

The background features a dark blue grid pattern overlaid with dynamic, flowing splashes of a lighter blue liquid. The splashes create a sense of movement and depth, with highlights and shadows that emphasize their three-dimensional form. The overall aesthetic is clean, modern, and artistic.

Dutch Design Week 2023

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YS X DDW 2023

This report by YourStudio highlights emerging designers and their response to Dutch Design Week's annual theme. This year's theme was 'Picture This', an opportunity for designers to 'change course' and reimagine our current way of life.

Y “Picture a world in which we face our biggest challenges, in which we pay attention to what really matters now and for the future. Picture a society where we focus on possibilities, making different choices, gaining new perspectives and envisioning better alternatives.” S

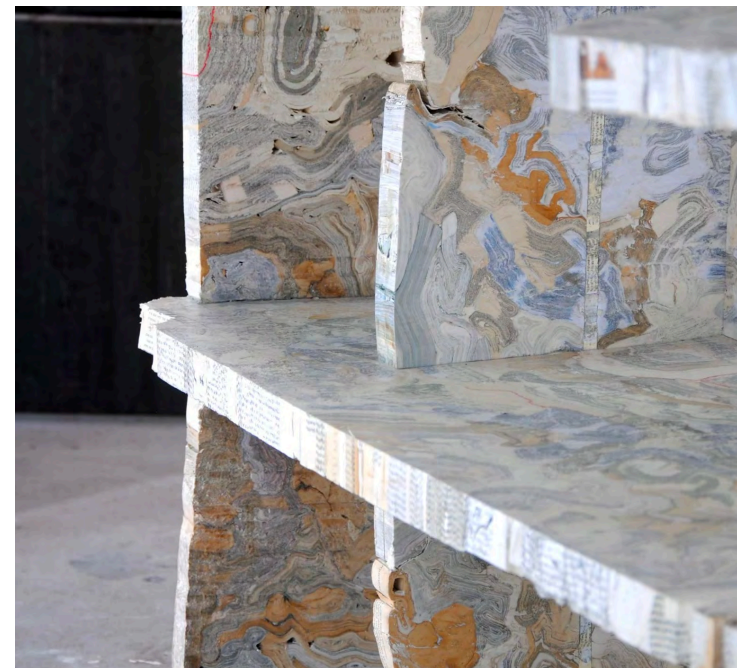
DDW, 2023

Emerging Futures

Material Shift

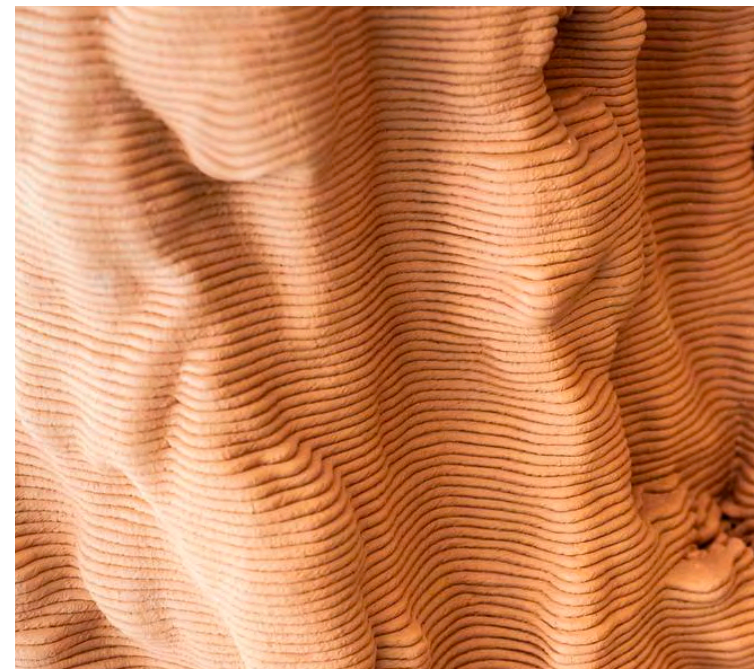
Experiential Rise

Digital Encounters



Natural
Habitat

→ P.5



Bridging
Bioinnovations

→ P.11



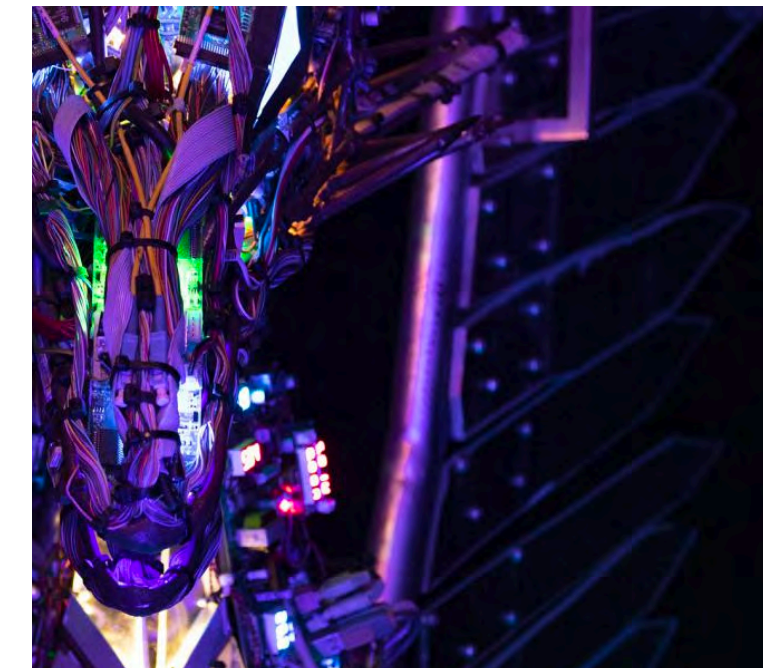
Tactile
Discovery

→ P.18



Artificial
Exchange

→ P.25



Living
Technology

→ P.29

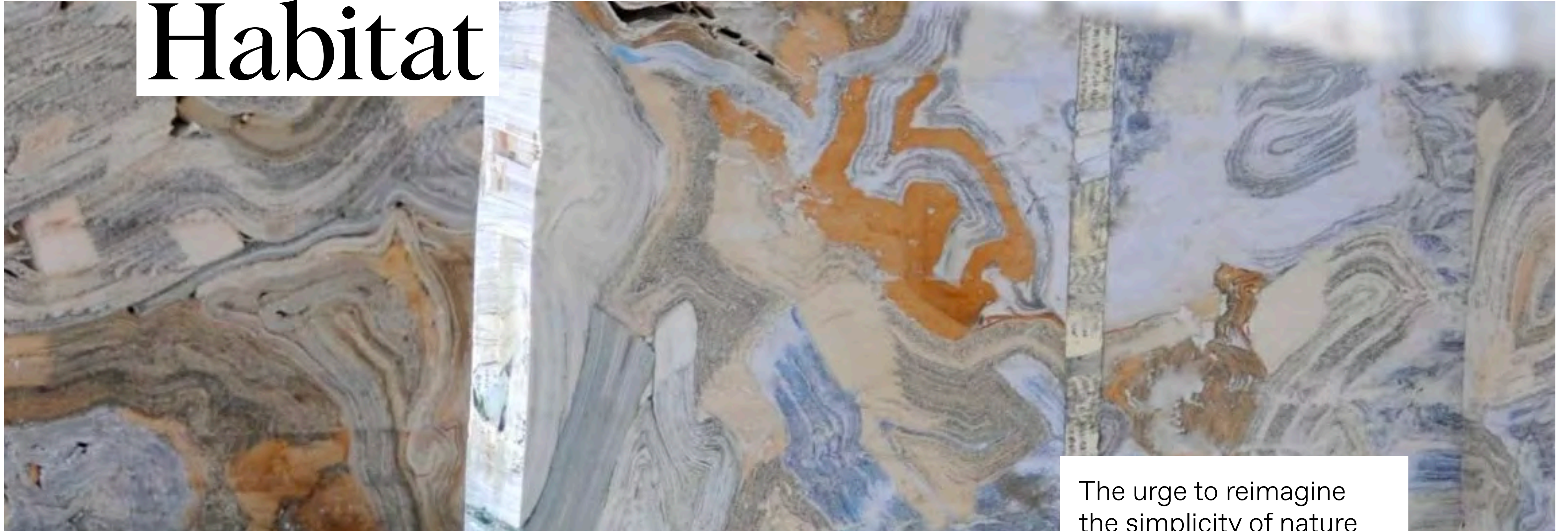
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Material Shift

