

FUTURE AWARD

FLAX Chair

Christien Meindertsma

www.christienmeindertsma.com

www.labelbreed.nl

In collaboration with Label Breed and Enkev, Christien Meindertsma designed a chair made from flax, a crop that requires little water. A new composite was produced by mixing the fibre with polylactic acid (PLA), a biologically degradable plastic made from lactic acid. The material is cut into rectangular lengths, and the various pattern sections are then heat and pressure-sealed to create a shell, and front and rear legs. Different fibres can be discerned in the chair. The design utilises as much of the plant as possible, and represents the flax plant in its entirety.

Jury statement:

In this project, Christien Meindertsma once again impressed the jury with her thorough approach. She has been conducting research into the potentials of flax as a material for many years; Meindertsma even bought a flax farm to learn how the material can be cultivated and processed. This project is clearly about more than just another chair: it is the result of long-term research into the material qualities of flax, a quest to reinstate the value of a largely underrated fibre (the short flax fibre), and a desire to connect with Dutch companies to launch a new product on the market. Working in collaboration with Label Breed and Enkev, these endeavours culminated in an astonishingly elegant result. The jury considers the FLAX Chair an excellent example of what contemporary design can achieve.

PRODUCT

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Jury statement:

The FLAX Chair is of exceptionally high quality, and epitomises the work of Christien Meindertsma. From an inspiring conceptual design to thorough material research, the project is sublime in every detail. The partnership with Label Breed and Enkev turned out to be an excellent choice; together, they developed an almost waste-free production process. The result is a design that marries sustainability and relevance with an elegant aesthetic.

DESIGN RESEARCH

Uruzgan's Legacy

Specialist Operations

www.specialistoperations.eu

Since 2001, Afghanistan has witnessed the completion of tens of thousands of reconstruction projects, a mission carried out by the international community in its attempt to rebuild a nation devastated by decades of warfare. Now that these efforts have come to an end and the international community is withdrawing, Uruzgan's Legacy documents the outcome. Rather than emphasize the statistics of the reconstruction results (such as the number of schools built), the investigation examines the impact of those interventions.

Jury statement:

In making Uruzgan's Legacy, Jan Willem Petersen went to great lengths to become embedded in his environment, and by doing so, effectively introduce a new type of architect. The findings of his penetrating investigation are accessible; the maps with powerful photography and simply formatted texts present the analyses in a clear, tangible fashion. Uruzgan's Legacy shows that, by virtue of the role they assume, designers can make highly complex information accessible. With which they have the potential to make a vital difference.

HABITAT

Biesbosch Museumeiland

Studio Marco Vermeulen

www.marcovermeulen.eu

www.biesboschmuseumeiland.nl

After an eight-month redesign, the Biesbosch Museum reopened to the public in the summer of 2015. The existing museum building has undergone a transformation, and has been extended with a new wing. Featuring large expanses of glass in the annex design, the building now has an open, airy feel, creating views of the museum garden that is currently being developed. A roof of grass and herbs adds an unusual accent, uniting the old and new sections of the museum.

Jury statement:

With only limited resources, and by reusing the original structure of the building, Studio Marco Vermeulen has created a museum in perfect synergy with the landscape. The architects' design places particular emphasis on creating a building that is eco-friendly and self-sustaining. This somewhat unassuming project offers a solution to the enormous demand in the Netherlands for affordable ways to transform obsolete 1970s architecture, and present new ways to experience the landscape. The architects clearly succeeded in achieving both, judging by the numbers of visitors flocking to the Biesbosch Museum Island.

SERVICE & SYSTEMS

Designs for Flies

Frank Kolkman

www.frankkolkman.nl

Designs for Flies proposes new opportunities to conduct research into rare diseases. Pharmaceutical companies often derive few commercial benefits from developing medication for obscure conditions. This creates problems for patients, and stalls their treatment and recovery. This tool kit enables patients to participate in this research in their own homes. Using fruit flies as 'guinea pigs' drugs can be screened on a large scale, with tests adapted to patients' individual needs.

