

# Ventura Lambrate

April 11  
Thursday

Floorplan  
inside





# Coffee with content: The Milan Breakfast

## Coffee with content: The Milan Breakfasts

Start your day in Milan with quality conversation on design while enjoying free coffee and croissants. Dutch and international designers and design professionals will join the conversation. The Milan Breakfasts are moderated by arts journalist and author Tracy Metz.

### Milan Breakfast #3

**Friday 12<sup>th</sup> April:** Linking Process

**Moderator:** Tracy Metz

**With:** Miriam van der Lubbe (designer and curator Linking Process, exhibition Design Academy Eindhoven), Amelie Znidaric, (Curator Vitra Design Museum) Corinna Gardner (Design curator Victoria & Albert Museum)

### Program:

**10.00** Tracy Metz introducing the guests

**10.10** start of the (intimate) discussion moderated by Tracy Metz

**10.50** possible questions from the audience

### Description:

In the Design Academy Eindhoven exhibition Linking Process, curator Miriam van der Lubbe has chosen not merely to show the students' finished designs but to focus attention on the process of making. The show reveals the beauty of creation and the relevance of development and innovation, and raises the question why designers usually don't share the research phase with the public. If a designer connects with the client at an earlier stage, will that make the final result better? At this third and last of Milan Breakfasts, we'll talk about whether opening up the research stage is likely to help or harm designers. Why do they usually keep their research secret? And wouldn't it be interesting to share the process with an audience, for example, in a museum or in the media?

### Where

LAP Via Privata Cletto Arrighi 19, 20134 Milan  
[MAP N](#)

### When

April 12 2013

9.30 am - 11 am

### Links

Miriam van der Lubbe: [www.usuals.nl](http://www.usuals.nl)

Amelie Znidaric: [www.design-museum.de](http://www.design-museum.de)

Corinna Gardner: [www.vam.ac.uk](http://www.vam.ac.uk)