Natural Habitat

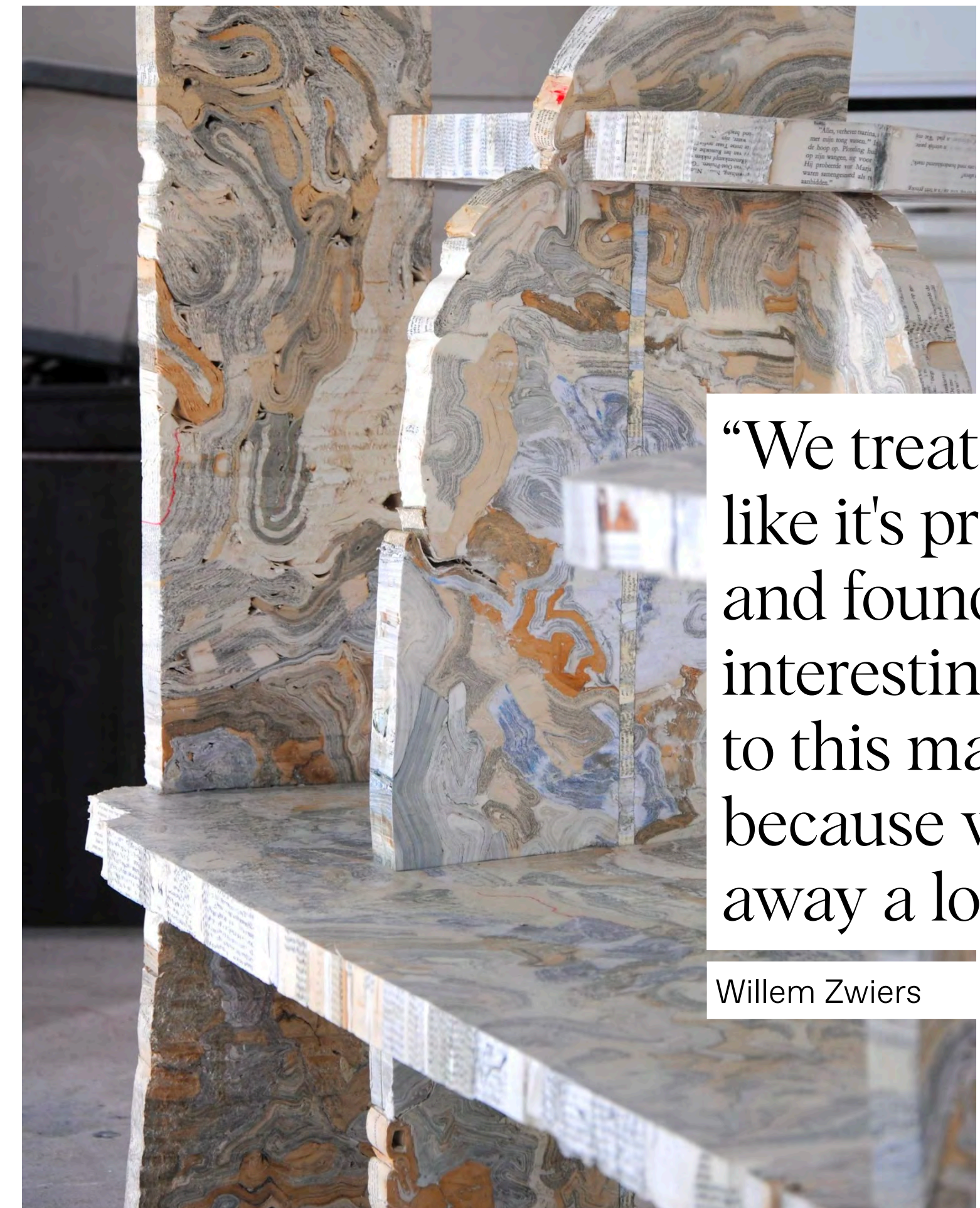


The urge to reimagine
the simplicity of nature
in a home environment.



Melting second-hand books to form marbled furniture

The range encompasses a side table and desk lamp as well as a bookshelf, which was itself made from books including several Bibles and assorted self-help literature.



“We treat marble like it's precious and found it an interesting contrast to this material because we throw away a lot of books”

Willem Zwiers

Transformed Remnants — Willem Zwiers

A collection of 92 terracotta pots translating daily weather

The pots transform the way we view the weather; “The more the temperature, humidity and wind speeds diverge from their averages, the more the pot’s shape is abstracted and distorted. On a particularly stormy day, the pot collapses in on itself.”



How are you today?
— Yufei Gao



“We’ve worked hard to shut nature out of our insulated and air-conditioned homes.”

Designer, Yufei Gao



Creating harmonious and sustainable landscapes.

Blending 3D printing with natural organisms to produce an alternative tiling system. Bioreceptivity describes forming an environment that encourages the growth of living microorganisms.



Planter Tiles —
Ious Studio

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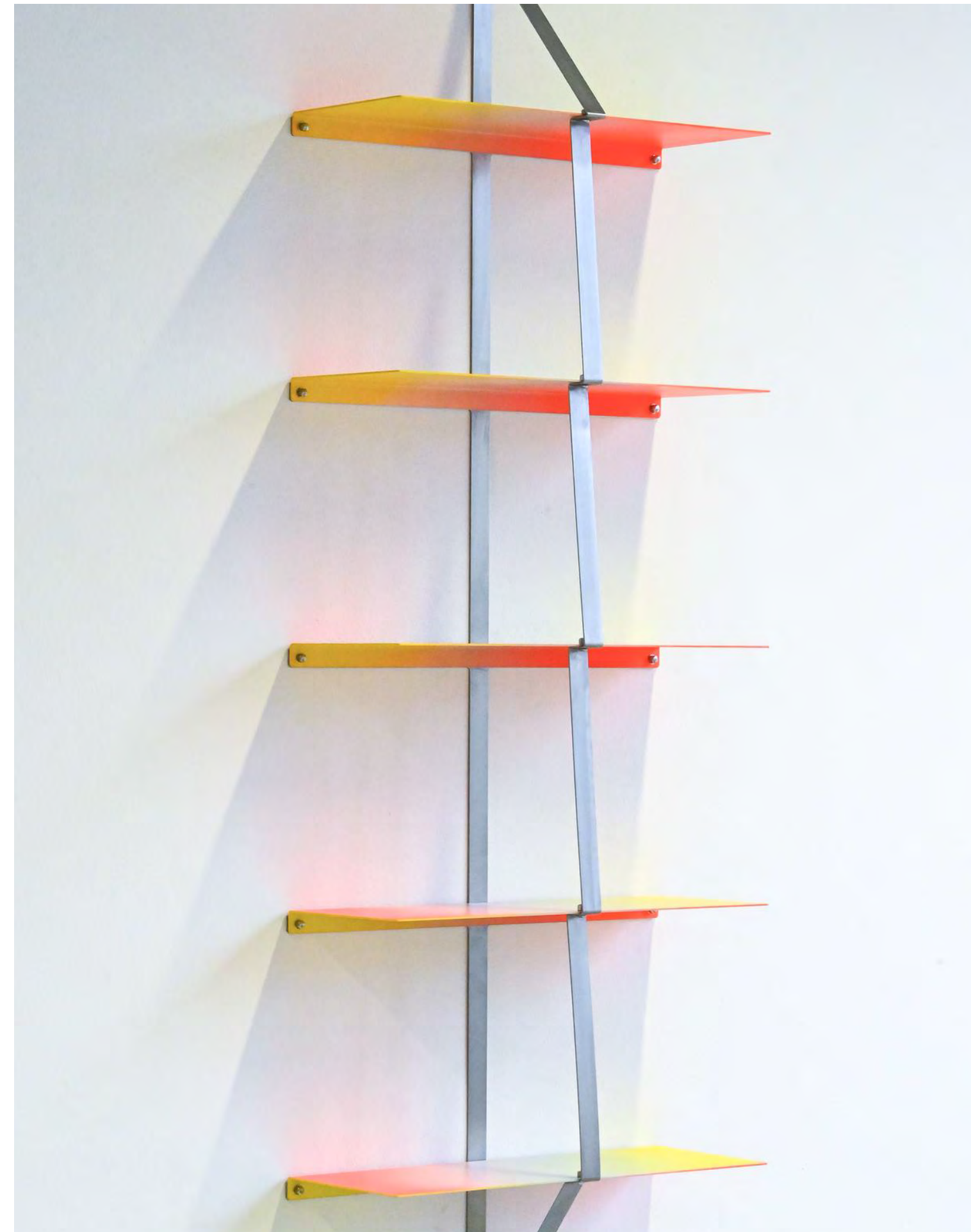
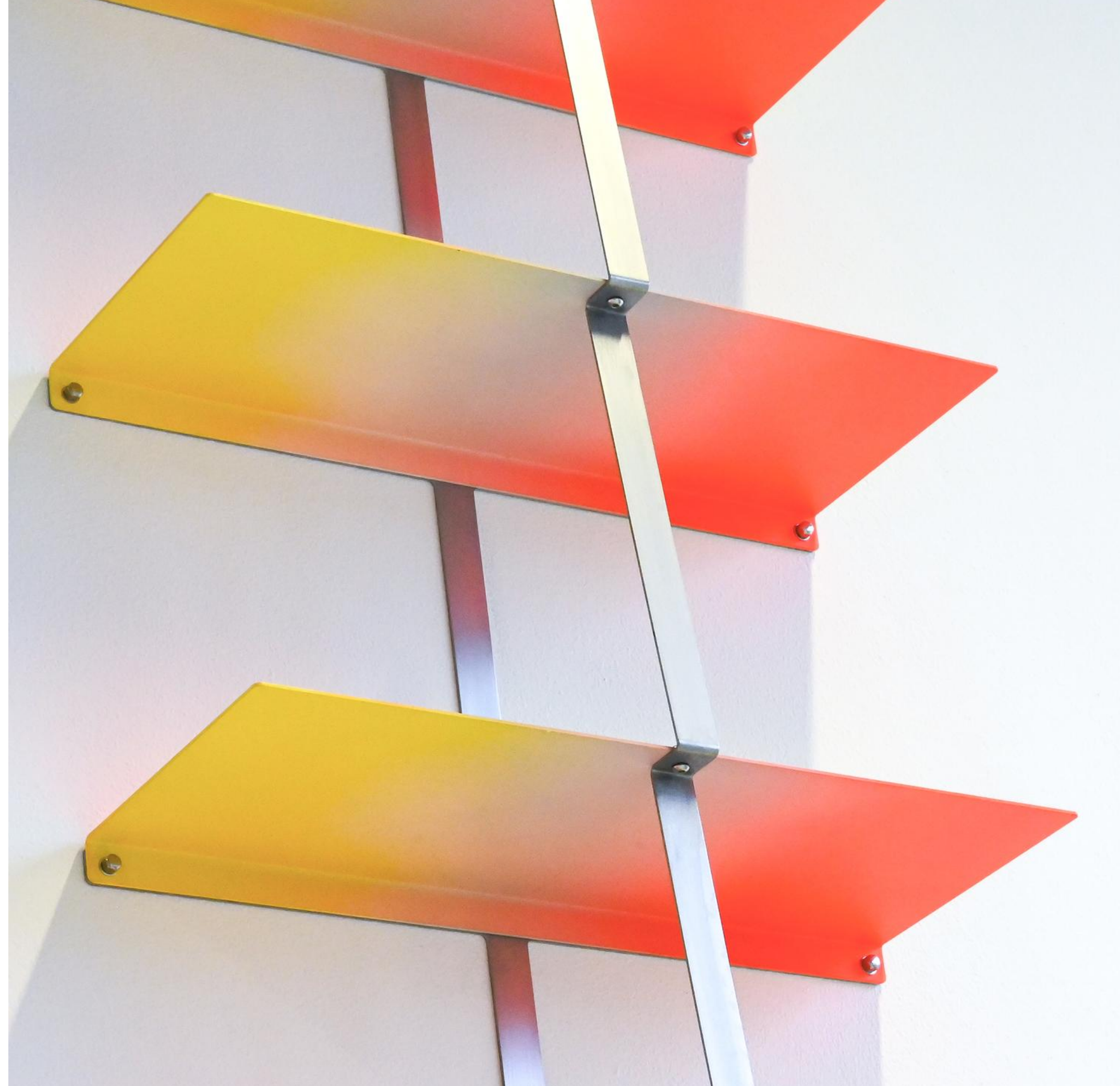
Still in the midst of testing and experimenting, the design duo have formed drawings of what landscapes the tiling could create.

