

Winners Dutch Design Awards 2019 set new design standard

The winners of the Dutch Design Awards 2019 give shape and substance to the philosophy 'less, but better'. They are characterised by a pure way of working. They research systems and develop both a new design aesthetic and their own tools.

Who we are as people and how we relate to the things around us are essential questions for many designers. Where design is often based on a (research) question, it is now the question itself that is being analysed; what is the actual value and meaning of something? Design in 2019 is all about the revaluation of this essence.

Applicable

Circularity now often serves as a condition for a commission or a design. Only creating awareness is no longer enough; applicability has become an important factor. Whereas a circular approach or implementation used to be visible in designs, it is now also increasingly integrated into the design process and end result.

Design integrates in organisations

More and more clients in the public and business sectors are integrating design and creative thinking into their organisations. Important - circular, but also economic - objectives can only be realised through multidisciplinary collaborations and designing in a different way. Clients are becoming aware of this and are also translating it into policy, resulting in the creation of multi-layered value.

Sober and accessible

This year's winning designers radically choose accessibility; they design for everyone. A good designer always designs with 'the other' in mind; as user but also increasingly as source. The current generation goes a few steps further and makes services and products that are intuitively easy to use for a large group of people. There is a basic sobriety that the larger brands are now also adopting. Disciplines no longer constitute a limitation: for today's designers, other professional fields represent a source of useful knowledge, insights and possibilities that they are keen to embrace and put to use; as individual designers, but as a result of this also more and more in multidisciplinary collectives.

New design aesthetic

Technological developments create opportunities for a new perspective on systems, methods and materials. The focus is on the enrichment of a user experience and designers themselves formulate, develop and produce the tools and methods needed to achieve this. The combination of innovation and craftsmanship generates exciting new materials and a new design aesthetic that experiments with entirely new shapes and images.

A contagious kind of optimism can be seen across the board. Developing and collaborating with enjoyment and generosity: the power of design in optima forma. This year's winners are perfect examples of this. In fact, they set new standards for design and invite everyone to take part and to take new steps (together).

WINNERS DUTCH DESIGN AWARDS 2019:

PRODUCT

Industrial design or limited editions that make life easier or better.

GISPEN SETT CE | GISPEN

Gispen.com

The Sett CE by Gispen is a timeless design sofa, designed by Peter van de Water and made from 95 percent recycled materials. In order to prevent plastic waste, Gispen has used its own plastic waste material in its production. Together with TU Delft and Searious Business, waste materials have been used to develop a new raw material with which the body of the sofa is printed by 10XL. This can be re-used up to ten times without having to add new material. The seat and back of the sofa are made from recycled polyether foam. All materials used in the Sett CE sofa can be separated and, thanks to innovative techniques, each component can be processed into a new product.

Jury:

With this product, Gispen demonstrates the ideal outcome of years of research and development in the circular industry. The workable, circular system for a consumer product of this size deserves praise and should serve as an example for the entire manufacturing industry. The innovation is not so much in the form, but in the creation process and working method. This is a glimpse into the new aesthetic norm within circular design: it does not scream sustainability, but the reuse of materials has been quietly incorporated into a timeless design.

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FASHION

Fashion, whereby wearability is not required.

DE RRUSIE SUIT | BONNE REIJN

bonnelife.com

De Rrusie Suit by Bonne Suits in collaboration with Kevin 'De Rrusie' Lucas, is Bonne Reijn's second design. With his self-proclaimed 'poor man's suits' he aims to question and reverse the expectations people have of clothing - and suits in particular - and thus increase and accentuate an attention to personal style in the world of fashion. With a minimalistic design, a low price and an extensive range of sizes, Bonne Suits are accessible to a wide audience. The emphasis is on the wearer and the application of his or her own personal style. Everyone wears the same, regardless of size, gender, age, sub-culture or class.

Jury:

Focusing on just one item, the suit, is testament to a vision of the spirit of our time. This second series of Bonne Suits is once again very well put together. The waistband gives the suit a fit that is both feminine and masculine. It is elegant and yet remains unmistakably Bonne Reijn. It is a response to the saturation in quantity and style that many people experience in the current fashion landscape. People want individuality. Less, but better. Bonne Reijn makes a statement here that is radical in its simplicity. The uniform as a sober and democratic canvas for our own identity.

