

Milano, March 6, 2003 - New Dutch Design will be presented at Dutch Delights, a show by 24 individual designers, manufacturers and cultural institutions in Spazio Consolo during the Salone del Mobile to be held from April 9 - 14, 2003.

The aim of the presentation is to show a wide variety of Dutch Design: from industrial design to unique objects, from mass-produced furniture to experimental prototypes by individual designers. The initiative for this co-operation came from the design world itself. The participants wish to achieve greater effectiveness and international attention through co-ordination of their efforts. Milan will be the first venue to test this initiative.

In addition to the new collections and projects, visitors will be able to enjoy Dutch Light, a presentation of the best of Dutch lighting, inspired by the Dutch skies and seasons. Dutch Light is initiated by Philips Nederland and Stedelijk Museum Amsterdam. Creative Director is Jacob de Baan.

An Informative and amusing item will be Talking Heads - International designers discussing Dutch Design - a dvd presentation by Stedelijk Museum Amsterdam with Ron Arad, Ingo Maurer, Karim Rashid, Andrée Putman, Christophe Pillet and Stefano Marzano.

To relax and have a drink and a snack, visitors are welcome at the Bar, which has been specially designed for this occasion by iL-studio.

On April 11 from 5 - 6 p.m., the talkshow Talking Heads will take place with luminaires from the international design arena discussing Dutch Design. Moderator: Ingeborg de Roode, industrial design curator Stedelijk Museum Amsterdam.

The opening party, only for invitees, will be on April 11 from 6 - 12 p.m.

Visitors interested in other Dutch Design presentations in Milan can obtain information from the Dutch Delights map and guide, distributed in the city by TPG Post RoadRunners and freely available at all locations displaying Dutch Design.

Spazio Consolo, Via dell' Aprica 12, 20158 Milano
April 9 - 14 open daily from 10 a.m. to 8 p.m.

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- For press releases and high resolution images: www.bno.nl/nl/nieuws/3083.html
- For a daily report during the fair: www.premsela.org

Exhibitors in Spazio Consolo:

- Claudy Jongstra, info@claudyjongstra.com
- DesignForPeople, Marc de Groot, info@designforpeople.nl www.designforpeople.nl
- Dutch Light: initiated by Philips Nederland and Stedelijk Museum Amsterdam.
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- Scholten & Baijings, Stefan Scholten en Carole Baijings, info@scholtenbaijings.com
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- Springtime industrial design, John Kock, info@springtime.nl www.springtime.nl
- Talking Heads, Stedelijk Museum Amsterdam, Ingeborg de Roode, pressoffice@stedelijk.nl
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- The Puffin Club, Bertjan Pot & Tjeerd Veenhoven, bertjan@monkeyboys.nl
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- Waacs.com, Marcel Jansen, more@waacs.nl www.designaddedvalue.com

Initiative: European Ceramic Work Centre (.ekwc), Jacob de Baan, Stedelijk Museum Amsterdam

Organization: Association of Dutch Designers BNO and Dutch design foundation Prensela

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Prensela
Dutch design foundation