

## PRESS RELEASE

### **Dutch Design Awards: the new name of the Nederlandse Design Prijzen**

**Eindhoven, June 27, 2008 - A new set-up, a new team, and a new name for the sixth edition of the Nederlandse Design Prijzen (renamed the Dutch Design Awards). This year, scouts and an international jury are joining forces to select and nominate the very best work from the Netherlands for the Dutch Design Awards. On Saturday, October 18, 2008, the winners of the Dutch Design Awards will be standing in the spotlights on the most prestigious platform for outstanding Dutch design.**

#### **New set-up**

The evaluations of previous years, the increasing international attention for Dutch design, and the ensuing opportunities for designers and the business community have led to the implementation of an entirely new approach bearing the name Dutch Design Awards (DDA). It is DDA's ambition to be an annual platform for the recognition and presentation of the very best products that the full scope of Dutch design has to offer. The framework for this will largely be the economic interests of excellent Dutch design. The organisation has therefore decided to compose a high-profile international jury. Assisted by a selection board comprised of national design celebrities, this jury will choose the winners from the nominations in the various categories.

#### **Active search for excellent work**

It is the selection board's responsibility to actively search for excellent designs in the main categories of communication, product, and spatial design. It goes without saying that the work field can also submit entries for participation. This will lead to a large number of varied entries, which will greatly facilitate the nominations of the best work available.

The selection boards will eventually select three nominations per subcategory from the total number of entries. The international jury will select the winners from these nominations. In this new set-up, payment of registration fees is cancelled.

#### **Competition and festive Awards Show**

The competition forms the central part of the Dutch Design Awards. Twenty Dutch Design Awards will be granted in the main categories of communication, product, and spatial design. In addition, the jury will grant an 'overall' prize – The Golden Eye – to the most successful product of 2008. The competition also comprises a number of special prizes: the Public Award Audi Design Award, the RADO Young Designer Award, the Best Practice Award for the best client, and the Piet Zwart Oeuvre Award.

The awards will all be presented to the winners during a festive Awards Show on Saturday October 18 during the Dutch Design Week, the largest design event in the Netherlands. The Awards Ceremony of the Dutch Design Awards is undeniably one of the highlights of the Dutch Design Week, which in 2008 will be organised for the seventh time in Eindhoven from Saturday, October 18 through Sunday, October 26 ([www.dutchdesignweek.nl](http://www.dutchdesignweek.nl)).

All nominees and winners will be included in the DDA exhibition and catalogue. The opening of the exhibition takes place directly after the Awards Ceremony. Visitors are welcome during the whole of the Dutch Design Week. The exhibition will continue to travel to special design locations in the world such as Hong Kong, where it will be on view during the 'Business of Design Week' in December 2008.

#### **Broad support base**

The commitments made by sponsors such as Audi, RADO, Studio Dumbar, RGN Huisstijlimplementatie, Lecturis, 3M, ISAAC Web Solutions, etc. and in particular the confidence these parties have shown in the DDA organisation indicate that the new approach is an appealing one. These parties will in various forms and in innovating ways contribute to the success of the Dutch Design Awards 2008.

**Entries**

In this new approach too, it will be possible to submit work for the Dutch Design Awards 2008. The entries will be assessed and evaluated against the high level of ambition of the Dutch Design Awards. Further information on the main categories, subcategories, and the competition criteria are available on [www.dutchdesignawards.nl](http://www.dutchdesignawards.nl).

**New team for DDA 2008**

The driving force behind the Dutch Design Awards are the Municipality of Eindhoven, the Association of Dutch Designers (BNO), and Design Connection Brainport. These parties will be advised by a board of advisors consisting largely of representatives from the design work field. The new DDA team under leadership of Robert Jan Marringa is in charge of the organisation and implementation of the Dutch Design Awards 2008. More information is available on [www.dutchdesignawards.nl](http://www.dutchdesignawards.nl).

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**For questions and more information:**

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