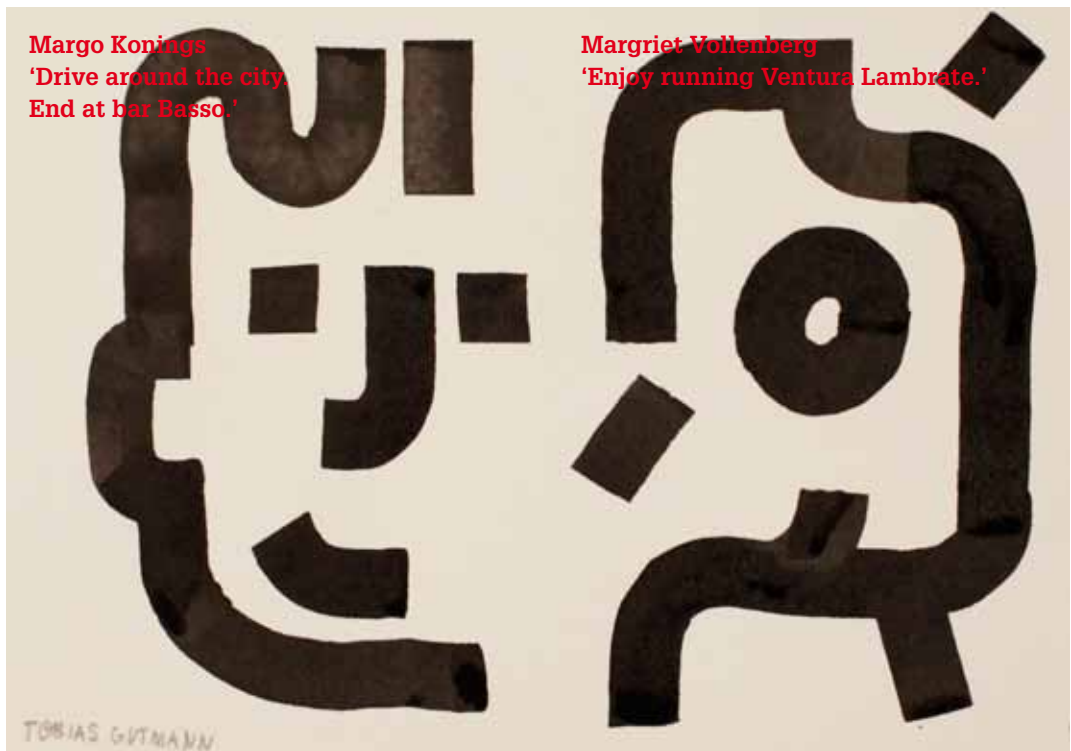
# Ventura Lambrate

## April 14 Sunday

We are  
Ventura Lambrate Today.  
What will **you** do tomorrow?

Floorplan  
inside









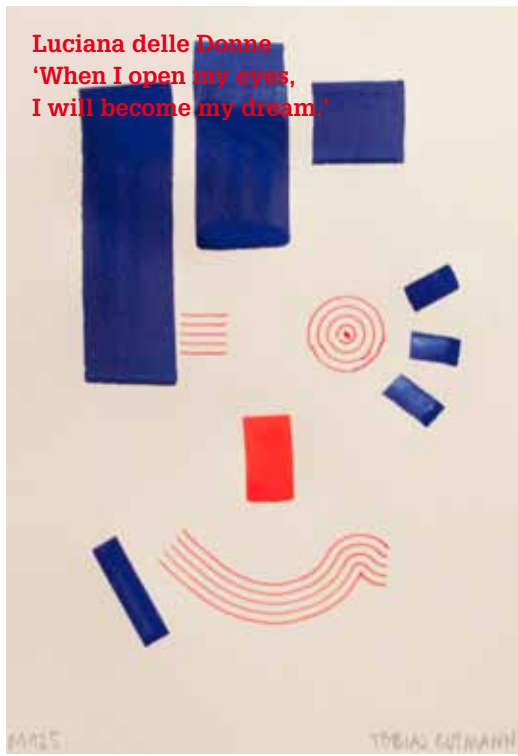
Mariano Pichler  
'I'm in Ventura all day.'



Myrte Coemans  
'Work at the Design Academy.'



Maarten Baas  
'Uhm...'



Luciana delle Donne  
'When I open my eyes,  
I will become my dream.'



Rob Vollenberg  
'Get up on time:  
another beautiful day ahead.'



Mark Trash  
'Do tons of grocery shopping.'



Frederika Drewes  
'Buy gloves.'



Robert Bronwasser  
'Today was a party,  
more of the same tomorrow.'



Licio Tamborrino  
'Make my dreams come true.'



Thomas Widdershoven  
'Drink coffee at Bert's.'