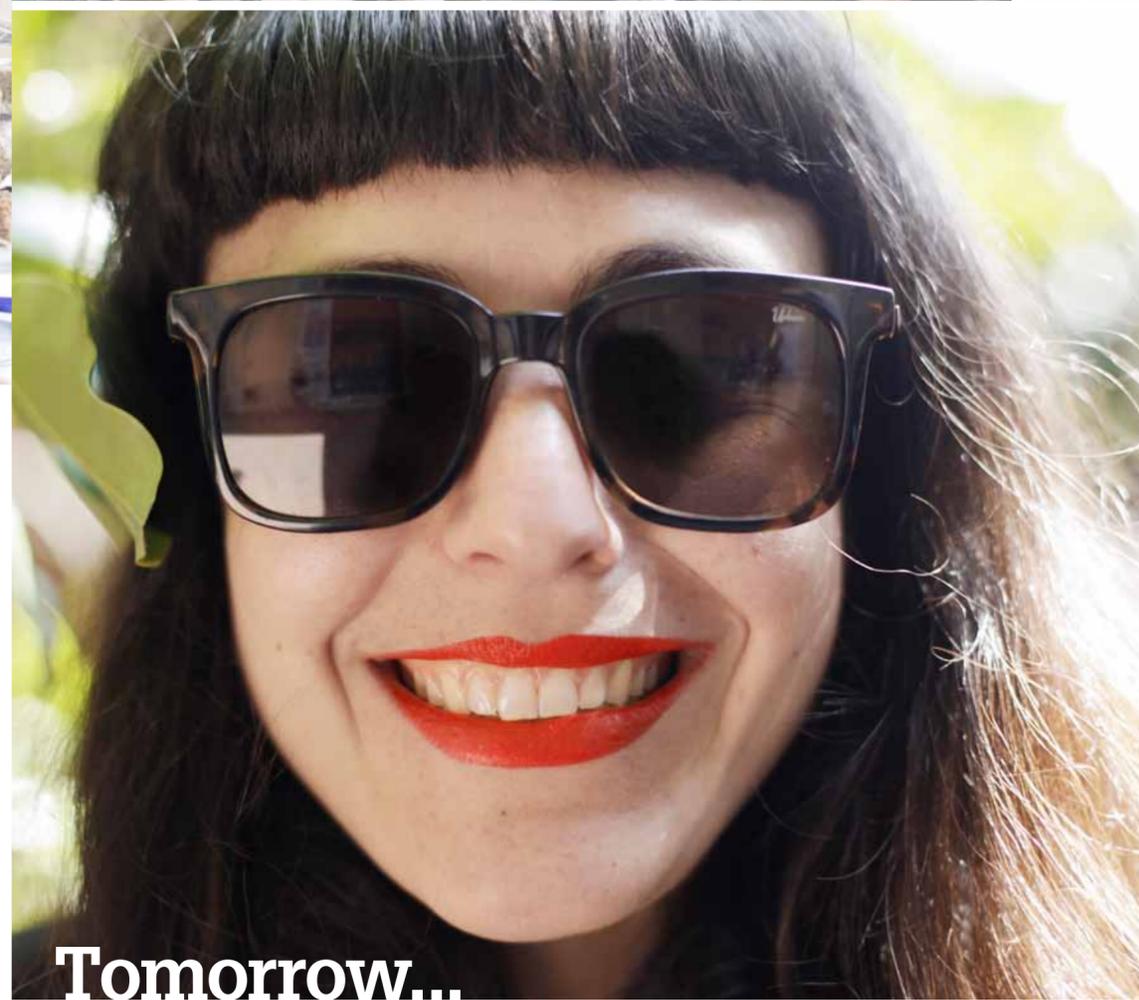


First breakfast with content. Both breakfast and the speakers got all the attention. Food and thoughts apparently combine pleasantly. Tomorrow will be the last one. Be there and be on time. It might get crowded.

Real men deal in heavy beer and double-thick sausage rolls. Or in heavily inventive contemporary design of course. Mal, a young designer label by Dutchies Bob Copray and Niels Wildenberg, surprised us with a snack and refreshing beverages to promote their expo at Spazio Rosanna Orlandi. Learn more about Mal and their furniture online or feel free to send an email. They are willing to answer all your questions. See [www.mal-furniture.com](http://www.mal-furniture.com).

# Facial hair Today

More facial hair on [www.facebook.com/VLT13](http://www.facebook.com/VLT13)



## Tomorrow...

### 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

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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.

### Space 4 Sale: be supportive today, get published tomorrow!

For six days, we grant you the opportunity to tell all visitors of Ventura Lambrate about your work, your expo, your business or yourself – multiplied a 15,000 times. In other words, your ad could have been here. Unfortunately, it isn't. Better luck tomorrow? Stop by at our headquarters today (Via dei Canzi, 19) and make us an offer. This space will be sold to the highest bidder.



In words and images, co-EVOLUTION depicts the 12-year body of work of the two leading designers Kiki van Eijk en Joost van Bleiswijk. Showing the development of both their work and mutual influence, you may find this two-sided book unputdownable and at the very least impossible to put upside down. This 216 page gem, obviously printed with love and craftsmanship by Lecturis and designed by the renowned Studio AnthonBeeke in cooperation with Lidewij Edelkoort, was presented at Ventura Lambrate last Tuesday and is now available at [www.lecturisbooks.nl](http://www.lecturisbooks.nl).

With photography of Sabine Pigalle, Ruy Teixeira and our very own Lisa Klappe.

[www.kikiworld.nl](http://www.kikiworld.nl), [www.joostvanbleiswijk.com](http://www.joostvanbleiswijk.com)



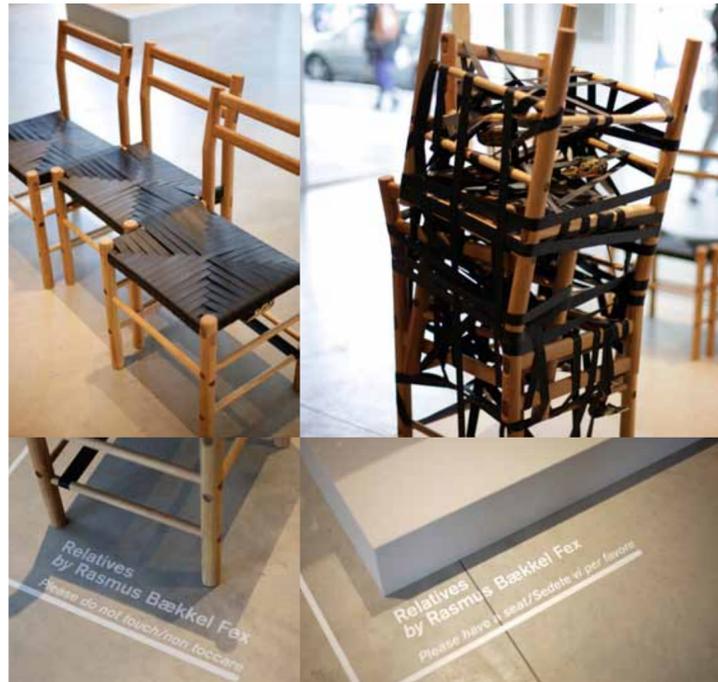
REAL BLOOD, SWEAT AND TEARS OF JOY AS PHOTOGRAPHER LISA KLAPPE IS UNDER THE PROFICIENT HANDS OF DANNY BOY IN VENTURA AT WORK.



