

Beat: Lifestyle

## Dutch Design Weeks 2016

**Design with your Heart 22 - 30 october**

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**USPA NEWS** - In October of each year, Dutch Design Week (DDW) takes place in Eindhoven. The biggest design event in Northern Europe presents work and ideas of more than 2500 designers to more than 275,000 visitors from home and abroad.

DDW all began back in 1998. In that year the Vormgeversoverleg (a designers collaborative) organised the first Day of Design. Objective: introducing entrepreneurs to designers. The event, which took place annually in Eindhoven, attracted more interest each year and grew exponentially. The Day of Design became the Week of Design in 2002 and ultimately in 2005 it was renamed Dutch Design Week (DDW).

DDW is different from other design events, because it concentrates on the designs of the future. Although during the event every imaginable discipline and aspect of design is on offer, the emphasis is on experiment, innovation and cross-overs. Exceptional attention each year goes to work and development of young talent.

DDW ambition has three pillars:

Offering a platform to designers, irrespective of origin or nationality, with a Dutch design\* attitude: our organisation reinforces Dutch design through offering a leading international stage.

Offering designers opportunities: helping them move forward through introducing media, commerce and other sectors to designers and their work - in the form of publicity, network expansion and assignments.

Talent development: our future-oriented vision is not limited to tomorrow. Which is why one of our organisation's spearheads is the stimulation and support of the new generation.

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