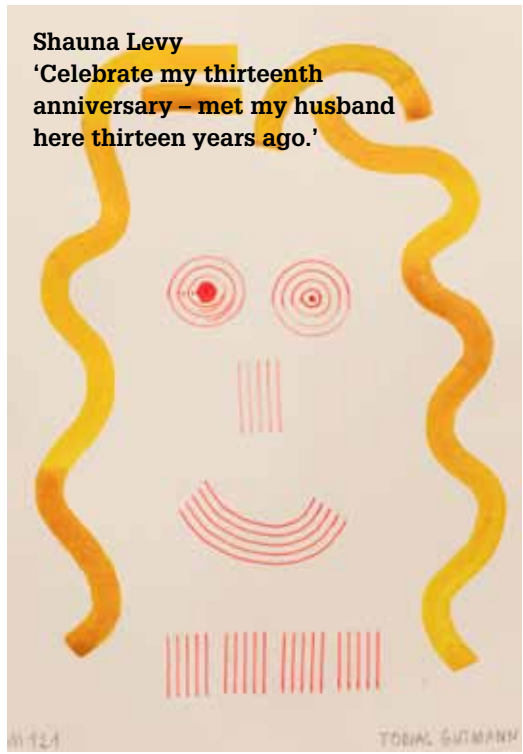
Bas den Herder  
'Have coffee, chant, start the day  
on my bike, hope I don't get lost.'



Kari Korkman  
'Have a cup of coffee with  
Hans Robertus.'



Tessa Lantinga  
'Work at the Design Academy show.'



Shauna Levy  
'Celebrate my thirteenth  
anniversary – met my husband  
here thirteen years ago.'



Evan Snyderman  
'Fly home.'



Diego Tanzariello  
'I work tomorrow.'



Paul Gardien  
'See the Salone downtown.'



Miriam van der Lubbe  
'Visit a couple of places  
downtown.'



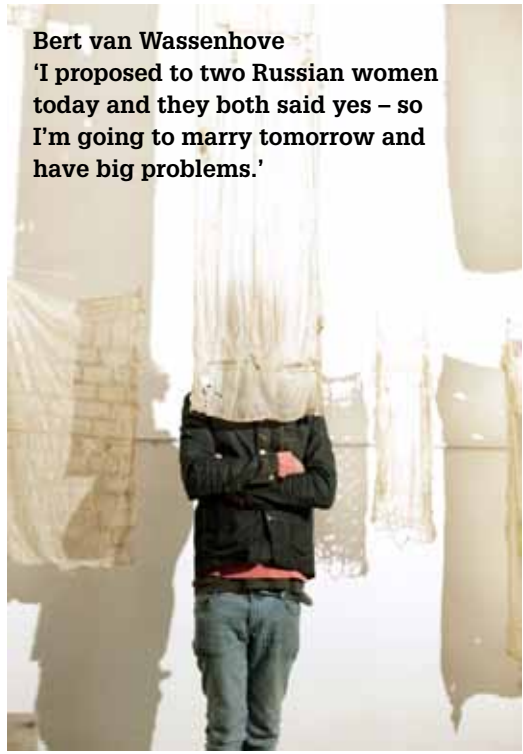
Lisanne Fransen  
'Open Train Station and visit  
Spazio Rossana Orlandi,  
MOST, and the everyday life  
of Ventura Lambrate.'



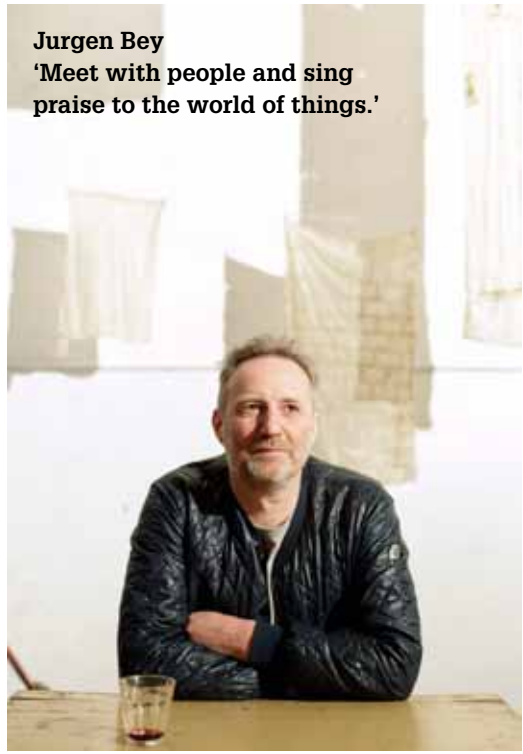
Karian van der Haak  
'Clean up the mess.'