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COMMUNICATION

Applications of media that improve and/or change communication in an original way and with intelligent aesthetics.

OPENRNDR | RNDR

openrnr.org

OPENRNDR is an open source framework for creative coding. In contrast to existing frameworks, OPENRNDR is based on the creative nature of an artist or designer and combines this with the power of production software. This makes it not only a powerful but also an easily learned alternative; versatile enough to use for sketches and robust enough to deliver interactive media installations of production quality. The platform is particularly suitable for the use of real-time data, for example in dynamic data visualisations or interactive installations. OPENRNDR is dedicated to building a qualitative community of like-minded, creative programmers and other users.

Jury:

OPENRNDR is an innovative, open, cross-media and multidisciplinary platform for all designers and heralds a revolution for the profession. The project opens the way to taking new steps in the field of data and data visualisation. This is a generous and technical feat that has been developed with equal amounts of infectious enjoyment and dedication. OPENRNDR focuses on the support and further development of the design community. It thereby connects and represents a new generation of designers who are not satisfied with traditional tools, but simply design whatever they need themselves and forge their own coalitions. The jury eagerly awaits the designs that will come about in the coming years thanks to OPENRNDR.

[quote]

“OPENRNDR is a generous, beautifully designed platform of exceptionally high quality, that has been developed with infectious enjoyment. A revolution for the profession.”

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HABITAT

Design and layout of private and public spaces that improve the quality of life.

LOCHAL | CIVIC ARCHITECTS, BRAAKSMA & ROOS ARCHITECTENBUREAU, INSIDE OUTSIDE / PETRA BLAISSE, MECANOO

lochal.nl

The LocHal is the new beating heart of Spoorzone Tilburg. The former locomotive workshop has been transformed into a public city hall. The existing construction and the new, added architecture together shape the backdrop for an innovative library concept with work and meeting rooms for Seats2Meet, a city kitchen, two art installations and a city hall for events, exhibitions and debates. A new living room for the city where people meet up and where knowledge is gained and generated.

Jury:

Transforming industrial heritage and giving it a new role and meaning is a delicate task. With the LocHal, the clients and designers involved have succeeded in integrating the heritage and a new programme within a pleasant, multifunctional building that sets Tilburg and the Spoorzone firmly on the map. The well-considered mixture of untouched artefacts from the old building and new additions and spatiality is impressive. The result is functional, as well as imposing and inviting. Alongside the physical result, the underlying multidisciplinary collaboration with all stakeholders and future users is appreciated. It is admirable that such a relatively young agency has tackled this issue so energetically.

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DESIGN RESEARCH

Scenarios and concepts that are based on thorough research. From speculative to applied, from research to design and from ideas to solutions, with an emphasis on the research phase.

RE-SOURCE | RE-SOURCE

re-source.info

The research project RE-source maps out urban residual flows, in order to then use them as a source for circular thinking, doing and learning. RE-source analyses and provides insight into the structure of the systems, locations, products and materials that are needed for this. At the same time, it designs strategies for transforming these residual flows into a resource which can be used again and again. Through the network of the Rotterdam city council, RE-source tries to gain insight into the method of designing, managing and maintaining the outside space and associated material flows. RE-source researches which phases are distinguished, which routes are used and which human and non-human factors - such as locations, involved citizens and professionals, tools, vehicles, distances - play a role in this.

Jury:

RE-source is collaboration at the highest level. The project has a richness that does justice to the complexity of the topic of circularity, from accessible projects at street level to academic applications. RE-source is an almost classic example of thorough design research and distinguishes itself by focussing all parties involved on gathering knowledge about the materials the city has to offer and how they can be (re)used in a circular way. Extensive and qualitative research has resulted in a layered website in which a wide variety of information, materials and experts have been skilfully interwoven. RE-source gives a complicated theme an attractive playfulness, delivers new design-through-research insights and stimulates other parties to take action. RE-source is scalable and can therefore serve as a model for both large and small local authorities.

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SERVICE & SYSTEMS

(Digital) expressions whereby interaction plays a central role, with the aim of conveying a message, ensuring user-friendliness or encouraging people to take action.