# Luna: a little sunshine on the moon

On the corner of Via Ventura and Via Massimiano you'll find location F, also known as the Luna building. A dazzling collage of styles, thoughts, products, cooperations and materials situated around and above a sunny garden (fresh natural ice-cream for sale).

*Ventura Lambrate Today* paid a visit and we're happy to present you with a few of the countless things you can see, taste, hear and touch. Hopefully this will convince you to visit the moon.



We start in Denmark with **Rasmus Bækkel Fex**. Rasmus explores the tension between design and art. Which is kind of hard to explain in 25 words or less but as usual, the pictures tell the story.

# Outside Ventura to be continued tomorrow



**Design Stated** Design has never been afraid of making bold statements. Celebrating this tradition, we've submitted a number of one-liners to some heavyweights in the business. Here's what they had to say.

## Today Karen Kjærgaard

Karen Kjærgaard (1960), architect and curator, has been an independent design professional for 25 years, working in a conceptual borderland between art, craft and design, and challenging standardized, architectural praxis. As architect, she comments on our daily life through solo exhibitions both in Denmark and internationally; as a curator and exhibition architect, she develops and processes projects for museums and cultural institutions. Kjærgaard works as associate professor at the Aarhus School of Architecture.  
**MAP J** Via Privata Oslavia 7, Milan  
Date: 9 - 14 April. For more info: [www.karenkjaergaard.com](http://www.karenkjaergaard.com)

### 10 statements on contemporary design

- 1 Design makes the world a better place.  
**Not necessarily.**
- 2 Good design becomes mainstream.  
**Not necessarily.**
- 3 The world is not yet fully aware of design's resolving power.  
**The real power is in the people.**
- 4 Networking takes up too much designers' time.  
**When you're in to things they seem to grow on you.**
- 5 'Sustainability' and 'co-creation' are just passing hypes.  
**No, they were always there.**
- 6 The economic crisis is a blessing and a source of creativity.  
**Necessity is the woman of all invention.**
- 7 The design world is too self-centered.  
**Who, me?**
- 8 People need design to shape their identity.  
**At the end of the day it's all about identity, isn't it?**
- 9 Design had its highlight at the seventies.  
**1970'es?**
- 10 The importance of the Milan Design Week is overestimated.  
**Hell no!**

Bonus: a must see during Milan Design Week is...  
Join the Urban Planting project in The Tube, Via Privata Oslavia 7, Milano.



## Tomorrow Lowie Vermeersch



From Denmark to Holland is a small step by all standards. So with a small step on to **Smool**. Robert Bronwasser shows a wide range of products and each one is ready to use. Inspired by the ongoing economic crisis, we chose this piggy bank. So empty your old piggy bank and start saving.



Malmö by Proxy is a combined presentation of Swedish designers. We just couldn't resist the name Hedonist Skulls. Designed by **Andréason & Leibel** and definitely an eye-catcher. As are many of the designs in his presentation.



Don't miss **Tjep**, with Future Nostalgia. A mindboggling collection you shouldn't miss. Correction, mustn't miss. Frank Tjepkema knows how to seduce, so enjoy your flight and don't forget to look up.