These become fluid nature scapes that not only look aesthetically pleasing but also have ecological benefits.



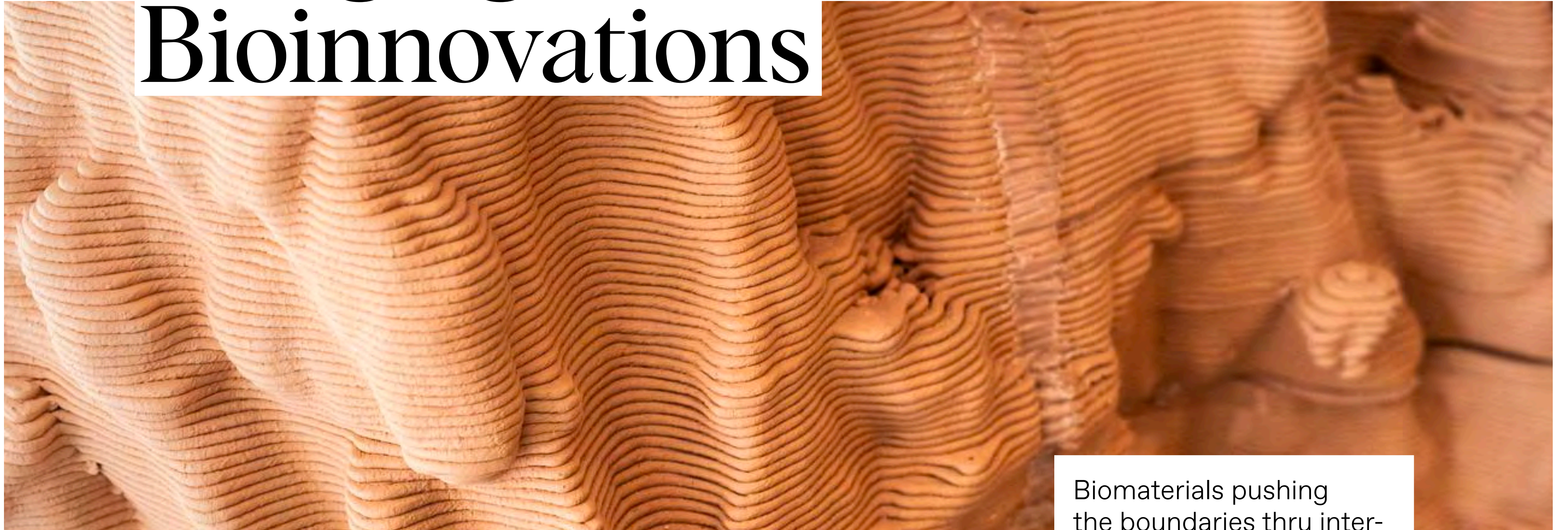
Creating a wall shelf that interacts with daylight

Capturing the feeling of natural daylight and how it develops and evolves throughout the day. The colours reflect the sun rising and setting whilst giving off warm glow against natural and artificial light.



Spektrum —
Giulia Toneguzzo

Bridging Bioinnovations



Biomaterials pushing
the boundaries thru inter-
disciplinary collaboration

MySpeaker helps to envision a future where biomaterials are valued, circularity is embraced, and design plays a crucial role in shaping a more sustainable planet.

The Bluetooth Stereo speaker was created out of wood and mycelium.



“We can use lower-impact materials for the same purpose as harmful materials.”

Kyenno Scheepers

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MySpeaker — Kyenno Scheepers



Climafibre has developed fibre for textiles, natural dyes and a hydroptic coating made entirely from sunflowers.

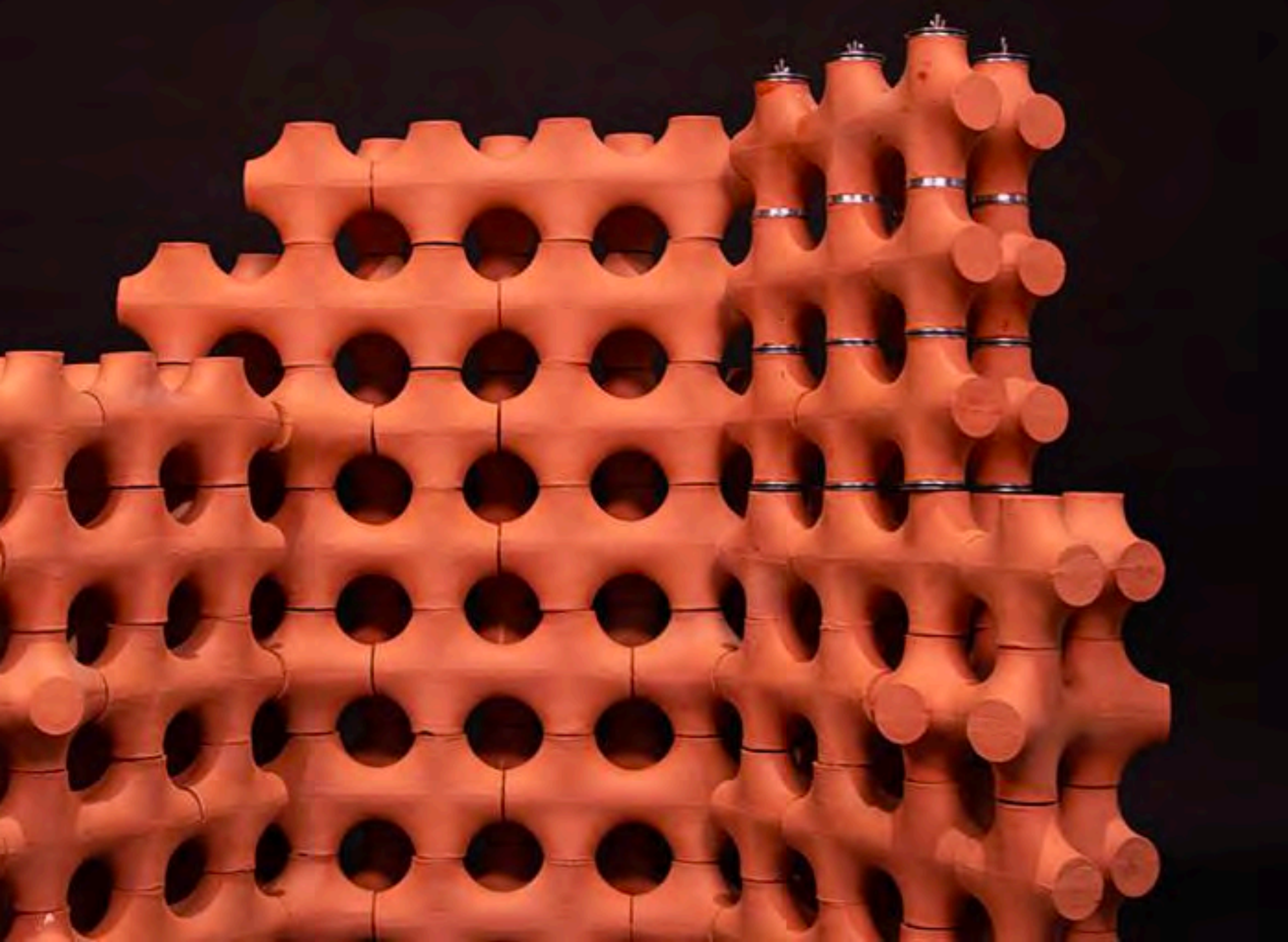
Using enzymes derived from bacteria and fungi, Climafibre has worked closely with scientists to develop a unique process to isolate cellulose fibres from sunflower stems.