BMX | CLEVER°FRANKE

cleverfranke.com

The Royal Dutch Cycling Union (KNWU) wants to elevate Freestyle BMX – an Olympic sport for the first time in 2020 – to a higher level. The task for Clever°Franke: to offer fans, spectators and athletes an exciting experience showing the performance of the riders, by way of a convincing, easy to understand showcase of their run. Clever°Franke has succeeded in this with the help of sensor technology (developed by the Urban Sports Performance Centre) that records the speed, lift and orientation of the riders. A real time data visualisation digitally reproduces the performances. Riders can thus analyse their performances and jury members can better assess the runs. Furthermore, the visuals provide a viewing experience for the visitors.

Jury:

Clever°Franke goes further than the pure visualisation of real time data: this tool helps with learning and analysing. Groundbreaking and impactful for his relatively young discipline in the world of cycling. It helps all target groups in Freestyle BMX – audience, jury and the athletes themselves – to understand what is happening, to make assessments with clarity and to improve performance. The complexity in construction of the tool itself is extremely impressive. The BMX project scores well on multidisciplinary collaborations, as well as craftsmanship and usability. This is the role of good design: to give insight into data and to offer an attractive experience. With this tool, Clever°Franke has unlocked numerous possibilities for this branch of sport, but also sets an inspiring example for other sports and sport reporting.

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BEST COMMISSIONING

The prize for commissioners that strategically and structurally use designers and design in their company or institute.

GEMEENTE AMSTERDAM | PUCCINIMETHODE

amsterdam.nl/wonen-leefomgeving/puccinimethode/puccinimethode/organisatie/

The Puccinimethode stands for a high-quality physical design of Amsterdam’s public spaces: all the roads, squares, parks and gardens. The Puccinimethode defines the methods and materials used to make them. Profiles and accompanying design principles are developed for different kinds of roads. Various important details are prepared. The choice of materials for the kind of tile, brick or storm drain is defined. Standardising the combination wherever possible, yet also leaving space for specialisation and customisation, creates a typical Amsterdam street scene that forms a logical, coherent and peaceful backdrop for life in the busy city.

Jury:

The gemeente Amsterdam takes design seriously and also uses it seriously. It is logical that this 'design system' for physical urban design lies somewhat hidden beneath the surface yet remains enormously meaningful and impactful for the future of the Amsterdam street scene. It primarily shows how the public sector can take control within complex procurement procedures and how strategic design management can be implemented in a serviceable way. It enables you to prioritise quality and define the right framework for an adequate implementation: a basic condition for good and especially careful commissioning.

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YOUNG DESIGNER

The encouragement prize for young, talented designers who graduated no more than five years ago. The designer is central to the assessment and the quality of the whole portfolio is evaluated.

SIMONE POST

simonepost.nl

After graduating from the Design Academy Eindhoven (cum laude), textile and product designer Simone Post co-founded the Envisions collective. Having spent a few years as one of the driving forces of this designers collective, she has been focusing more on her own studio for over a year now. The aesthetic and surprising reuse of materials is the central theme in her work. She enters into collaborations with the industry in order to create designs that are innovative in form and material use and thereby offer a new perspective on material waste.

She has made clothing from recycled sneakers for Adidas. For plastic recycling company ECO-oh! Post offered a perspective of the future of their materials in the form of an inspiration book. For Vlisco she carried out extensive research into new applications for their waste cloth, which resulted in a carpet. Each and every one is an intervention in which Post makes visible the existing value of a material that would otherwise be seen as waste.

Jury:

Simone Post has a firm vision and position within design. Her portfolio – both commissioned work and self-initiated – is consistent. She enters into interesting collaborations with various industries. As such, she is able to flawlessly deconstruct the (production) systems within a company and then to shape her own project within that context, without losing sight of the brand identity of the client. Post always goes back to basics: the material with which she works is always the starting point for surprising reinterpretations, operations and techniques. Her careful research and her smart, systematic approach are always translated into innovative and beautifully crafted designs with an aesthetic that is characteristic of Simone Post's work. The jury curiously awaits her next steps.

[quote]

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