



Project Title: SOFTWAREAR

Hosted By:

Project Introduction:

Kazerne - Home of Design - is located downtown in Eindhoven. The hotspot where the worlds of wine, dine, design, art and technology come together. With over 1.000 sqm of recent work by leading designers.

Drop by for an espresso, delicious food, refreshing drinks and to discover the work of both leading and promising design talent. During Dutch Design Week 2018 we are proud to exhibit the installation SOFTWAREAR by Lidewij Edelkoort and Kiki van Eijk for Google.

About Organisation:

Individual Participants



Name: Li Edelkoort

Project Name:

Project Introduction:

Lidewij Edelkoort is authority on design, interiors and lifestyle and arguably the world's most famous trend forecaster. She is an intuitive thinker who travels the globe studying the evolution of socio-cultural trends before sharing this information with her clients in industries as diverse as fashion, electronics, cars, cosmetics, retail and food. Edelkoort is the founder of Studio Edelkoort and Trend Union, with offices in New York, Paris and Tokyo. Her cultural roles extend into education, curating, and humanitarianism. She is Dean of Hybrid Design Studies at Parsons in New York where she has established a Masters in Textiles (2018) and New York Textile Month (each September since 2016). Edelkoort's provocative Anti_Fashion Manifesto has engaged the fashion industry since it was released (2014). TIME listed Edelkoort as one of the world's 25 Most Influential People in Fashion and she was named among the 40 Most Influential People in Design by Icon (2003). Interior Design recently inducted her into the Hall of Fame (2017).



Name: Kiki van Eijk

Project Name:

Project Introduction:

Kiki van Eijk is a designer renowned for creating furniture, objects and textiles. Her work is recognisable by its playful narrative spirit and a connection to craft techniques. A graduate of Design Academy Eindhoven (2000), van Eijk represents a new generation of Dutch designers. Her work is included in museums, galleries and private collections worldwide.

She has designed products, materials and commercial projects for companies such as Moooi, Nodus, Forbo, Saint-Louis, Bisazza and Hermès.

Images

The pictures are to be found in the images folder.

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