

# design | geschiedenis

## FROM DE STIJL TO DUTCH DESIGN: CANONISING DESIGN 2.0

Annual Dutch Design History Society Symposium

9 December 2016, 9:00 – 17:00

### 9:00 - 9:30 Registration

### 9:30 Welcome Designgeschiedenis Nederland (Frederike Huygen)

### 9:40 Introduction: The Canonisation of Dutch design

This lecture introduces some key concepts in thinking about national design and provides a brief historical overview of the canonisation of Dutch design.

*Joana Meroz is a Design Cultures PhD candidate at the Vrije Universiteit in Amsterdam. Her doctoral research is about the transnational and material construction of the idea of Dutch design. Recently, she co-edited the Journal of Design History Special Issue Beyond Dutch Design: Material Culture in the Netherlands in an Age of Globalization, Migration and Multiculturalism (2016) and contributed to The Routledge Companion to Design Studies (2016).*

### 10:00 The Dance around the Red Blue Chair

This lecture reflects on the Rietveld chair as a *pars pro toto* for the changes in the reception of De Stijl, from an international avant-garde art movement to a typically Dutch art movement.

*Ida van Zijl worked for over thirty years as design curator and vice-director at the Centraal Museum Utrecht. She was responsible for more than twenty exhibitions and books on Gerrit Rietveld, Gijs Bakker and Droog Design.*

### 10:20 Curating Bauhaus Houses: Constructing a Canon, 1923-2019

The Haus am Horn in Weimar and Bauhaus Meister houses in Dessau have complex exhibition histories and are fascinating case studies of changing priorities in conservation, interpretation and display of the Bauhaus.

*Jeremy Aynsley is Professor of Design History and leads the 'Internationalising Design History research cluster' at the University of Brighton. His publications include Designing Modern Germany (2010) and Graphic Design in Germany 1890-1945 (2000).*

### 10:40 – 11:10 Discussion

### 11:10 – 11:30 Coffee break

### 11:30 The Exploded Design Canon: Open Source Design Criticism in the 21st century

In an age of open-source and online design criticism, reviews by consumer-citizens on websites exist within the same continuum as those published by professional design critics. What impact does this have on design canonisation processes?

*Alice Twemlow is co-head of the MA in Design Curating & Writing at Design Academy Eindhoven and the founding chair of the MA in Design Research, Writing & Criticism at the School of Visual Art in New York. Twemlow's book, Sifting the Trash: A History of Design Criticism, will be published in Spring 2017.*

### 11:50 The 'I Love SU' T-shirt

The exploration of the value and meaning of the I Love SU t-shirt among the Surinamese-Dutch population in the Netherlands presents an opportunity to challenge the established views on Dutch Design and its canon, reconsidering what is commonly accepted as 'Dutch' and even as 'design'.

*Marlom Aguiar Guayacan is a Bogotá-based researcher and designer with an interest in the creative and alternative design flows connected to cultural practices in social and environmental change.*

*Cyril Tjahja is a PhD candidate at Northumbria University in Newcastle upon Tyne, UK. His research interests include design and national identity, corporate and visual identities, and design for social innovation.*

### **12:10 Reading the Images in the Four Most Sold Graphic Design Histories: A Canon of Non-Professionals, Sex and Other Mundane Things**

By analysing the images of Amazon's best-selling graphic design history books, an alternative historiography of graphic design emerges.

*Gonçalo Falcão started a design company in 1992 and was active in the Portuguese Designers Association. Falcão is a visiting professor at the Faculty of Architecture, University of Lisbon, where he obtained his PhD in 2015.*

*Rita Almendra obtained her PhD in 2010 at the TU Lisbon and teaches at its Faculty of Architecture since 2000. She coordinates the Design Group at the Research Centre in Architecture, Urbanism and Design (CIAUD).*

### **12:30 – 13:00 Discussion**

### **13:00 – 14:00 Lunch**

### **14:00 – 14:10 Introduction to afternoon sessions: Designgeschiedenis Nederland (Timo de Rijk)**

#### **14:10 From Mondrian to Dutch Design in The Hague**

What does the collaboration between NBTC Holland Marketing and other participating Dutch museums mean for the celebration of the 'From Mondrian to Dutch Design' centennial in the Gemeentemuseum in The Hague?

*Anne de Hajj studied art history and arts and culture. She lectured at the Erasmus University Rotterdam and at the Utrecht University of the Arts, and worked for TU Delft's Architecture faculty, for the Creative Industries Fund NL, and for the Rotterdam Council for Arts and Culture. De Hajj is project manager Mondrian 2017 at the Gemeentemuseum in The Hague.*

#### **14:30 An International Perspective on Cultural Promotion**

Why is it important to promote culture and design within an international diplomatic context?

*Renilde Steeghs is Ambassador for Cultural Cooperation at the Ministry of Foreign Affairs since 1980. She worked as a diplomat in Zagreb, Moscow and Brussels and now heads the unit for International Cultural Cooperation.*

### **14:50 – 15:10 Discussion**

### **15:10 – 15:30 Coffee break**

#### **15:30 Three designers on the impact of design promotion on their work and careers**

*Susana Cámara Leret is an artist, designer and co-founder of Thought Collider: a critical design, research, and art studio. Motivated by emerging technologies, the studio's work explores the meanings and values that can be derived from alternative ways of experiencing built and mediated environments.*

*Mario Minale is a product and furniture designer with an MA degree from Design Academy Eindhoven. His studio, established in 2007, produces commercial objects, projects and limited editions. His interests include craft techniques and industrial production, as well as the contrasting realities in the information age.*

*Laura M. Pana is a social entrepreneur, facilitator, speaker, artist, and founder of the non-profit organisation Migrationlab. Her work focuses on co-designing public living rooms in cities across Europe, where migrants, refugees and locals reimagine how to acknowledge, communicate and relate to each other.*

### **16:30 – 17:00 Discussion**

### **17:00 – 18:00 Drinks**

Designgeschiedenis Nederland, [www.designhistory.nl](http://www.designhistory.nl)

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