

OBJECT

Rotterdam

10th - 12th February 2023

Design Fair during Wintertime

From 10th to 12th February, the design fair OBJECT Rotterdam will take place in the HAKA-building again. The industrial HAKA is the setting for countless established names and young talents from the world of design. After two editions in the summer, the platform for design talent is back on the calendar as usual this winter. The building has no heating so requires a playful approach these days: visitors keep warm with scarves, hats and hot drinks.



Work of the Italian Lisa Brustolin, photo Almicheal Fraay

Harbour area

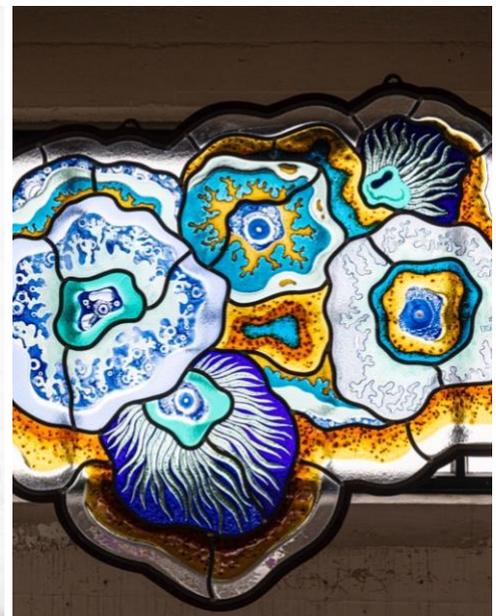
As in previous years, OBJECT is part of the Rotterdam Art Week. During these days, the HAKA-building forms a base for visitors to discover the varied Vierhavensgebied. Numerous studios open their doors in this Rotterdam neighborhood where various exhibitions can be visited. The Vierhavensgebied is also known for the many design studios of Sabine Marcelis, Richard Hutten, Simone Post and Daan Roosegaarde, among others. Art and culture lovers can easily spend a day and combine the fair with a visit to the Brutus artspace, the Keilepand or the nearby Steurgebouw.



Left: lighting design by Atelier Artiforte, photo Jan Willem Kaldenbach Right: textile design by Osangmin Studio, photo Almicheal Fraay

Booster

The scouting of young talent is already in full swing. Every year unknown names in the fields of furniture-, industrial-, fashion-, graphic-, light- and textile design are brought to the fore in Rotterdam. For the designers, this means a first step into the professional field and for visitors it is an opportunity to collect something original. The interdisciplinary platform offers a playful alternative to the more traditional design fairs and attracts both professionals and consumers. In conversation with the makers, visitors come to interesting and inspiring insights, and commissions regularly arise from this. OBJECT therefore forms an important springboard for a new generation of designers and it is known as a driver of the design industry.



Left: colorful installation by FEMM, photo Almicheal Fraay. Right: stained glass by Atelier Emski, photo Jan Willem Kaldenbach

Accessible

The organization considers it important to maintain the inclusive character of the fair. *"We always welcome many youngsters and people who don't usually enter a gallery or museum. The fair must remain accessible to both participants and visitors, especially now that prices are skyrocketing everywhere."* according to Anne van der Zwaag, director of OBJECT Rotterdam. She is optimistic about the future of the design industry. *"Interior design is relevant to everyone and people are always curious about eye-catching trends and sustainable material applications. The latest designs are also remarkably playful and exuberant, which you often see in times of crisis."*



In conversation with artist Cengiz Hartmann, photo Almicheal Fraay

OBJECT Rotterdam 2023

HAKA-building | Vierhavensstraat 38-42 | Rotterdam

Friday 10th - Sunday 12th February 2023 | 11am-6pm

Tickets are available online and at the door for €16,50, and children under 16 are free.

www.objectrotterdam.com

www.rotterdamartweek.info

About the HAKA-building

The HAKA-building was built in 1932 by the architects H. F. Mertens and J. Koeman as the head office of the Coöperatieve Groothandelsvereniging de Handelskamer. The building served as an office, factory and grain silo. The prominent building is owned by Dudok Real Estate and has been designated a national monument since 2002. The Dudok Horeca Groep opens up a pop-up cafe on location.



Left: three-dimensional objects by Darja Vereynova Nordberg, photo Pierre Banoori. Right: visitors to OBJECT, photo Jan Willem Kaldenbach

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