The bold colour palette has been developed from pigments extracted from various parts of the flower.



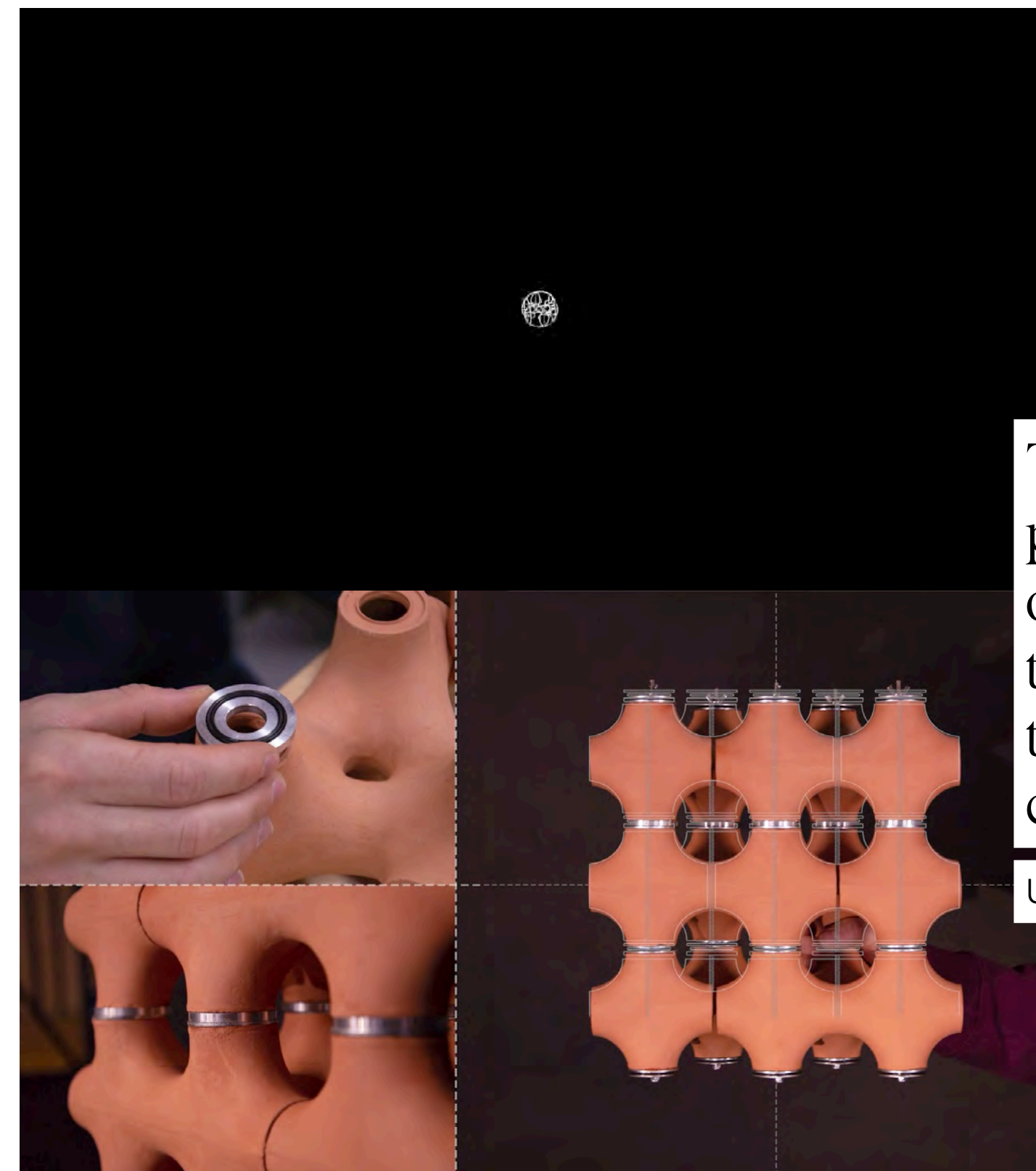
Climafibre — Jess Redgrave



Terracool — Urban Oasis

Terracool combats urban heat using ceramics for passive cooling

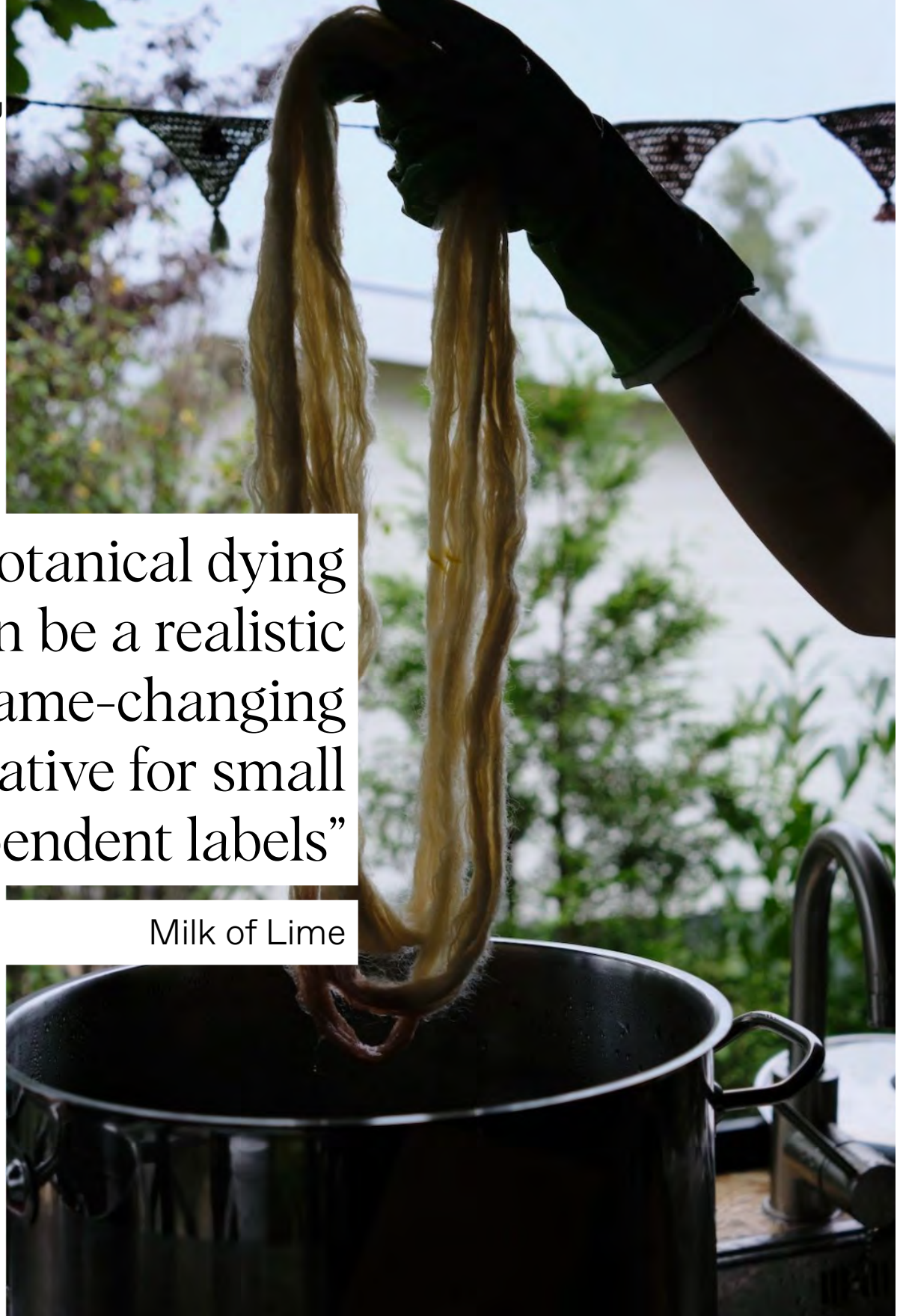
Its unique minimal surface geometries enhance cooling performance and structural strength, allowing seamless integration into architecture.