Fulvia Ramogida  
'Breathe and think of the future.'



Bert van Wassenhove  
'I proposed to two Russian women  
today and they both said yes – so  
I'm going to marry tomorrow and  
have big problems.'



Jurgen Bey  
'Meet with people and sing  
praise to the world of things.'



Jan Boelen  
'Finally be a flaneur, stroll  
around without purpose.'



Ankie Rutten  
'Play tourist.'



Jeanine Wijnen  
'Get up quietly, have breakfast,  
and talk about last night.'



Konni van der Kaaden  
'Unfortunately, go back  
home.'



Tom van der Wiel  
'Try to make things even  
better than they were today.'



Simon Heijdens  
'Go home.'



Remco van der Voort  
'Bring the children to  
grandpa and grandma.'



Joost van Bleiswijk  
'Go home.'



Jana Scholze  
'Unfortunately – no, very  
unfortunately – I'm flying home.'





Rachel Lee Leong  
'Walk around in Milan with headphones.'



Antonella Minetto  
'Have a tour in the centre and visit Fabbrica del Vapore.'



Michela Vecchiato  
'Go to the Case da Abitare party at Calabiana space.'



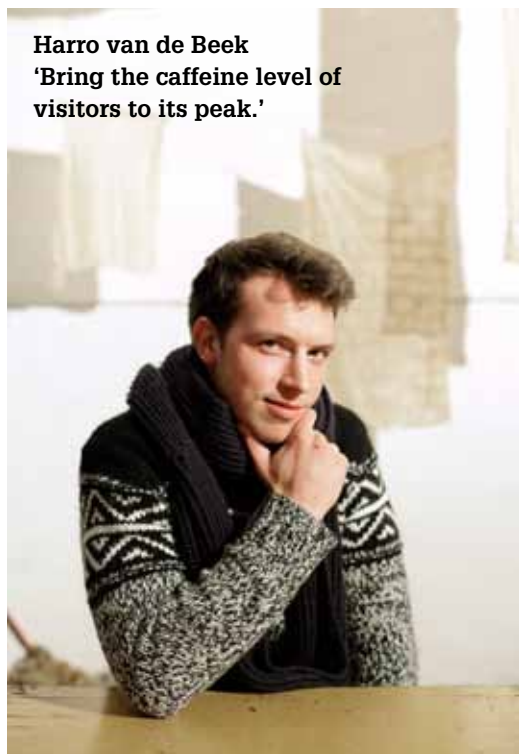
Silvia Ubiali  
'Go to Brera District and attend the Case da Abitare party.'



Mia Pizzi  
'Going to see the events downtown.'



Bonne Postma  
'Make crazy coffee and make people smile.'



Harro van de Beek  
'Bring the caffeine level of visitors to its peak.'



Yvo Schotman  
'Discover the rest of Milan.'



Ikko Yokoyama  
'Visit Lambrate and see more of that.'



Nicky Lobo  
'Tomorrow I will be more inspired.'



Marianne Goebel  
'Have a meeting marathon.'



Maja Sustersic  
'Visit some interesting exhibitions.'

Credits

*Ventura Lambrate Today* is a series of daily tabloids exploring Milan's Ventura Lambrate – upcoming hotspot of the world's largest design event. A six-day focus on groundbreaking design and extraordinary locations, brought to you with an attitude fueled by quality food & espressos, music & the good vibrations. Swift and striking reports and photography from the sunny side of the street.

Get your free copy in print or online during Ventura Lambrate 09, 10, 11, 12, 13 and 14 April 2013. Join us on Facebook [www.facebook.com/VLT13](http://www.facebook.com/VLT13) and follow us on Twitter: @VLTToday, #VLT13

Support us: Ventura Lambrate Today is for free, but not cheap. And there's no such thing as a free lunch. So if you like what we're doing, please come by at our headquarters and make a donation. Or consider our 'Space 4 Sale' offer.

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# Final curtain

And now, the end is near, and so we face the final curtain. My friends, we'll say it clear, we'll state our case, of which we're certain. We've lived a week that's full. We've traveled each and every highway; but more, much more than this, we did it our way.

dankie do jeh xie xie dêkuji tak kiitos merci danke efharisto toda sukria terima kasih grazie arigato kamsa hamnida takk dziekuje obrigado spasibo gracias istutiy asante tack khawp khun tesekkür ederim faleminderit chokrane saha Barak Allahu fiik chnorakaloutioun çox sag olun a ni kié eskerrik asko milesker dhanyabaad tangio tumas hvala grâcies wado zikomo dankon tänan takk fyri merkzi aabhar mahalo köszönöm taiku go raibh maith agaibh spas

