

OBJECT

Rotterdam

Not your typical design fair

Anniversary edition from February 11th to 13th 2022

Celebration time! Exactly 10 years ago Dutch curator Anne van der Zwaag started shaping OBJECT into a cutting-edge design event. The fair features established designers and labels as well as upcoming talents in a wide range of creative disciplines. Director Anne van der Zwaag personally scouts and selects all participants. A stirring mix of designs in the fields of product, furniture, fashion, jewelry, graphic design and architecture awaits the fair's visitors.

Steppingstone

Starting out as a small, traditional design fair more than ten years ago OBJECT transformed into a platform for contemporary design with a focus on new talent: "The Netherlands is fertile soil for promising designers, we give them a head start by offering them a platform right after graduation" says Van der Zwaag. Every edition, a large, fresh crop of designers participates for the first time. For a modest price, you can buy yourself a special piece of design and invest in what might become a household name. Recent graduates are placed right next to well-known labels; these unexpected combinations make the fair unique.



Left: upcoming talent Miles Le Gras. Right: interactive light installation by Aptum



Cherry picking

OBJECT is known for its tantalizing mix of furniture, lighting, ceramics, textiles, architectural objects, illustration, and product design. "On the cutting edge of creative disciplines, you discover the most beautiful and intriguing objects" Van der Zwaag explains. She's always on the lookout for innovative use of materials and colors. The fair presents a striking selection for both the professional as the consumer; in just a few hours you get an inspiring overview of the latest trends, materials, colors, and techniques. All objects on show are for sale, and the designers are present to elaborate on their work.



Left: work by Australian design duo Object Density. Right: Staircase in the monumental HAKA-building, photo Ossip van Duivenbode

Meet & Greet

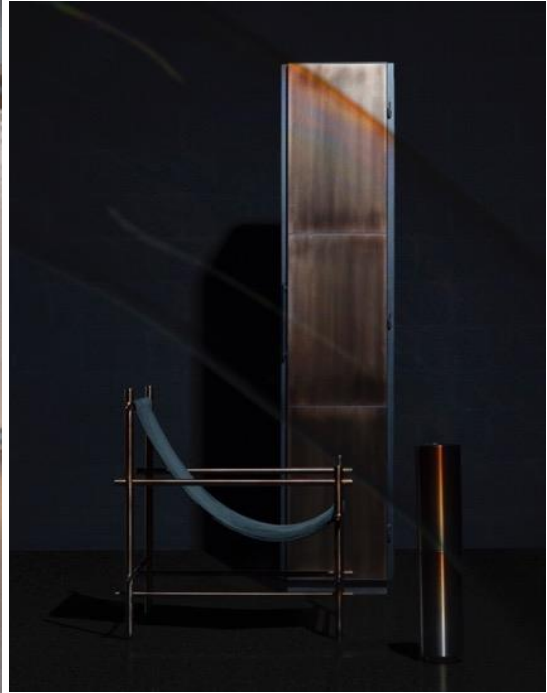
This anniversary edition the fair is organizing various Q&A's with former participants and professionals like Amanda Pinatih (design curator Stedelijk Museum), Richard Hutten (product designer), Bülent Yokus (Weltevree), Mae Engelgeer (textiledesigner) and Nathalie Dubois (design curator Centraal Museum). During short speed dates they will share their professional views and insights with interior enthusiasts.



3Dimensional objects by Rotterdam based Atelier Schaft & Bold

Creative hub

OBJECT is famous for occupying iconic Rotterdam locations. From the old Las Palmas warehouse to the 44th floor of OMA's "De Rotterdam", from the historical cruiseship SS Rotterdam to the industrial HAKA-building. Now owned by Dudok Real Estate, the HAKA-building was designed in the 1930's by Dutch architects Mertens and Koeman, commissioned by the Cooperative Wholesale Association De Handelskamer. It is situated on the edge of the bustling Vierhavens area, that has rapidly developed into Rotterdam's creative hotspot. Centrally located between the city centre and the Van Nelle Fabriek the HAKA-building offers the perfect starting point to explore and enjoy the Rotterdam Art Week.



Left: upcoming talent Sangmin Studio. Right: new work by Luuk van Laarhoven

OBJECT Rotterdam 2022

HAKA-building | Vierhavensstraat 38-42 | Rotterdam

Friday February 11th until Sunday February 13th, 2022 | 11am - 6pm

Tickets € 15,00, kids under 12 years get free entrance, available online and at the door

www.objectrotterdam.com

www.rotterdamartweek.info



Left: upcoming talent Mona Mercier. Right: Light design by Marc de Groot



Not for publication

For more information and interview requests please contact: florence@objectrotterdam.com

HR images can be downloaded here: [Beelden OBJECT 2022](#)

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