

PRESS RELEASE  
07/09/2017

## **DDA Best Client Award rewards design that has vision and effectiveness**

**National Opera & Ballet, Koninklijke Mosa and Royal FloraHolland are Dutch Design Award finalists**

**EINDHOVEN – The top three Dutch Design Awards (DDA), Best Client Award finalists are all very different indeed, but what they have in common is that they are shining examples of the way in which good commissioning in relation to design is developing in the Netherlands at the moment. National Opera & Ballet, Koninklijke Mosa and Royal FloraHolland excel in their clear-cut long-term vision and professional commissioner and entrepreneurship. They leave the other 19 on the long-list in their wake. These three finalists' cases can be seen along with the work of the other finalists in a retrospective exhibition during Dutch Design Week in Eindhoven (21-29 October). All winners will be announced on 28 October during the Awards Show. [www.dutchdesignawards.nl](http://www.dutchdesignawards.nl)**

The Best Client Award is the prize for clients who deploy designers and design strategically for their company. Important criteria include the degree of professionalism, strategy, sustainability and innovation. The selection committee has observed the following interesting developments: *“Design is not just concerned with aesthetics, communication and identity, but it also impacts platforms, systems and business. To fulfil this role successfully, designers need to present themselves more proactively and with more accountability. It is striking how enormous the professional area has become: new coalitions and new processes are being developed, small design studios work alongside large agencies and individual projects run in parallel to long-term collaborations.”*

### **Finalists**

For the substantiation for each finalist and all the other DDA finalists see the appendix to this press release.

#### **• NATIONAL OPERA & BALLET X LESLEY MOORE**

Since 2014 the National Opera & Ballet has enjoyed an exceptionally successful collaboration with the design agency Lesley Moore, attracting a new and young audience.  
[operaballet.nl](http://operaballet.nl)

*The committee praises Lesley Moore's decision to create a framework in which other creative professionals can subsequently work. The rising number of (young) people in the audiences demonstrates the effectiveness of this long-term collaboration.*

#### **• KONINKLIJKE MOSA X ZUIDERLICHT**

Since Koninklijke Mosa sought the assistance of an agency to help visualize their company strategy seventeen years ago, the relationship between Koninklijke Mosa and the design agency Zuiderlicht has grown to become a very tight-knit and successful collaboration.  
[mosa.com](http://mosa.com)

*The committee praises the intensive collaboration that has resulted in Zuiderlicht regularly joining the table for internal change processes at Koninklijke Mosa. This pushes their role far beyond that of a supplier and ensures the true added value of design.*

#### **• ROYAL FLORA HOLLAND X VANDEJONG CREATIVE AGENCY**

Royal FloraHolland reinvents itself thanks to the inspiration and innovation brand *Let it Grow*, newly developed with Vandejong.  
[royalfloraholland.com](http://royalfloraholland.com)

*The committee recognises a party in Royal FloraHolland that has long seen design as an essential component of its operational management. Vandejong tackles the commission in an original manner and dares 'to flip-think'.*

### **Committee**

The Best Client Award selection committee comprises well known professionals from across the spectrum of design: Pieter Aarts, Rita van Hattum, Luuk Ros, Roel Stavorinus, Mark van Iterson and Henk Haaima. An international professional jury selects the winners from all the finalists in October.

### **Dutch Design Awards**

Since 2003 Dutch Design Awards (DDA) has rewarded Dutch designers for their most impressive, innovative and ground-breaking projects. In addition to the awards for Product, Communication, Habitat, Fashion, Design Research and Service & Systems and Young Designer, DDA presents a special prize for clients (Best Client Award). In cooperation with BNO the biannual Piet Zwart Award will be presented again in this anniversary year. The most promising design for the future will be crowned with the Future Award.

In this anniversary year DDA celebrates the future with a new batch of designers, the publication of archives and the telling of stories behind 15 years of the best of Dutch design. With the competition, the awards show, a (travelling) retrospective exhibition and the publication of Dutch Design Today, Dutch Design Awards is a unique platform for Dutch design. Since 2008 DDA has had its office in the design capital Eindhoven. DDA forms the highlight of Dutch Design Week each year.

