

PRESS RELEASE

Amsterdam, 26 September 2008



ExperimentaDesign Amsterdam 2008 closes the opening week with a golden key:

650 people sold out the music temple Paradiso to listen to the lecture of the Portuguese Architect Álvaro Siza Vieira and the Dutch counterparty Reinier de Graaf from OMA and 500 people at the live closing party in the Lounging Space of ExperimentaDesign Amsterdam 2008.

The theme of this edition: "Space and Place - Design for the Urban Landscape" was launched with a full hand of stimulating lectures and vivid open talks connected and inspired by the central theme of each exhibition: Sunday Adventure Club, Come To My Place and Droog Event 2: Urban Play and associated design routes, which was enthusiastically received by hundreds of guests from the Netherlands and abroad. The interested public could come into close contact with design luminaries such as Ron Arad, Alvaro Siza and dozens of other designers from around the world.

The last 18th September was the first day of the ExperimentaDesign Amsterdam but the Biennale promises to leave a landmark until 2nd November.

"ExperimentaDesign Amsterdam is an inspiring design experience: an international meeting point for talented designers from all over the world, three challenging design exhibitions, conferences and open talks. ExperimentaDesign is a perfect match for the huge creative potential of our city."

Carolien Gehrels, City of Amsterdam Alderman for Culture

The Biennale will run until the 2 November:

EXHIBITIONS// LOUNGING SPACE

FROM WED – SUN // 11h – 18H //

Sunday Adventure Club

Groenburgwal 44, 1011 JJ Amsterdam

Come to My Place

Westerstraat 187, 1015 MA Amsterdam

Droog Event 2: Urban Play

De Ruyterkade 153 – 157, 1000 CZ Amsterdam

LOUNGING SPACE

De Ruyterkade 153 – 157, 1000 CZ Amsterdam

URBAN INTERVENTIONS// PARALLEL EVENTS //

24 HOURS A DAY //

SUNDAY ADVENTURE CLUB: PLAYSCAPES Around the City

DROOG EVENT 2: THE AMSTERDAM ROUTE – IJ Riverfront

RED LIGHT DESIGN – Oude Kerk

SPACE TO TAKE PLACE - IJburg Distrit

For more information and images:

WWW.EXPERIMENTADESIGN.NL

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EXPERIMENTADESIGN LISBOA/AMSTERDAM

Strategic Partners:

Lisbon City Hall, Ministry of Economy and Innovation, Portuguese Tourism, Portuguese Ministry of Culture.

Amsterdam City Hall, Ministry of Economic Affairs / Pieken in de Delta.

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EXPERIMENTADESIGN AMSTERDAM 2008

Cultural Partners: Premsela – Dutch Platform for Design and Fashion, Mondriaan Foundation, Amsterdams Fund for the Arts, Prins Bernhard Cultuurfonds / Associated Brands: Droog Design, Westerhuis, JcDecaux, Ymere / Media Partners: Frame, Mark, Damn, Icon, Items, 2G, Zoot, Het Parool / Specific Support: Lloyd Hotel & Cultural Embassy, Flevodruk, Agency for International Business and Cooperation – Pioneers in international business (EVD), Revigrés, SKOR, SNS REAAL, Amsterdam Waterfront, Stadsdeel Noord,

Droog Design is ExperimentaDesign Amsterdam 2008 local partner.

Experimentadesign Amsterdam 2008 will take place during the “4 weeks of FreeDesignndom” 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, Amsterdam and the Netherlands.

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