TerraCool's design process is a fusion of modern digital technology with traditional craftsmanship

Urban Oasis

DDW X YOU



“Botanical dyeing can be a realistic and game-changing alternative for small independent labels”

Milk of Lime



Bright and daring new ways to change the fashion industry

NOoF is fully committed to find bold ways to restore and replenish ecosystems.



The collection ‘Regenerative Folklore’ unites the past and the present, weaving together memories and identities passed down from her Andalusian ancestors.

Silvia Acien

Regeneration: Fashion From The Ground Up — New Order of Fashion



"My main focus has become growing pigment-producing bacteria directly on the textile and guiding them to co-create and co-design textile patterns."

Charlotte Werth

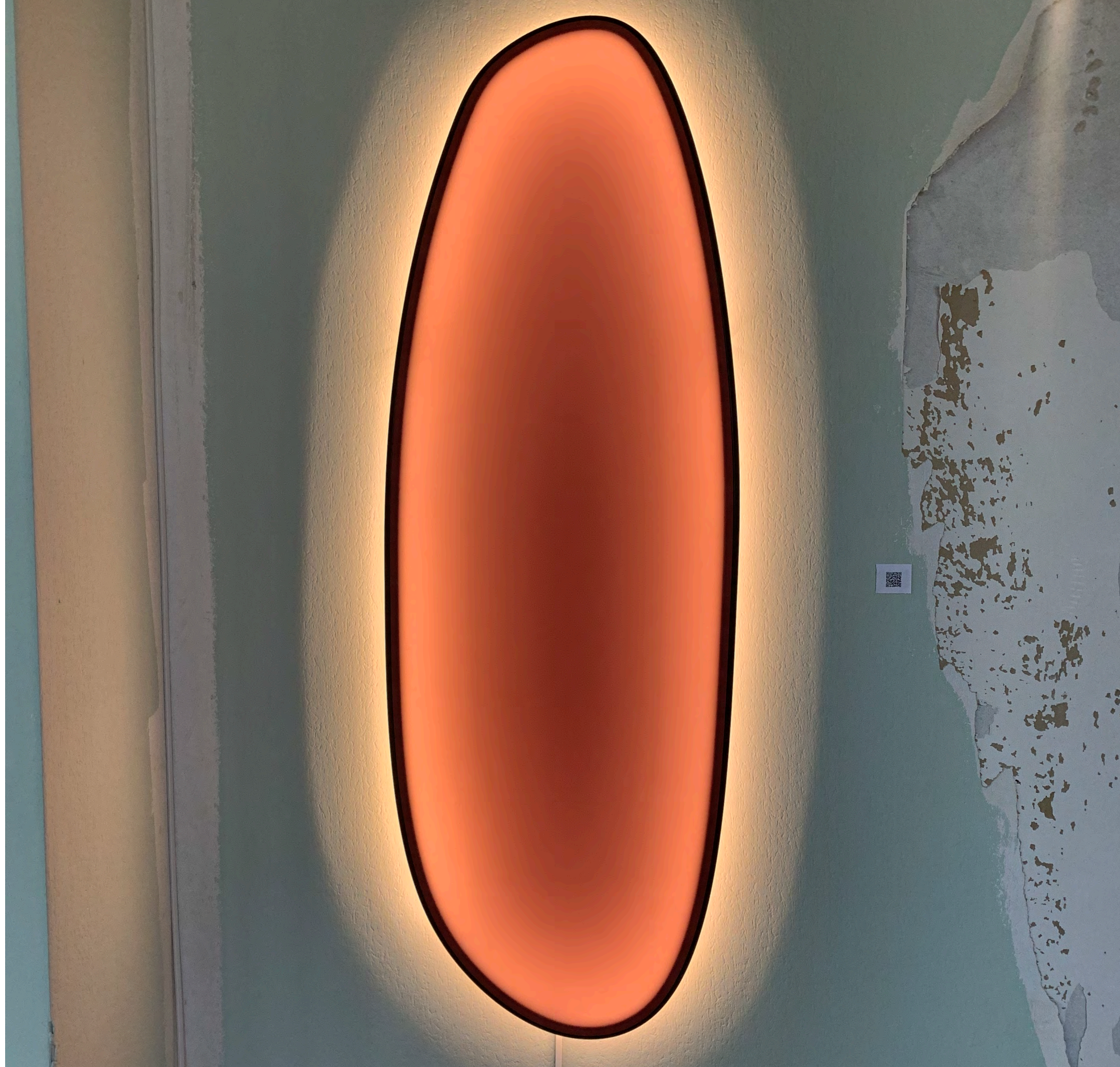
Experiential Rise

Tactile Discovery



Sparking curiosity
through texture
and scale.

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Experiencing a varying collection of graphic, 3D, fashion, and art pieces.

Located in Eindhoven's Centraal Station was a hidden cave of large scaled objects from glassblown sculptures to huge textured tapestries. Each by a different artist, the exhibition invited visitors to get up close and form their own interpretation of what each of the pieces were.

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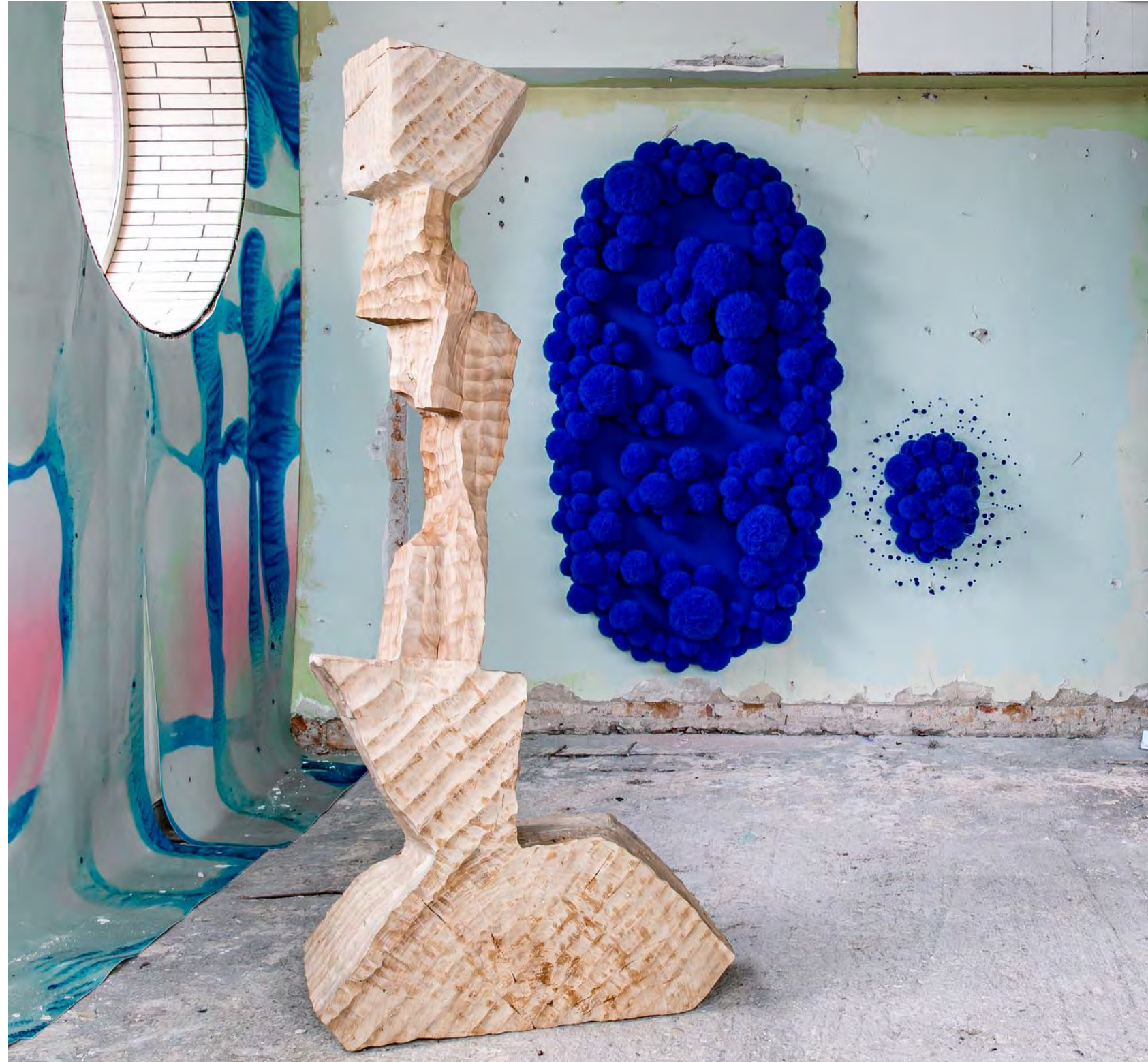
Curiosity Sets — Things in Motion



“With this concept show the importance of curiosity in all we do, design and create. Then, now and for the future to come.”