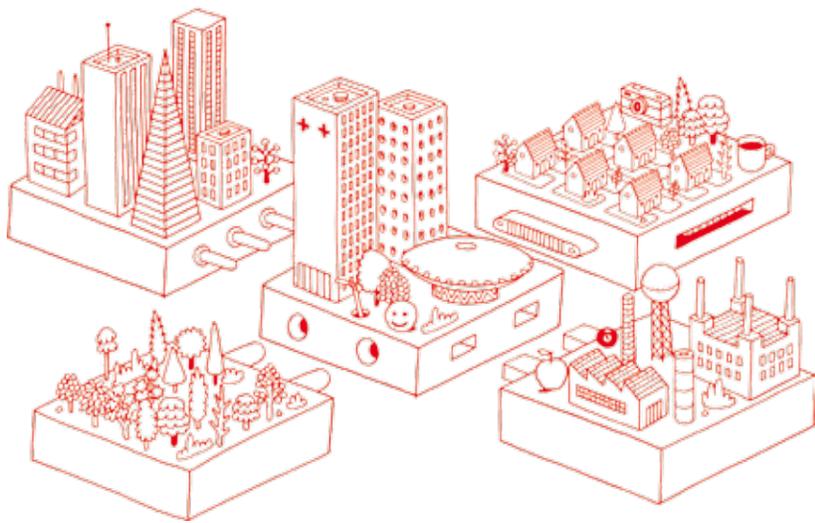


If you're up to it, take the stairs to the second floor and go see Cross Roads. An exuberant collection of home fabrics, handmade on wooden looms in the Abyssinian tradition by **Muya Ethiopia** and Bone China tableware by **Schönhuber Franchi**. They call it cross cultural. We agree.



The warriors invade and they call it 'De Invasie', which is Dutch for invasion. Belgium is hardly a country you would expect to mount an invasion but they do. Mercilessly. With a wide range of designs and designers. We picked **Jenna Postma** because she likes to tell stories. As we do.





## Exploring the future

Our society is in transition. The economic crisis in Europe is symbolic of the way old paradigms are crumbling. Divisions in society are increasing, solidarity and sense of community are under pressure, the future of the environment we live in is a source of concern. There is an urgent need to seek cultural and societal renewal, to free ourselves of old mechanisms.

With the European Capital of Culture 2018 programme 2018Eindhoven|Brabant wants to set in motion the transition to new solutions via art and culture, with amateurs, with leading artists, with Europe and in close collaboration with every sector possible. This is why the central theme of the programme is entitled *We explore the future.*

Exploring the future means daring to take the lead, to head off the beaten track. Pioneering and taking risks. Experimenting. Taking action.

If 2018Eindhoven|Brabant wins the title, it will be an innovative European Capital of Culture, with the model of the Proeftuin as an important tool. A place where all can work to help renew society through art and culture, in collaboration with other disciplines and with cultures from all over Europe.

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)

# Crash course in kindness

## Collaboration



*How important is collaboration to you?*

Collaboration is at the base of everything we do through us working together: two different personalities and disciplines, combined to create the starting point for our label. Ever since, our collection grew more and more, resulting in an intensive collaboration with both local and foreign designers.

*How do you manage this network?*

Regardless of the nature of collaboration, working on a friendly and trustworthy basis is key. Things go wrong, situations happen, problems need to be solved. Hence, it's most important to trust each other and to be willing to work together with full and long-term commitment – especially since products may need some time before they're understood and appreciated. Until that time, our guiding principle is to be patient, stay focused and don't give up. Equally important, we believe that one should continuously work on established relationships. Keep your promises and keep in touch.

## Business

*How do you balance designing and doing business?*

We're not merely designers and not merely entrepreneurs, but it is the balanced combination which makes it work for us. A lot of designers simply want to focus on their creativity and enjoy that process. Of course, we too enjoy the creative phase, but we get just as much fulfillment from the process starting after the design has been completed. Running a label is more than having a collection of products, you have to keep a company running and pull all the necessary strings continuously.

*Sounds like a plan. Where is it going?*

Every year the collection grows, new projects are being started up and new collaborations are being born. Gradually, the label expands – and with that, we create both new possibilities and new problems. We recently moved to a new studio and did an extended trip through Scandinavia to expand our network; moreover, we've been incredibly busy with quite a special cooperation with Peugeot, evolving around our *NewspaperWood*. After such a hectic year, it's wise to focus on keeping everything running smoothly and creating new projects before rush into the Milan circus again. That's why this year we're not present, but we already started the preparations for next year. [www.vij5.nl](http://www.vij5.nl)

Vij5 is a Dutch design label founded by Arjan van Raadshooven (1981) and Anieke Branderhorst (1982), who design the basis of the product collection and actively seek collaboration with other young designers to expand their collection characterized by the use of pure, honest materials, clear lines and fine details.

Their collaboration with Mieke Meijer regarding *NewspaperWood* – jewelry, cabinets and furniture made of pressed newsprint paper – was discovered and acquired by Peugeot for their Onyx conceptcar after showcasing it during the Milan Design Week 2011.

## 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.

