

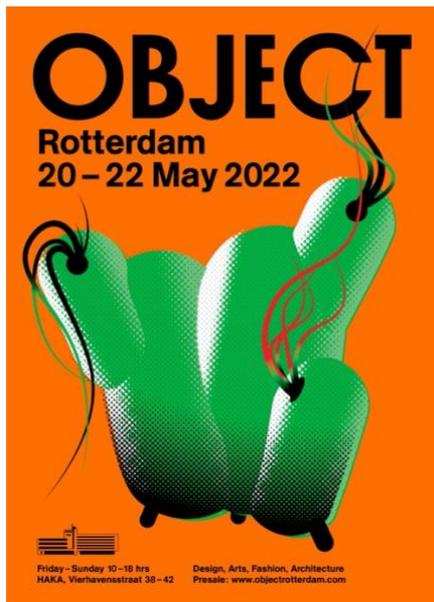
OBJECT

Rotterdam

Springtime! New dates for design fair OBJECT

*From May 20th till May 22nd back at the HAKA
Including a free visit to the Euromast*

Design fair OBJECT celebrates a special edition this Spring. From May 20th till 22nd five floors of the industrial HAKA-building will be filled with interior design, product, fashion, graphic, industrial, and architectural design. Ten years ago director Anne van der Zwaag became the new owner of the fair and turned OBJECT into a bustling platform for design talent. This festive edition visitors are also welcome to enjoy and experience the iconic Euromast, constructed in the fifties by architect Hugh Maaskant. Including a dose of Dutch design and the most amazing view over Rotterdam.



Left: campaign image Laucke Siebein. Right: designs by young talent Annemijn Adriaensen, photo Fabio Jansen

Go local

Since several international events had to be cancelled or postponed designers can't wait to present their newest creations. OBJECT offers them an attractive and local alternative. In just three days the fair draws a large crowd of professionals, creatives and design lovers to Rotterdam who immerse themselves in new trends and fresh inspiration. The HAKA-building will be the backdrop for the latest designs by Floris Schoonderbeek, 75B, Susanne de Graef, Dick van 't Hoff, Simone Post, Rene Knip and Bas Kosters amongst many others. This edition the fair will also be welcoming various art galleries such as Rademakers Gallery and GoMulan Gallery. The exciting new initiative Jewel.Rotterdam presents 29 local jewelry designers, including Svetlana Prigoditch and Zeld Beauchampet.



Left: colorful wallcoverings by Malou Weijts, Right: art/design by Mickey Philips via Rademakers Gallery

Energy boost

Besides household names, OBJECT is well known for its exciting selection of emerging designers, coming from different art academies and countries. This edition over forty recent graduates will be launched in Rotterdam, more than ever before. "Behind the scenes there is a new generation working its way up, says Anne van der Zwaag, "they are extremely driven and more than ready to get out there". Expressive use of color, material experiments and tactile designs are omnipresent. We see new approaches to textile in the work of Sarah Roseman (Design Academy Eindhoven) and Sina Dyks (KABK) for example, Jelle Haverkort (HKU) and Roy de Regt (WDKA) display a refreshing interest in the wonders of wood, and ceramic takes center stage in the designs by Sunwoo Jung (Gerrit Rietveld Academie), Adinda Rensen (ArtEZ) and Erik Sluijs (HKU) amongst others. "All eyes are on the process" states Van der Zwaag. Together with the Gemeente Rotterdam, OBJECT is hosting a special talent program to give young designers an extra impulse.



Left: chair by WDKA graduate Roy de Regt, Middle: jewelry by AptumxTheBoyscouts, Right: young talent Ellen Yiu at work

Anniversary edition

In ten years, OBJECT grew into a not to be missed event on the Dutch design calendar. With a tantalizing mix of design disciplines - product, industrial, fashion, illustration, jewelry, graphic and architectural design - OBJECT offers a unique format. This festive edition the fair hosts several Q&A's with design professionals on Friday afternoon. These are freely accessible and organized on the ground floor of the HAKA-building where Dudok Horeca opens a pop-up cafe. As a bonus all visitors are invited to the Euromast, where there's more design to discover and a breathtaking view to enjoy.



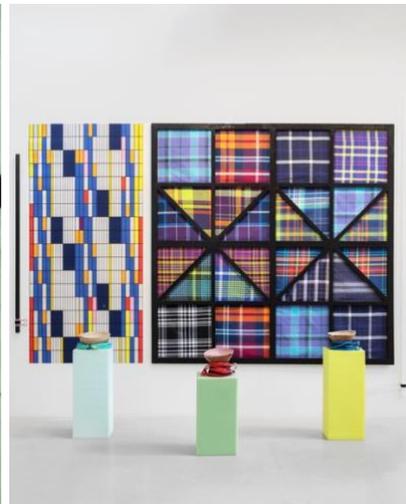
Furniture design by studiojbyji

OBJECT Rotterdam 2022

HAKA-building | Vierhavensstraat 40 | Rotterdam
 Friday May 20th till Sunday May 22nd | 10.00 - 18.00 hrs
 Tickets available online (1st of April) and at the door
 € 15,00, children under 12 enter for free

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Left: jewelry design by Lindsey Fontijn, Middle: young talent Maikel Deekman via Galerie Ron Mandos, Right: vase by Iris Lucia

Not for publication

Press preview: Thursday, May 19th at 17:00 hrs

For more information, interview requests and RSVP: florence@objectrotterdam.com | 0031-6-83353594

HR images can be downloaded here: bit.ly/beelden_object

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