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## **APPENDIX: Dutch Design Awards 2017 Finalists**

More about all the finalists on [dutchdesignawards.nl](http://dutchdesignawards.nl)

### **BEST CLIENT**

*The Best Client Award is the prize for clients who deploy designers and design strategically for their company. Important criteria are the degree of professionalism, strategy, sustainability and innovation.*

#### **NATIONAL OPERA & BALLETT X LESLEY MOORE**

Lesley Moore developed a new house style and communication tools for the National Opera & Ballet, in which the worlds of opera and ballet meet. Partly due to the striking and consistent poster and video campaigns this has been a resounding success. Popular spin-offs have been established that resonate with the objectives, like the Opera Forward Festival (OFF). For the OFF, Lesley Moore has drawn inspiration from the briefing with the theme 'let's shake things up' and the overarching objectives of appealing to a younger and wider public. This experimental and - all the same - accessible festival has been organised annually since 2015 and unites younger target groups within the walls of the opera and ballet house. This collaboration revealed new insights about reaching and activating the under 35s, with impressive results. The National Opera & Ballet has developed an exceptionally successful collaboration with design studio Lesley Moore, who has been responsible for the development of the National Opera & Ballet brand, its sub brands and the styling for the Opera Forward Festival since 2014.

*This is a long-term collaboration in which design has more than proven its worth. The increasing (young) audience numbers demonstrate the effectiveness. The committee praises the selection of Lesley Moore for the creation of a framework in which other creative professionals can subsequently work. They collect makers around them and create space for new creative interpretation. Lesley Moore acts as an art director here. For the committee, it is clear that the client has continued to develop and clearly understands what design can do for their organisation. The National Ballet & Opera offers a rich pallet of creative professionals the opportunity to contribute something worthwhile, from graphic designers to scenery designers and from choreographers to photographers.*

#### **KONINKLIJKE MOSA X ZUIDERLICHT**

Koninklijke Mosa is a global player in the field of ceramic surfaces: the company located in Maastricht designs and manufactures floor and wall tiles, incorporating sustainability, design and innovation in their vision. Since 2015 Koninklijke Mosa has been expanding its international position through focusing on three main themes: service design (improving the work process for the customer), brand design (emphasizing a unique visual identity) and communication design (actualising and enriching the collection). Design agency Zuiderlicht is engaged by Koninklijke Mosa for all these strategic design components on a structural basis. Since seeking an agency to visualise the company strategy seventeen years ago, Koninklijke Mosa has seen the relationship with Zuiderlicht blossom to become a close-knit and successful collaboration.

*The committee considers Koninklijke Mosa interesting because design takes a central role in the company, with both an in-house design team, and a long-term relationship with the design agency Zuiderlicht. The intensive collaboration has resulted in Zuiderlicht regularly joining the table for internal change processes, so that their role extends well beyond that of purely a supplier. This is how design ensures added value. The client has a clear vision and solid basis. This could be described as a textbook example where product design, communication and strategy are in perfect harmony.*

#### **ROYAL FLORAHOLLAND X VANDEJONG CREATIVE AGENCY**

At the end of 2015 Royal FloraHolland (RFH) presented the Vandejong Creative Agency with a request to design their strategy focused on new consumers. Royal FloraHolland's field of activity (market leader in cut flowers and plants trading) is shifting from the auction in Aalsmeer to digital trading. Which is why RFH sought new ways to position itself as a brand and to stimulate the sales of flowers and plants, within the scope of their innovation programme 2020. Based on research and strategic planning, Vandejong developed *Let it Grow*: an inspiration and innovation brand that focuses on the leading edge of discerning consumers in European cities. A fluid team resulted from this with people from Vandejong, *Let it Grow* and Royal FloraHolland. Through this, the new organisation is not separate from the initiating parties, and the client remains closely involved in the development of content that fits the overall vision.

*The committee was impressed by this case and recognises a party in Royal FloraHolland that has seen design as an essential part of its operational management for a long time. RFH is confronted with stiff competition and a market in flux. The organisation has to reinvent itself against this backdrop. The deployment of designers and the application of design play an important role here. This bears witness to an unequivocal vision of how design can make a difference and how to tackle this as a client. Vandejong has tackled the assignment in an original way, dares 'to flip-think' and has successfully transformed the problem into an innovative and executable concept.*

## **Finalisten in de overige categorieën van Dutch Design Awards zijn:**

### PRODUCT

Industrieel ontwerp of gelimiteerde oplages die het leven verbeteren en vergemakkelijken.

