

# yksiconnectexpo



Press Release, 19 January 2018

## EMBRACING EXCHANGE

**Work by Eindhoven and Maastricht designers were part of the exhibition Embracing Exchange in Cologne during the IMM furniture fair (15-21 January). The exhibition was part of a program to strengthen cultural relations between German and Dutch designers, policy makers and cultural institutions. Leonne Cuppen of Yksi Connect, ambassador of this program, has provided the selection of the Eindhoven designers. Their work can also be seen at Yksi Expo Eindhoven from January 22 through March 18.**

Two exhibitions take place as part of the Embracing Exchange program. Southern Treasures shows work by artists and designers from the Mafad Academy in Maastricht. Material designers show work by Dutch designers who focus heavily on materials.

EMBRACING EXCHANGE is an initiative of DDX (Maastricht), Gemeente Maastricht, Provincie Limburg, Maastricht Academy for Fine Arts and Design, Zuyd University of Applied Sciences and Yksi Connect Eindhoven.

### **MATERIAL DESIGNERS presents Dutch designers:**

Curator Maurer United Architects en Yksi Connect Eindhoven.

Participating designers are: Grivec Bros, René Holten, Paul Koenen, José Maase & Mireille Meijs, Dirk Ploos van Amstel, Tanja Schell, Christoph Seyferth, Fabian von Spreckelsen, Daria Biryukova, Anastasia Eggers, Agne Kucerenkaite, Woodjai Lee and Pao Hui Kao.

### **SOUTHERN TREASURES presents the best graduation works:**

Maastricht Academy for Fine Arts and Design, Zuyd University of Applied Sciences (Curator MAFAD Design Team).

Participating designers are: Jessica den Hartog, Marleen Boot, Meggie Borgers, Iris Claessens, Cas Driessen, Ghislaine Ortmans, Djillie Roes, Anna Davies, Henrike Altes, Miriam Harig and Alice Schiavone.

## **ABOUT THE CURATORS**

Maastricht based DDX is an initiative by Maurer United Architects. DDX was set up in order to connect Dutch businesses within the 'Creative Industry' to work across the national borders in Europe. DDX's network and geographical position has led to a focus on Belgium and Germany. Maurer United Architects acts as connector and designer of many DDX exhibitions and network events. - <http://www.maurerunited.com>

Eindhoven based Yksi Connect brings together designers with the industry, provides inspiration, gives directions and resolves issues. Leonne Cuppen gets her strength from cooperation's and cross-fertilization. She curates, designs and realizes exhibitions that can be seen in other places in the world, from Beijing to Barcelona and from Moscow to Madrid. - <http://www.yksiconnect.nl/>

The Maastricht Academy of Fine Arts and Design (MAFAD) encourages autonomous attitudes, inter-disciplinary networks, debates, and heterogeneous collaborations. The academy facilitates personal, flexible and open art education in a non-hierarchical learning environment. The learning community as a didactic model represents joint and equal knowledge sharing, in which the expertise can come from any direction: from student and lecturer, internally and externally. - <http://www.mafad.nl>

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**Note for the editor (not for publication):** For more information about the exhibition and / or marketing material please contact:

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**Yksi Expo** organizes exhibitions to mainly highlight the work of Dutch designers.

**Yksi Connect** connects designers with the industry, provides inspiration, gives directions and resolves issues.

They draw their strength from collaborations and cross-fertilizations. In addition, Leonne Cuppen curates, designs and realizes exhibitions that can be seen in other places in the world, from Beijing to Barcelona and from Moscow to Madrid.