

# yksiconnectexpo

## **Fact sheet - events and activities with stimulating/organizing role of Leonne Cuppen**

*\*Leonne Cuppen, Kees Heurkens, Eduard Sweep and Tarja Tonttila set up Yksi Ontwerp in 1991 as a joint design agency with, in addition, the Yksi Expo foundation. The foundation wants to propagate Dutch Design and especially offer young Dutch designers a platform in their own gallery. In October 1991 Yksi starts in the building Havenstraat 1 in Eindhoven, a former brewery along the Eindhoven Canal. Yksi Expo organizes exhibitions of recently graduated Dutch designers.*

*\*In 1995, partly on the initiative of Yksi, the Vormgeversoverleg Eindhoven (VOE) is established. Its goals are to provide a platform and meeting place for the growing number of designers in Eindhoven, to improve the design climate in Eindhoven, and to enhance the reputation of Eindhoven as a design city. The VOE organized monthly lectures (first in the upper room of Café Centraal, then in the Daf Museum and later in the auditorium of the Witte Dame) as well as exhibitions, workshops and other projects.*

*\*In 1998, the VOE was given a workplace in the Witte Dame, in the space where MU was housed at the time. In that year, the first Dag van het Ontwerp (Design Day) took place to bring design and business closer together.*

*\*In 2002, the Dag van het Ontwerp (Design Day), the Graduation Show of the Design Academy Eindhoven, and Designers Present joined forces to form the first Week van het Ontwerp (Design Week). The VOE foundation has by then been renamed Design Platform Eindhoven. In 2005, the name of the ever-growing event is changed to Dutch Design Week.*

*\*In 2007, Yksi Expo moves to the Designhuis, while Yksi Ontwerp establishes itself as an agency on the Stratumsedijk. Leonne Cuppen, together with the municipality of Eindhoven and Lidewij Edelkoort, initiates the Designhuis and curates various exhibitions there. A number of these will travel internationally.*

*\*In 2009 Leonne Cuppen is the first ambassador of the Dutch Design Week. She also organizes and curates the interior of the Klokgebouw during DDW from 2009 to 2011.*

*\*In 2011 Yksi Expo moves to the so-called Apparatenfabriek at Strijp S. The formerly industrial space (600 m<sup>2</sup>) is decorated as a design shop and exhibition space. During Dutch Design Week this place is one of the busiest locations.*

*\*In 2016 Leonne Cuppen and Yksi Expo split off from the agency Yksi Ontwerp and founded Yksi Connect. The design shop will be reduced in size, there will be more exhibition spaces, and workplaces will be created for young design talent.*

*\* From 2023, Leonne Cuppen will continue Yksi Connect and further expand her company.*

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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 crossfertilizations.