



PRESS RELEASE

Tom van Soest wins DDA Young Designer Award

EINDHOVEN, 29 October 2016 – With an approach that demonstrates courage and the passion of a true artisan, Tom van Soest is the winner of this year's Young Designer Award. All Dutch Design Awards (DDA) were presented on Saturday 29 October during Dutch Design Week. Prizes were awarded in six main categories. Special awards were also given – not only for young talent (Young Designer), but also for clients (Best Client Award), and the Public Award.

From the three nominated young designers (Tom van Soest, Marius Jopen and Sophie Hardeman) the international jury (led by Giovanni Colauto, CEO of De Bijenkorf) selected Tom van Soest. What makes Tom van Soest's work so admirable is that he presents a usable product that offers true impact. In doing so, he stands out through his keenness to look beyond the end product and design the production process, too. Van Soest is all the more praiseworthy for getting a grip on frequently time-consuming and complicated legislative processes for (new) construction materials, in a short space of time. The jury looks forward to following the growth of this designer, and his company.

DDA winners

The big winner of DDA 2016 is **FLAX Chair** by Christien Meindertsma. This project won the Future Award, the prize for most promising design for the future. Other Dutch Design Awards winners this year: **Dikke van Dale** by Studio Joost Grootens (Communication), **Sistaaz of the Castle** by Duran Lantink and Jan Hoek (Fashion), **Biesbosch MuseumEiland** by Studio Marco Vermeulen (Habitat), **FLAX Chair** by Christien Meindertsma (Product), **Designs for Flies** by Frank Kolkman (Service & Systems), **Uruzgan's Legacy** by Specialist Operations (Design Research) and **Brabantia** (Best Client Award). **Crystal Houses by MVRDV, ABT & TU DELFT and POESIA** received the highest number of votes from audiences in the exhibition and online, with which it earned the Public Award.

Dutch Design Awards

The winners were announced on Saturday 29 October during Dutch Design Week. The Awards show, together with the exhibition of the finalists' work during Dutch Design Week (22-30 October 2016) and the publication Dutch Design Today, form a platform for the full spectrum of Dutch design. For additional information, visit dutchdesignawards.nl.



Dutch Design Foundation

Dutch Design Foundation (DDF) is optimistic and believes that the problem-solving capabilities of designers are essential for shaping our future. Which is why Dutch Design Foundation stimulates young design talent by offering opportunities, support, publicity, and a platform. Dutch Design Foundation organises Dutch Design Week and the Dutch Design Awards. DDF is active throughout the Netherlands and far beyond. Throughout the year, DDF organises debates, lectures, exhibitions and seminars. With this, DDF highlights the most outstanding and promising designers, bringing their ideas and designs into the world. Read more about Dutch Design Foundation at dutchdesignfoundation.com.

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