

## **Dutch Design Week 2020**

We are happy to announce that Dutch Design Week 2020 will happen!

One of the most essential qualities of the DDW is the graduation show, combined with the large community of designers working and living in Eindhoven opening their studio doors to show their designs and ideas at the place where they work all year. This DNA provides unchanged the basis for a strong and small Dutch Design Week.

DDW 2020 will be a combination of a live and online festival. The live festival will focus on professional visitors. With the existing restrictions that will hopefully loosen in the course of next months, the exhibitors will be able to organize their visits by pre-planned visits to studio exhibitions. Alongside this, the major public event will take place online. The DDW will invest massively in organising the visiting platform as well as the online presence of the participants

In concrete terms, this means that all participants are allocated a maximum number of visitors per agreed time slot on the basis of the available floor space where the exhibition is taking place. In addition, a maximum number of DDW visitors per day will apply to avoid pressure on the infrastructure. To host as many interested people as possible we may extend the opening hours by adding time slots in case we're fully booked.

As for Piet Hein Eek this pressure on the amount of visitors implies that we prefer to host larger presentations above small studio exhibitions. Of course you can be creative and by showing your work in larger collaborations/collectives you can make mutual agreements to staff your exhibition space according to the targeted appointments you have with your customers or guests (after all this is also more effective and time saving). The exact protocols are still being worked out and we will keep you posted on any changes and/or developments. If the DDW will be cancelled due to Corona-related measurements there will be a full refund of the rent of the exhibition space at Piet Hein Eek.

We cannot predict the future and decisions are taken based on what we know today. This asks for a dynamic approach and we have to adapt measurements taken by the government. We hope and assume the same adaptive capacity from everyone who joins us.

Exhibitors explicitly agree to comply with the applicable Covid-19 restrictions. As an organisation, we will do our utmost to facilitate participants as much as possible and we are confident that we have the tools and quality to create a wonderful event perhaps for designer even more valuable.

The official call for entries at the Dutch Design Foundation will open on Monday June the 15th.

We hope we provided you with sufficient information for now and we are looking forward to welcoming you at our location at DDW! In case of any questions please do not hesitate to contact us.