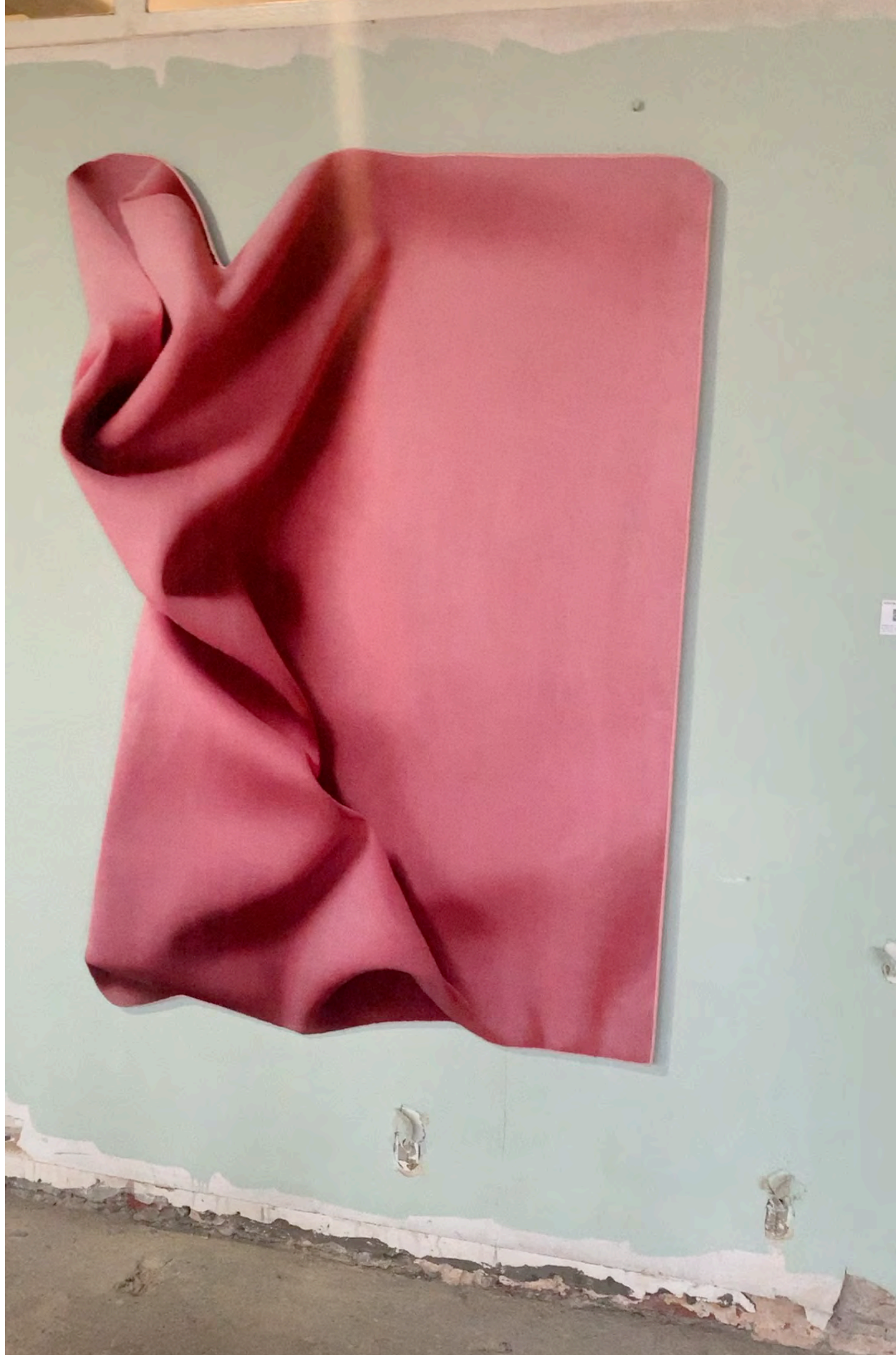
Sandra Keja Planken & Job Keja

Visitors mind's were allowed to wander as there was little information bar QR codes to reveal what each of the artworks were.



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‘The collective that navigates the unknown’

The collective Dutch Invertuals creates a journey to appreciate the simplicity and beauty of nature. The installation encourages visitors to follow the path of single water droplets that slowly form a stream of water on top of varying textured objects.



Dutch Invertuals Academy — Dutch Invertuals



“We hardly even notice how far we have drifted off from our physical habitat and the things that are truly important.”

Design Invertuals Collective

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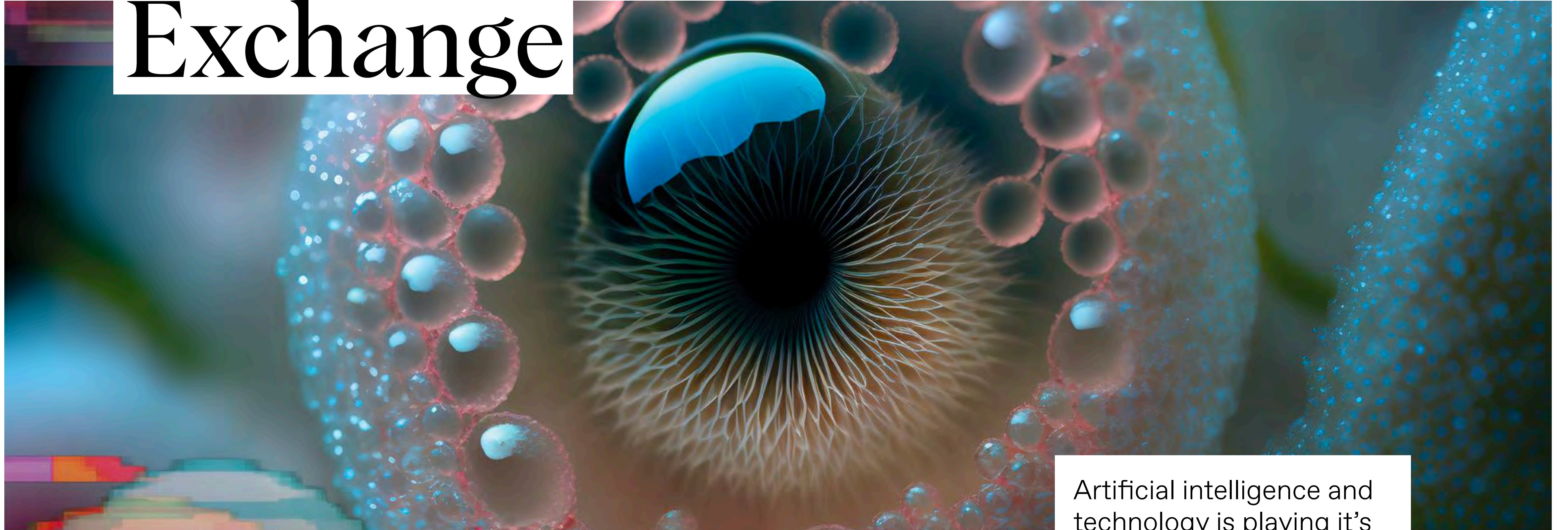


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Digital Encounters

Artificial Exchange



Artificial intelligence and technology is playing it's part in creative processes