**houdoe en bedankt**



# Means to an end



## Collaboration

*In what way do you collaborate internationally?*  
'In the bidbook for 2018 Eindhoven|Brabant that supports the nomination for European Capital of Culture, it says that Eindhoven strives to be a role model for the reinvention of a new Europe. I tried to visualize and express this concept of transition for RiZZ, a family business since 1941. During three years of intensive collaboration, we laid down a unique collection of products one can find in entrances – the transition area from the outside world to indoors – based on the values of the company and my view on (sustainable) design. I had access to the European network of the client and found that when things can't be manufactured in the Netherlands, you don't always have to turn to China. In consultation with the client, we designed the products in a way that the collection is attractive for each country and suited for international transport. We never compromised on quality, but we did have to drop some designs for logistic reasons. For me, this meant a whole new approach to designing, definitely stimulating for my creativity.'

*Anything you want to share about this learning process with novices?*  
'Well, for those who want to design internationally: what really struck me is how unexpected differences and details can make the difference. You have to be extremely mindful of that.'

## Business

*What networking activities are you employing?*  
'First and foremost, I am at Ventura Lambrate to launch RiZZ | the entrance collection. In addition to that, we plan on attending Design District, Inside design and, of course, Dutch Design Week, followed by a number of foreign fairs in 2014. I'm always closely involved with logistics and production, but leave the actual manufacturing to the producers of my designs.'

## Culture by and for everyone

Culture by and for everyone: according to 2018Eindhoven|Brabant this is what will give the culture of the future its legitimacy! If Eindhoven wins the title European Capital of Culture, Eindhoven's public space will be increasingly reshaped as a venue for high-profile cultural activities, so that culture will be taken virtually for granted as an essential element of everyday life. 2018Eindhoven|Brabant will boost the momentum of this process. It is one that joins seamlessly with contemporary developments in the arts, whereby traditional divisions between disciplines such as theatre, music and visual art are gradually disappearing and more and more exciting crossovers and connections are being created. And the user/consumer is no longer a passive visitor or follower, but more of an interactive and critical participant. 2018Eindhoven|Brabant wants to stimulate this innovative mindset as an European Capital of Culture.

If Eindhoven|Brabant wins the title European Capital of Culture in 2018, the programme will be a cultural laboratory featuring experiment, research and testing based on the motto: *'Imagination designs Europe'*. This will be achieved by presenting the Proeftuin method: a co-creative and innovative way of working together. Proeftuin is the model 2018Eindhoven|Brabant has chosen to develop a significant part of the cultural programme for 2018. Local residents, experts, artists and academics will get together in multidisciplinary teams, under the guidance of the artistic director, and roll up their sleeves to create and present art and culture. Supporting the candidacy and depicting the Dutch Design network, we question six Eindhoven|Brabant-based designers about their transboundary business, ambition and collaborations.  
[en.2018eindhoven.eu](http://en.2018eindhoven.eu)

## On a business level, what could be improved for designers?

'In my opinion, what's lacking are decent opportunities to match conceptual designers to companies and corporations. The corporate industry tends to overlook the use and power of conceptual design when it comes to innovation. I believe that there's a lot to be gained there for the business community. To get in touch with them, however, you need a completely different kind of network, perhaps through your bank or accountant. Also, for me as a designer, finance is often a main hurdle when it comes to adequately presenting my own designs abroad. Just showing your products isn't sufficient, at least not for me. Creating an experience and atmosphere are vital when presenting, but the costs often put a restriction on that.'  
[www.teunfleskens.nl](http://www.teunfleskens.nl) | [www.rizz.nl](http://www.rizz.nl)

Teun Fleskens is a product and interior designer. His style could be described as pure, natural versus industrial and clearly present but not demanding. Essential for his designs is that the products are not only functional but overall meaningful. Fleskens creates products with added value for users and environment. The last three years he dedicated to his work on the V roots modular benches for public spaces which are made of recycled materials. His primarily work was his assignment as art director and designer for RiZZ | the entrance collection.

## ABN AMRO embraces DUTCH DESIGN

ABN AMRO is aware of the crucial role that Dutch Design plays for the Dutch economy and this is why it has such strong ties with Dutch Design Week. The partnership began in 2009 and in 2011 ABN AMRO became the main sponsor for Dutch Design Week.

ABN AMRO is committed to Dutch Design and Dutch Design Week and wants to share its contacts and industry knowledge with both established entrepreneurs and new talents.

It is the exchange of knowledge and information that is so important and it contributes to the forging of long-term links with the public, companies and designers, according to ABN AMRO Sponsor Manager, Ilona Roolvink. The bank is keen to contribute to the stimulation of entrepreneurship and the further development of the creative industry in the Netherlands. This is the reason for the ABN AMRO initiative of an annual Master Class for young designers.

