



Project Title: **ACADEMIE ARTEMIS GRADUATES 2019**

Hosted By: Academie Artemis

Project Introduction:

During the Dutch Design Week 2019, Artemis alumni provide visual insight in the most important developments in society and how this is translated into innovative and applicable solutions for product, space and communication issues.

About Organisation:

Academie Artemis is a university (bachelor degree) of applied sciences for styling and design, geared towards interior design, fashion, media, food and retail.

Academie Artemis offers a full-time Bachelor course on Allround Styling, as well as 3 part-time courses. The academy also offers a variety of basic training courses concerning styling and design.

Individual Participants

Name: Ceciel Berden

Project Name: SCHEMER

Project Introduction:

Schemer ("Twilight") is a fabric collection based on Vincent van Gogh paintings that can be used as window coverings or room dividers. The way the light hits them is what brings them to life. Just like a painting, the fabric contains several layers of colours. As time passes, the interplay of light and colours brings out the layers one by one.

Name: Danielle van Geer

Project Name: Merken zijn de nieuwe kerken

Project Introduction:

What do we have left to support us, with the decreasing sense of community in an age that has seen religion wither and brands gain power? Research shows that non-religious people are more likely to favour strong brands. Brands are taking on the old role of religions. Merken zijn de nieuwe kerken – brands are today's churches.

Name: Daphne Bijl

Project Name: Ve(z)elzijdig

Project Introduction:

Ve(z)elzijdig is geared toward reinvigorating traditional agricultural practices in the Netherlands. In collaboration with local farmers, research has been started into upgrading their waste flow by creating new applications for their refuse. This facilitates the development of a business model that brings about less waste and brings in more money.

Name: Emmy van Heugten

Project Name: Mooi kut

Project Introduction:

Over four in ten Dutch people will at some point in their lives be afflicted with a psychological condition. We are so focused on positivity, happiness and self-improvement that we struggle to show intrinsic parts of life, like sadness and hardship. Awareness campaign Mooi Kut is taking a humorous and colourful approach to show that these feelings are normal, with the purpose of increasing recognition and improving openness.

Name: Hugo Loomeyer

Project Name: Voor de hand

Project Introduction:

It's time for us to start using our hands again the way they were intended... to touch or gesture. In short, actual, real contact. The concept "Voor de hand" is a 99% offline hand movement for students. It's a pro-hand manual that goes hand-in-hand with boosting community spirit. It's a campaign by ideological advertising organisation SIRE in collaboration with schools, companies and the government.

Name: Julia Lokker

Project Name: Breek uit je bubbel

Project Introduction:

The concept "Breek uit je bubbel" (break out of your bubble) takes a humorous look at the dark sides of Instagram. It's a campaign for mobile operator Ben, including a festival installation at Lowlands. Here, you get a sporting chance to deal with your Instagram troubles. There's a first-aid kit with six products, accompanying pamphlets with surprising treatments, a campaign poster, social media expressions and a website. Get the treatment before it's too late.

Name: Lotte Wierenga

Project Name: Collectors item – een verzameling van verzamelaars

Project Introduction:

"2019 is the year of decluttering." A fervent collector, Lotte Wierenga wasn't so keen on this slogan. Generations like Gen Z and Millennials think a prim and proper house is equal to personal happiness. Fearing the death of the art of collecting, Lotte sought out collectors for her graduation project. She managed to collect 26 of them. They are given a showcase in an annual magazine for classified advertising site Marktplaats. All of them have their stories to tell.

Images

The pictures are to be found in the images folder.

File Name: ceciel-berden-ddw_1565865265.png
Picture Caption: -
Picture Credits: Styling & concept: Ceciel Berden

File Name: danielle-van-geer_1565874203.png
Picture Caption: -
Picture Credits: Styling & concept: Danielle van Geer

For questions regarding this content please get in touch with us via press@dutchdesignfoundation.com.