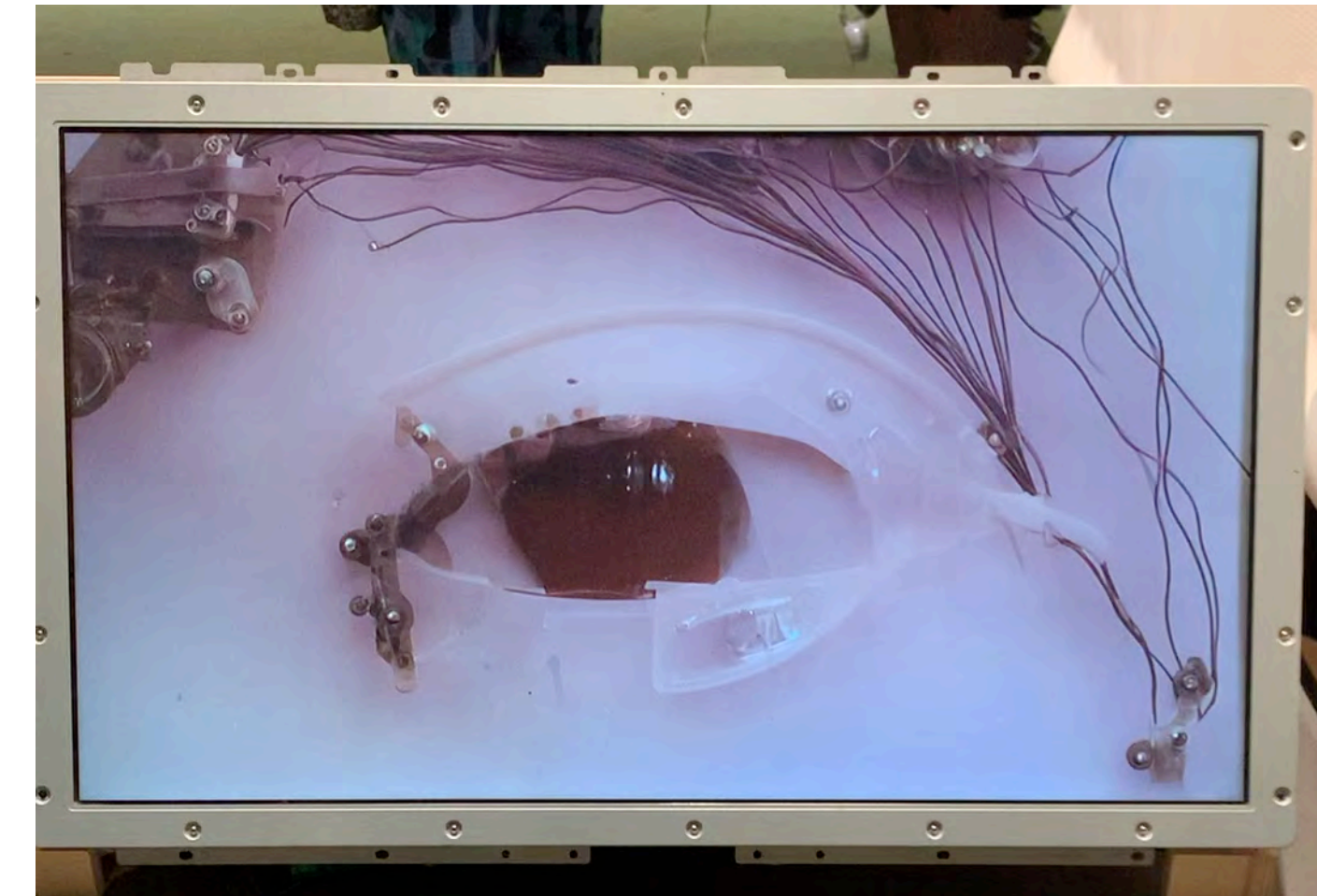
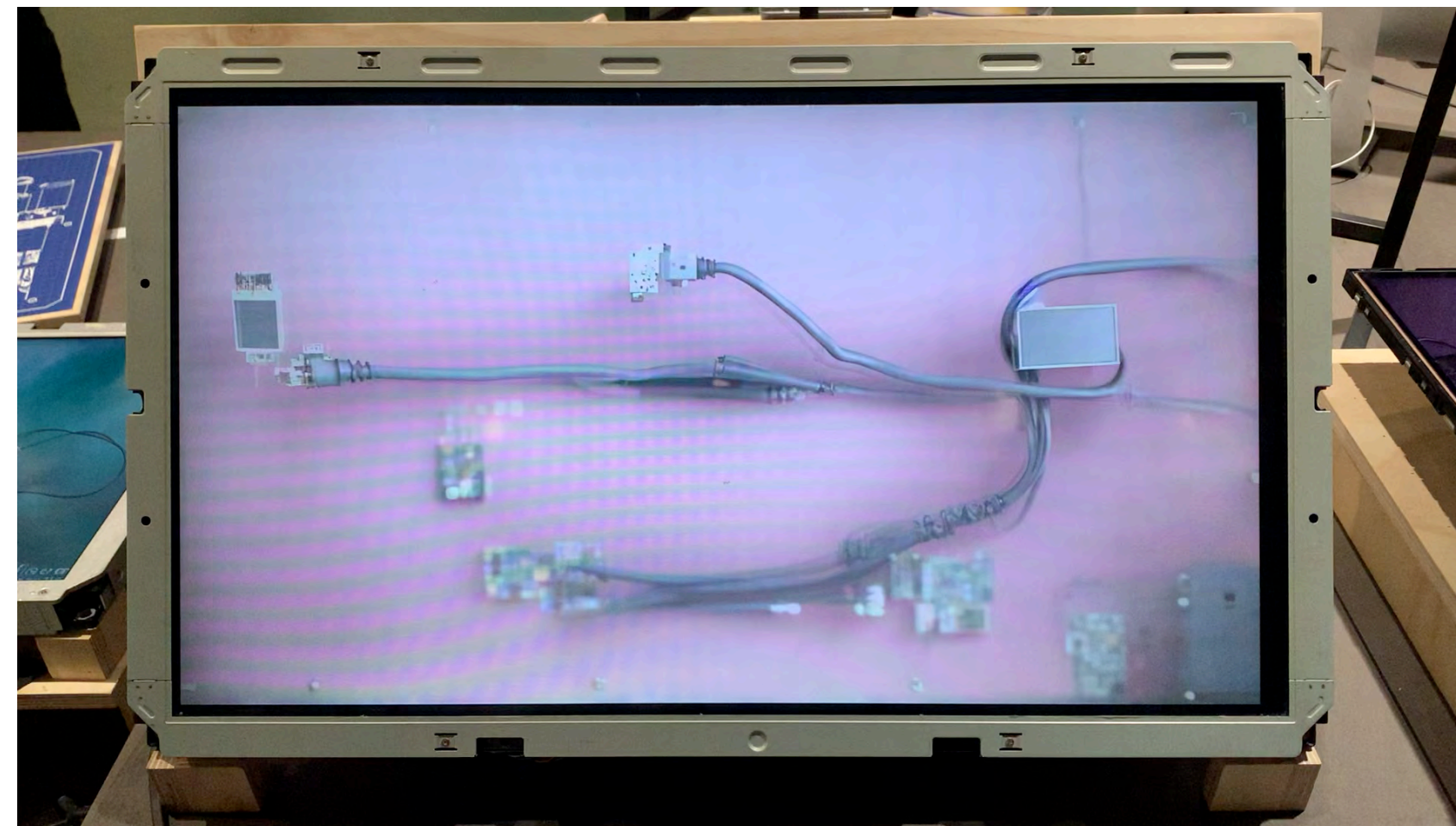
“Synthesize Me” has emerged from a co-creation between AI and the artist

The project questions the relationship between us, our technologies, and their potential to be seen as new forms of life.

What is it like to experience physical sensations?

“The main body of work arose from the question I asked an AI: “What do you miss in life?” followed by the answer: “The ability to experience physical sensations.””

Milo Poelman



Synthesize Me — Milo Poelman

I emerged from my perpetually static state
Synthesize Me



Challenging authenticity and desirability in the fashion world

Using an AI image generator and the keywords of luxury fashion labels to describe the 'fashion taste of the French capital's suburban youth.' Forming into 3D objects and displaying them in a retail layout questions what we see as authentic and what we see as not.

Louis Vuitton
Gucci Air Max TN
Lacoste Shoe Bag
— Niels Nijman



“When AI significantly contributes to the creation of a work, who should be credited as the creator?”