**Bugaboo / Max Barenbrug & Jaap den Boer // BUGABOO BOXER**  
**Fatboy the Original i.s.m. Marijn Oomen // LAMZAC@ THE ORIGINAL 2.0**  
**Sheltersuit / Bas Timmer // SHELTERSUIT 4.0**  
**Miniot // WHEEL**  
**Quooker // QUOOKER FLEX**

### COMMUNICATION

Nieuwe media, of nieuwe toepassingen van bestaande, die communicatie op originele wijze verbetert en/of verandert.

**Studio Puckey, Moniker // RADIO GARDEN**  
**Mevis & Van Deursen // ED VAN DER ELSKEN POSTER**  
**Michiel Schuurman // VLISCO UN à UN EXPOSITIE**  
**Jeremy Jansen // ORNITHOLOGY**  
**Richard Niessen // THE PALACE OF TYPOGRAPHIC MASONRY**

### HABITAT

Ontwerp en inrichting van de private en openbare ruimte die de kwaliteit van leven ten goede komt.

**Civic Architects // INTERACTIEVE PASSAGE TILBURG**  
**NL Architects en XVW architectuur // DEFLAT KLEIBURG**  
**MVRDV // DE TRAP**  
**Ensemble van studio's, designers, stadsmakers, instituten // STADSLAB BUIKSLOTERHAM CIRCULAR**  
**Sander Breure & Witte Van Hulzen // HOW CAN WE KNOW THE DANCER FROM THE DANCE?**  
**We Are Here & Stichting Noodzaak // VLUCHTMAAT**

### FASHION

Mode, waarbij draagbaarheid geen vereiste is.

**Das Leben am Haverkamp // BRAVADO: A PRETENTIOUS, SWAGGERING DISPLAY OF COURAGE**  
**Sies Marjan (Sander Lak) // HERFST-WINTERCOLLECTIE 2017**  
**United Nude voor Issey Miyake // ROCK SHOE**

### DESIGN RESEARCH

Scenario's en concepten die gebaseerd zijn op gedegen onderzoek. Hieronder verstaan we onder andere speculatief ontwerp, toegepast onderzoek, materiaalonderzoek en ideeën die een perspectief bieden voor nieuwe producten of oplossingen. De nadruk ligt daarbij op de onderzoeksfase.

**AtelierNL // ZANDGLAS**  
**Envisions // ENVISIONS X FINSA**  
**XML // PARLIAMENT**  
**Babette Porcelijn // DE VERBORGEN IMPACT: ALLES WAT JE WILT WETEN EN WAT JE KUNT DOEN OM ECO NEUTRAAL TE LEVEN**

### SERVICE & SYSTEMS

Diensten en methoden waarbij de vormgever voor meerwaarde zorgt. Deze projecten hebben als doel om de burger of de consument nieuwe inzichten te verschaffen, bewust te maken, te begeleiden of te informeren. Er is hierbij sprake van een tastbaar (offline of online) resultaat.

**Me You And The Robot // GUIDELINES FOR THE HUMAN FACTOR**  
**Ermi van Oers // LIVING LIGHT**  
**Chloé Rutzerveld // STROOOP!**  
**Studio Richard Vijgen // WHITE SPOTS**

### YOUNG DESIGNER

De stimuleringsprijs voor jong talent dat maximaal vijf jaar geleden is afgestudeerd.

**Frank Kolkman**  
**Das Leben Am Haverkamp**  
**Super Local**

Meer over alle finalisten op [dutchdesignawards.nl](http://dutchdesignawards.nl)

### **Commissies**

De selectiecommissies van de Dutch Design Awards bestaan uit twintig designexperts die een keuze maken uit alle inzendingen en gescoute projecten. Zij beoordelen projecten aan de hand van de criteria esthetiek, impact, innovatie, productiewijze en samenwerking. Doorslaggevend voor een nominatie is de mate waarin een ontwerp vernieuwend is en/of een relevante bijdrage levert aan de maatschappij. Dit zijn de designexperts die dit jaar de commissies vormen (in alfabetische volgorde): Angelique Spaninks, Anne Hoogewoning, Bas Raijmakers, Bert Hagendoorn, Carolien Ligtenberg, Eline Strijkers, Erwin van der Zande, Ewoudt Boonstra, Iris Ruisch, Joost Alferink, Karin van den Brandt, Lonny van Ryswyck, Matthijs van Dijk, Michiel van Schie, Milou van Rossum, René Boer, Richard van der Laken, Roosje Klap, Sabine Wildevuur en Ulf Hackauf. Een internationale vakjury kiest uit de finalisten in oktober de winnaars.