Jury statement:

Frank Kolkman's Designs for Flies demonstrates the added value of involving designers at an early stage in the development of new medical products or services. One of the project's strengths is the way it involves patients, restoring their sense of value, and giving them a degree of control over their treatment and progress. Designs for Flies is a promising prototype that, in collaboration with scientists and patients, spotlights the need for new approaches to drug research.

COMMUNICATION

Dikke van Dale

Studio Joost Grootens

www.joostgrootens.nl

www.vandale.nl

In 2015, the new Dikke van Dale (the flagship monolingual Dutch dictionary) was published. This is the fifteenth edition since 1864, and contains 241,558 entries on 4,880 pages. Years in the making, the new edition emphasizes a user-friendly, easily navigable design. To enhance the dictionary's functionality, the publisher broke with tradition to introduce four colours, illustrations, and a new typeface that includes digits and symbols.

Statement:

This impressive project demonstrates the incredible dedication and immense focus that Joost Grootens brings to his designs. With the addition of colour and illustrations, he departs from long-held conventions and offers readers a new way to connect with the words. His subtle innovations have brought forth a user-friendly, contemporary edition. Not only for users, but also for the publisher: Grootens developed a technique to streamline the layout process of the expansive dictionary. Joost Grootens excels in reinterpreting books for the digital age.

FASHION

Sistaaz of the Castle

Jan Hoek and Duran Lantink

www.janhoek.net

www.duranlantink.com

Photographer Jan Hoek and fashion designer Duran Lantink joined forces for the multi-disciplinary project Sistaaz of the Castle, which presents the colourful looks of transgender sex workers that roam the streets of Cape Town, South Africa. Their fashion style and talent for transforming everything they find into exuberant creations is the inspiration behind a photo series and fashion collection. The photos are presented in FOAM photography museum in Amsterdam; the show was part of Amsterdam Fashion Week.

Statement:

Making and customising garments is part and parcel of the cultures on the African continent. In Sistaaz of the Castle Jan Hoek and Duran Lantink explore the idea that 'everyone is a designer', and also challenge notions of 'the exotic'. Hoek and Lantink's respect for the Sistaaz is lavishly conveyed in the effervescent couture and photography and, most of all, in how the project impacted the Sistaaz, instilling a powerful sense of pride and self-validation. In the Netherlands, the eye-catching outfits capture your attention, enticing you to discover the stories behind them.

YOUNG DESIGNER

Tom van Soest

www.tomvansoest.nl

www.stonecycling.nl

Tom van Soest graduated from the Design Academy Eindhoven in 2012 on a project that researched the potentials of building waste as a new material for bricks. Soon after, he teamed up with Ward Mass to found the company StoneCycling, which produces a variety of bricks from construction industry residue: the WasteBasedBrick. Mixed with an array of hues, the brick is a fresh way to inject colour into building facades. The bricks meet technical specifications and certificates for usage in all kinds of construction projects. Van Soest is also working on projects that experiment with techniques to use waste glass in the production of new, attractive products – Heineken bottles, and the bottle-up project in Zanzibar.

Jury statement:

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. His project demonstrates courage, and the passion of a true artisan. The jury looks forward to following the growth of the designer, and his company.

BEST CLIENT

Brabantia

In collaboration with Proud Design, Bovil and Studio Aandacht

www.brabantia.nl

Founded in 1919, the family-owned company Brabantia specialises in kitchenware and household items. CEO Tijn van Elderen, now the fourth generation of the Brabantia family, has been at the helm since 2012. In recent years, he decided that the company was ready for a rebranding, to refresh the relationship between Brabantia products and consumers. Three creative agencies were commissioned to design and implement every tier of the rebranding strategy. Proud Design created the logo and packaging design, Studio Aandacht the styling and photography, and Bovil communications and copy.

Jury statement:

The aim of the repositioning was to support Brabantia's evolution into a stylish brand, creating a new look and feel, a fresh, stylish redesign to delight consumers. The company worked intensively with several design agencies to craft its new identity. The brand has undergone a transformation both at product level, and in the firm's communications (online and offline), without sacrificing quality. And there's no question that the rebranding is a commercial success, thanks to the careful selection of designers and design agencies by CEO Tijn van Elderen and the value director (Brand, Marketing & Product Innovation) Mechteld Petersen. An outstanding example of the excellent commissioning of design.