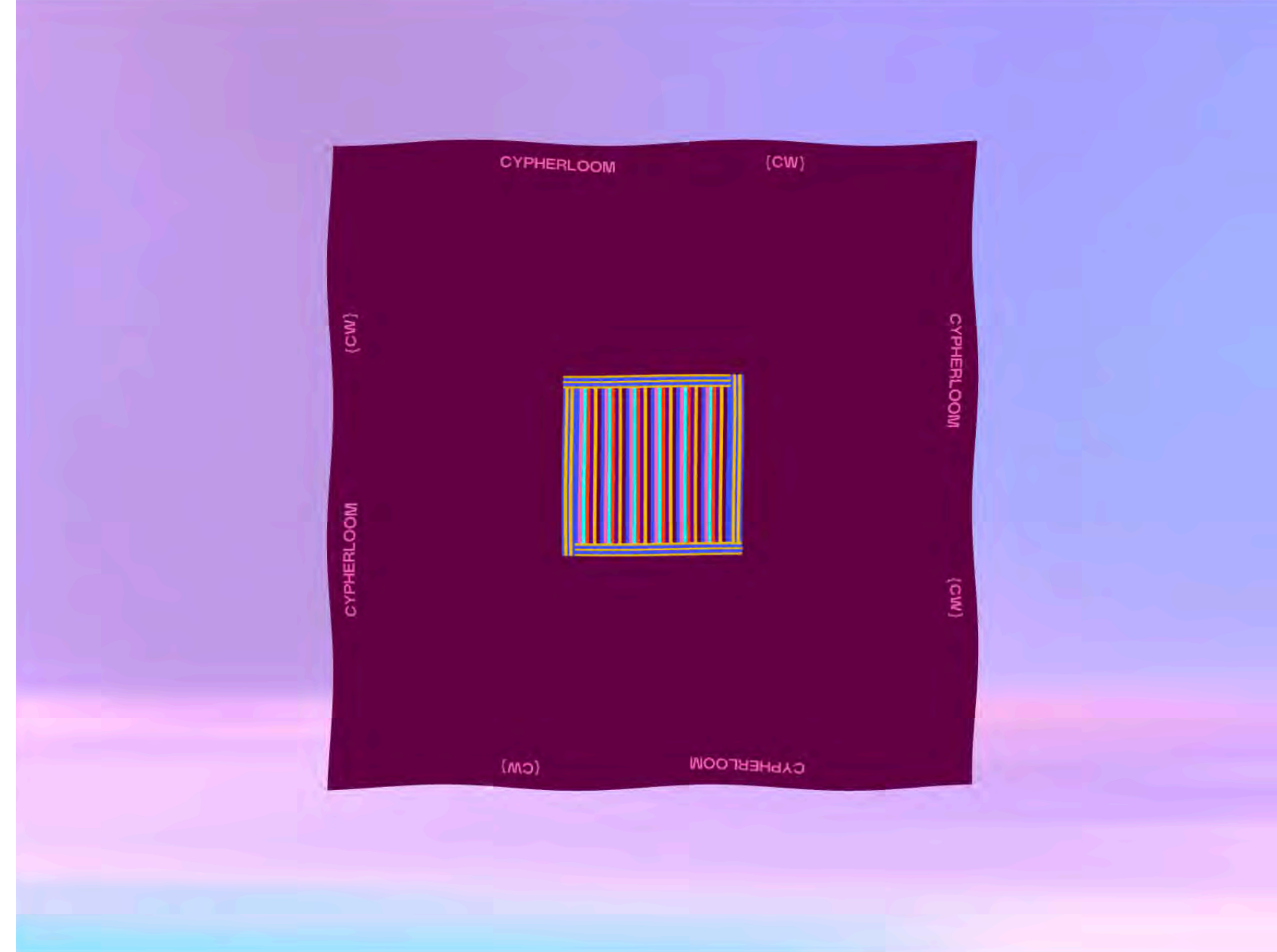
Niels Nijman

User-generative scarves expressing human identity

Answering personal questions, the algorithm creates a unique silk scarf that resembles your data, which you can wear to share your story.



Silk Surveys— Cypherloom



Question 4/18

Which best describes the colour of your eyes?

Brown →

Blue →

Hazel →

Amber →

Grey →

Green →

Heterochromatic →

OK →

“Data visualisation could offer a more inclusive design approach”

Cypherloom

Living Technology



Bridging the gap
between technology
and human experience.

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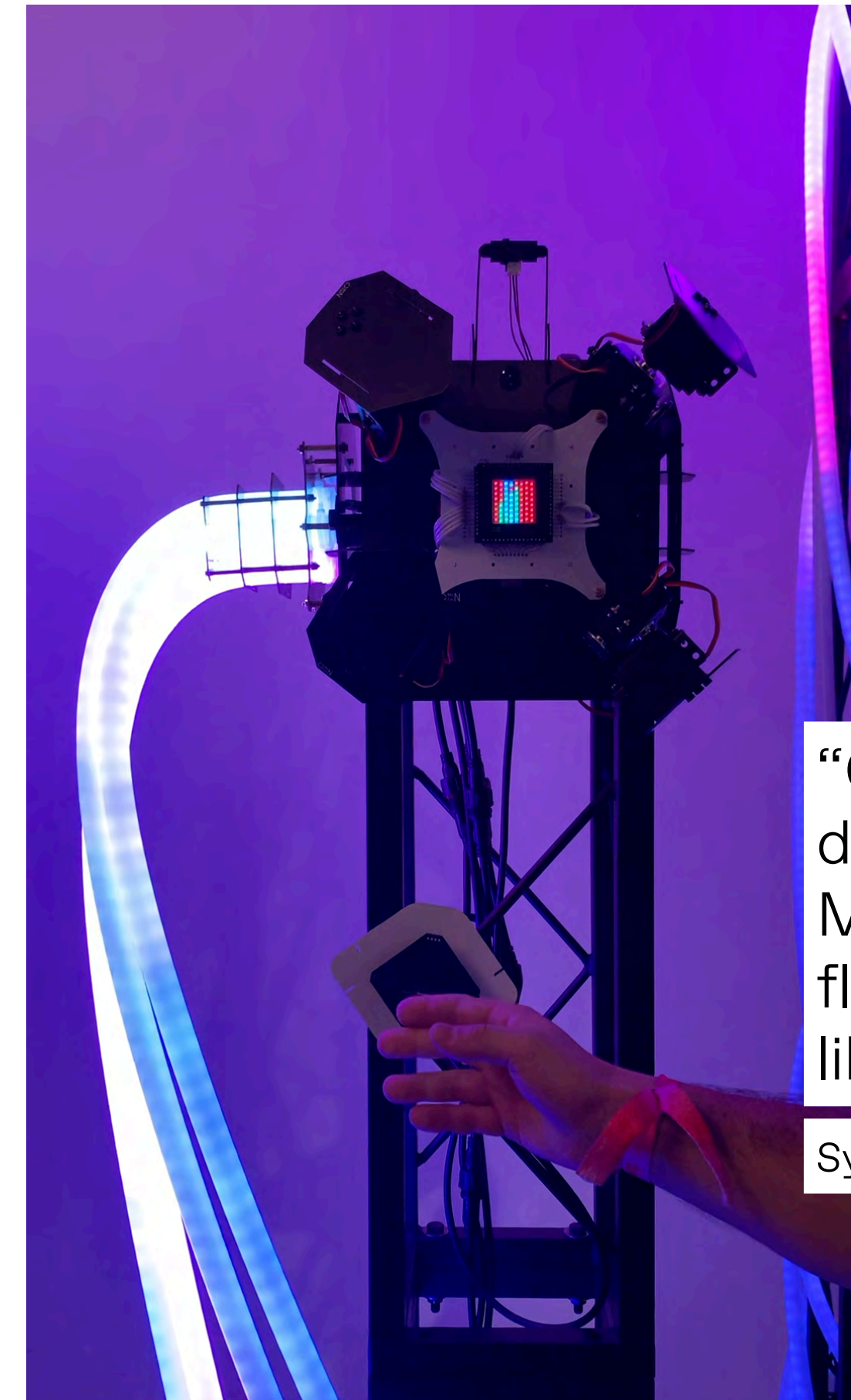
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A next-gen processor powering emotive technologies, bringing life to our lifeless systems

Integrated within an installation consisting of dynamic lighting, sound and movement, users can interact and connect emotionally.

Mainframe: Living Technology — Synthetic State



“Compared to our digital technology, MAINFRAME flows freely like a wave”

Synthetic State

AI Poetry machine turns portraits into poems, tailored by a Belgian poet

The Poem Booth generates beautiful poems based on photos taken on the spot, responding to the scene the photo captures.



The Poem Booth — VOUW

In the room, you,
lamp-bearer, lighting
shadows,
Through the gloom,
glimmers of glistendust
falling,
Suddenly, silence, shattered
by the shatterlight,
In the broken brightness,
you become beaconless.
**Press for
Poetry**

“For every photo,
this AI Model
writes a new and
unique poem.”

Mingus Vogel



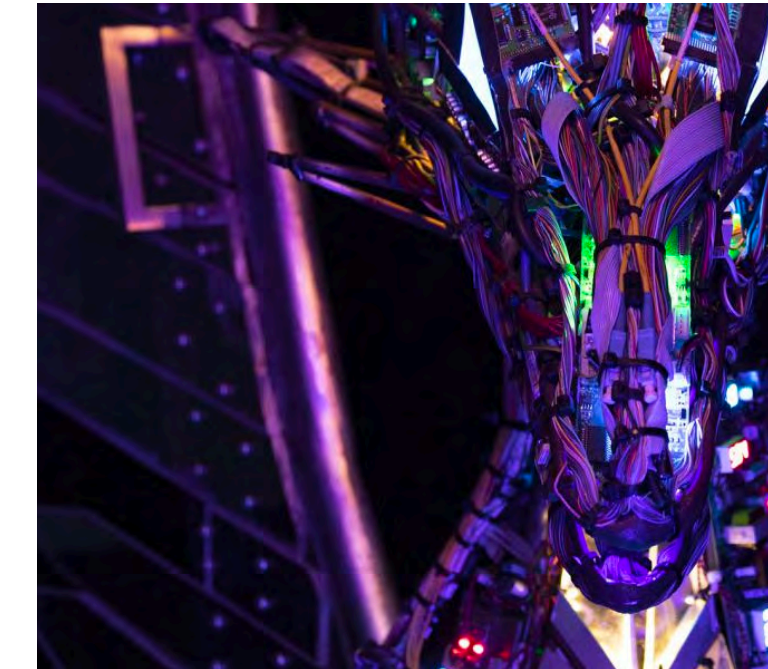
Take Aways

Key Takeaways

Material Shift

Experiential Rise

Digital Encounters



Consider **new techniques and fresh perspectives for sustainable materials** and a natural environment.

Consider how to leverage **craftsmanship to reimagine biomaterials** with purpose and impact.

Consider the **importance of curiosity** to create more meaningful experiences.

Consider how **AI can support the creative process** and deeply personal products.

Consider how **technology can amplify human connection** and bring moments to life.

YourStudio

YourStudio creates environments and experiences that inspire human connection

Continue the conversation
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