



**Food design. Visual design.
Textile design. Industrial design.
Design: it's freaking everywhere.**

GETTING INSIDE THE BRAINS OF DESIGN

DESIGN

Inside Design Amsterdam, 13-16 September,
Westergasfabriek, €9.50.

By Anneloes van Gaalen

Design is many different things to many different people. Some marvel at the simplicity of IKEA's Billy bookcase, while others believe design equals hefty price tags and applies only to furniture with aluminum legs.

For the fourth time in a row, ELLE Inside Design is offering a glimpse into this world, one that encompasses much more than just furniture and home accessories. The route leads visitors to shops, restaurants, hotels, galleries and museums, where design is on display in all forms. We got a head start and sat down with a number of up-and-coming designers from different sides of the spectrum, all of whom are involved in the event.

Marije Vogelzang

Age: 29

City: Amsterdam

Occupation: Food Designer

Design: For me, design is a way to communicate an idea to people. In my work, I use food and design to relate a story. For example, I use design when showing obese children that food is more than just fat and calories. I want to make them enjoy food again, make them see that there are fun aspects to healthy food.

Work: I'm not a cook. I attended the Eindhoven Design Academy and so I approach food as a designer would. Having said that, I don't really care too much about whether or not people perceive it as design. At the end of the day, it's also just food—food that is meant to be eaten and enjoyed.

Inside Design: During the event I will be giving lectures on food design and every single night we will serve a special designer dinner at Proef in the Westergaspark.

HNNH—Hannah Bonjer

Age: 26

City: Amsterdam

Occupation: Visual Communication Designer

Design: 'Real' design is something that touches people, something that communicates, that hits a nerve and that also has a function. I guess I have quite an ambiguous view on design. I see it as a luxury product, but also as a necessary element to survive in society, as well as a reflection of that society.

Work: In every single design I try to find a way of connecting and communicating, each time with different people, in different ways. Emotions, identities, personalities, the human being and our urban environment are endless sources of inspiration for me. This, in combination with my hunger for doing research, results in design that is both personal and rational.

Inside Design: In 2006, I graduated with honours from the Eindhoven Design Academy with the book *8 1 19 19 1 8 My Document* and the animation *Composition 8 1 19 19 1 8*. I will be showing that book during the event. I also designed the invitation for the Design Scoops | New Cultural Projects shows and the accompanying catalogue.

Aleksandra Gaca

Age: 38

City: Delft

Occupation: Textile Designer

Design: For me, design means an act of creation, a creative process that results

The way to a person's heart is through the... design.

in a previously unknown quality. It has a unique thought behind it and it results in innovative concepts or products. It surprises, intrigues and challenges. It stimulates progress. It can initiate a new style or trend, or even change history.

Work: When I work on a new fabric, I do not analyse whether the end result will qualify as 'design' or not. For me, designing is a search process in which I try to make my ideas, my vision, into something real, something tangible. I am fascinated by three-dimensional woven fabrics and experiment with self-made weaves and unusual materials in search for as yet undiscovered new structures and patterns.

Inside Design: At Inside Design, I will be presenting textiles from my latest collection, Architextile. It is my latest attempt in realising extreme three-dimensional weave structures. I initially developed them for acoustic panels and wall coverings. In these latest works, I combine opposite materials such as mat and glossy or wool and metal.

Jonas Samson

Age: 26

City: Utrecht

Occupation: Industrial Designer

Design: Design is the process of consciously giving shape to products. Form and function are always connected, but with design, the form adds something to the product. I believe good design is art.

Work: I strive to create things that are completely new. That can be a new shape or form, but also a new way in which a product is used. Do I think it's important that my work is regarded as design? It took a lot of sweat and tears to become a trained designer, so it would be rather embarrassing if you didn't see that reflected in my work.

Inside Design: During the event, I will be showcasing my wallpaper design. It's a high-tech light-emitting wallpaper that makes it possible to use a two-dimensional flat surface as light source, instead of a 3D object. As long as the wallpaper is turned off, it cannot be distinguished as a source of light. **W**

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