

## PRESS RELEASE

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# THE RIVETING OPENING WEEK OF EXPERIMENTADESIGN AMSTERDAM 2008 OPENING WEEK 18 – 21 SEP

**The internationally acclaimed Biennale of design, architecture and contemporary culture launches its first Dutch edition in Amsterdam with leading figures from various creative fields and a range of outstanding events.**

The theme of this year's edition of ExperimentaDesign is 'Space and Place - Design for the Urban Landscape'. When do we feel at home in a city? Is everything in public space nailed down, or is there room for the citizen to change things and do something themselves? The wide-ranging programme of ExperimentaDesign Amsterdam 2008 presents designers from all over the world, who interpret the city as a playful meeting place for independent citizens.

During the Opening Week – from 18 to 21 September – the Amsterdam Conferences and Open Talks will bring together a stellar cast of international designers, architects and creative practitioners to discuss and explore hot topics in contemporary culture and life in the urban context.

ExperimentaDesign Amsterdam 2008 promises to set the city's pulse racing with a high-octane, event-packed programme that combines exhibitions, urban interventions, lectures and debates. Beyond these very lively 4 days, the Dutch capital will keep buzzing for over one month and a half with talent, playfulness, interactivity and creative energy.

During the opening week, ExperimentaDesign will present the following guests:

Alexander Grünsteidl (GB)  
Alison Clarke (GB)  
Ivaro Siza Vieira (PT)  
Amélie Labarthe (FR)  
Anthony Dunne (GB)  
Aric Chen (US)  
Arno Piroud (FR)  
Bakkerswinkel (NL)  
CutUp Collective (GB)  
Cyril Duval (FR)  
Design MVW (CN)  
DESIGNO Patagonia (AR)  
Ester van de Wiel (NL)  
EventArchitectuur (NL)  
Farid Tabarki (NL)  
Fiona Parrott (GB)  
Folkform (SE)  
Fritz Haeg (US)  
Gerda Zijlstra (NL)  
Gilberto Esparza (MX)  
Graffiti Research Lab (US)

Gunjan Gupta (IN)  
Hansje van Halem (NL)  
Hans van der Markt (NL)  
Henriëtte Waal (NL)  
Ian Anderson (GB)  
Jan Konings (NL)  
Jason Eppink (US)  
Ji Lee (KR)  
John Bela (US)  
Jozua Zaagman (NL)  
KesselsKramer (NL)  
Kevin Slavin (US)  
Koehorst in 't Veld (NL)  
Krystian Truth Czaplicki (Truthtag) (PL)  
Kwangho Lee (KR)  
Laetitia Wolff (FR)  
Leon Reid IV (US)  
Maartje Dros (NL)  
Marcel Schmalgemeijer (NL)  
Marcel Wanders (NL)

Mark Jenkins (US)  
Mart Guix (ES)  
Martín Ruiz Azúa (ES)  
Matali Crasset (FR)  
Matthew Passmore (US)  
Maxim Velcovsky (CZ)  
Meriç Kara (TR)  
Miguel Vieira Baptista (PT)  
NL Architects (NL)  
Nils Norman (GB)  
Nothing Design Group (KR)  
Office for Subversive Architecture (GB, DE, AT)  
Ole Bouman (NL)  
Özlem Savas (TR)  
OVO (BR)  
Pascal Anson (UK)  
Pascal Leboucq (BE)  
POLKA (AT)  
PosterChild (CA)  
Rebar (US)

Rem Koolhaas (NL)  
Renny Ramakers (NL)  
Roadsworth (CA)  
Rob Schröder (NL)  
Ron Arad (IL)  
Sannah Belzer (NL)  
Satyendra Pakhal (IN)  
Scott Burnham (US)  
SpY (ES)  
Suzan Jorritsma (NL)  
Sagmeister Inc. (US)  
TheGreenEyl (DE)  
Thonik (NL)  
Till Bay (Windowzoo) (CH)  
Tobias Wong (CA)  
Tracy Metz (US)  
Warmoesmarkt (NL)  
Wilfried Hou Je Bek (NL)  
Willem Velthoven (NL)  
You are Beautiful (US)  
Zoë Ryan (GB)

## AMSTERDAM CONFERENCES// OPEN TALKS// EXHIBITIONS// URBAN INTERVENTIONS// LOUNGING SPACE// PARALLEL EVENTS

Do not miss out on the most exciting design celebration in the Netherlands.

**For more information on the programme and participants, please visit:**

[www.experimentadesign.nl](http://www.experimentadesign.nl)

Opening week: 18 to 21 September  
Biennale: 18 September to 2 November

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Droog Design is ExperimentaDesign Amsterdam 2008 local partner.  
Experimentadesign Amsterdam 2008 will take place during the "4 weeks of FreeDesigndom" in Amsterdam.

Experimentadesign is a cultural design biennale and a trademark of the Portuguese association Experimenta.  
Experimentadesign – Lisboa/Amsterdam is the result of a collaboration between Experimentadesign Amsterdam Foundation and between Lisboa, Portugal,