

DOEN | MATERIAALPRIJS

FOR THE SUSTAINABLE AND INNOVATIVE USE OF MATERIALS

DOEN | MATERIAALPRIJS 2010: SUSTAINABLE MATERIALS AND INNOVATIVE TECHNOLOGIES FOR TOMORROW'S WORLD.

DESIGNS FOR A SUSTAINABLE SOCIETY. THE DOEN | MATERIAALPRIJS CHALLENGES VISUAL ARTISTS, DESIGNERS, FASHION DESIGNERS AND ARCHITECTS IN THE NETHERLANDS TO DESIGN A BLUEPRINT OF THE WORLD OF TOMORROW. THE CLOSING DATE FOR ENTRIES IS 10 SEPTEMBER 2010. THE WINNERS WILL BE ANNOUNCED DURING THE OPENING OF DUTCH DESIGN WEEK, ON 23 OCTOBER 2010.

INNOVATION AND SUSTAINABILITY

Artists and designers are innovators and pioneers. And, with the application of new materials and ground-breaking technologies, they can help to bring us closer to attaining a sustainable world. The DOEN | Materiaalprijs was founded in 2009 to promote sustainable design practice where the core values of innovation and sustainability go hand in hand with style and functionality. This annual prize aims to mobilise everyone at the cutting edge of art and design to devise new ways and means of designing for a sustainable future.

TWO PRIZES

The DOEN | Materiaalprijs awards two prizes. The sum of €15,000 for a final product and an incentive prize of €5,000 for an idea that has not yet been put into production. Submissions are welcome from all designers, visual artists, fashion designers and architects living and working in the Netherlands. The closing date for entries is 10 September 2010. An expert committee will select fifteen to eighteen designs from the work submitted.

EXHIBITION DURING DUTCH DESIGN WEEK

The selected works will be presented in a separate exhibition during Dutch Design Week, held from 23 to 31 October in Eindhoven. The chosen designs will first be displayed in the Centre for Sustainable Excellence in Eindhoven where an expert three-person jury will select the winners. The two winners will be announced during the opening of Dutch Design Week, on 23 October 2010.

INITIATORS

The DOEN | Materiaalprijs is a joint initiative of the Materiaalfonds voor Beeldende Kunst en Vormgeving and Stichting DOEN. Both organisations believe that artists and designers have a decisive role to play in shaping a sustainable world.

The Materiaalfonds provides visual artists, designers, fashion designers and architects with interest-free loans to cover the expenses of various artistic projects or productions. The aim of the fund is to stimulate the financial and economic independence of creative professionals and to promote new developments in art and design. The fund has a particular interest in encouraging experimentation with materials, innovative technologies and the sustainable use of materials.

Stichting DOEN is committed towards shaping a liveable world in which everyone has a part to play. DOEN is looking for pioneers and change-makers; people committed to improving the environment, and to building an open, cohesive society. With financial support from the Dutch Postcode Lottery, DOEN is able to back a variety of innovative cultural activities, of which the DOEN|Materiaalprijs is an excellent example.

NOTE FOR EDITORS: NOT FOR PUBLICATION

For more information and for an entry form, click on www.doen-materiaalprijs.nl. The closing date for submissions is 10 September 2010.

For further information about the Materiaalfonds and the prize, the prize-giving ceremony and exhibition, please contact Francine Mendelaar, Materiaalfonds voor Beeldende Kunst en Vormgeving on 020 625 51 12 / 06 4793 4875, info@doen-materiaalprijs.nl / fmendelaar@materiaalfonds.nl.

For information about Stichting DOEN, please contact Xerva Blom, communications manager on 020 573 73 60 / 06 17 142 772, xerva@doen.nl.