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PRESS RELEASE

EINDHOVEN, PARIS MAY 14th 2015

Vert le Nord ! Un panorama du design durable des Pays-Bas Sustainable Dutch Design on the banks of the Seine (PARIS).

The exposition 'Vert le Nord! Un panorama du design durable des Pays-Bas' will be open to visitors on the **banks of the Seine** (Berges de Seine) from June 2nd till June 7th. This exposition shows how the Netherlands are at the forefront of innovative and sustainable design and takes a look at the Dutch dedication for an ambitious ending to the international climate conference, **COP21**, that will take place in Paris, late 2015. Yksi Ontwerp, together with 40 Dutch designers, curated this exposition for the Dutch Embassy in Paris, as a part of the design festival **Paris D'Days**.

From bags and bracelets made from bicycle tires, to tabourets made from second hand furniture; the exposition 'Vert le Nord! Un panorama du design durable des Pays-Bas' shows a collection of surprising designs. These creative end products are a response to current day mass production and the consumer society, but they also challenge the visitor to look and experience reality and the environment in a new, fresh way.

On average, the Dutch produce five hundred kilo's of waste every year per capita. A little over fifty percent is separated. When it comes to recycling or the repurposing of parts and materials, we are also doing rather well. Dutch designers have built a tradition of sustainably designing objects and products. Whether this gives us back our country or our future, the Dutch have always been pragmatic, resourceful and inventive when coming up with sustainable, smart solutions to the challenges they are facing.

The exposition is divided into four containers on the banks of the Seine, themed Living, Fashion, Travel and Outdoor. The famous scrap wood designs of Piet Hein Eek can be found here. But there is also the project Dashilar flagship store by Sander Wassink: a fictive, temporary shoe shop in the Hutong Dashilar in Beijing. In this shop cheap imitation shoes are used as raw material to create a new brand with a strong local identity. Designers that establish themselves in the shop do the cutting and re-designing of the shoes. The sewing of the shoes is done by local shoemakers. Also in the exposition are the colourful designs of flip flops that have washed ashore (Diederik Schneemann) and Buxkin, a new label that shapes recycled leather into subtly shaped strips and sheets.

Special thanks to the Dutch embassy in Paris, Berges de Seine and Yksi Ontwerp.

Note to editors (not for publication): For more information about the exhibition and / or images, please contact: Yksi Expo / +31(0)40-7805034 - expo@yksi.nl - www.yksi.nl

Yksi Ontwerp (design) ensures high-profile furniture and interior design and has its own collection of designer furniture, accessories and exclusive gifts.

Yksi Expo organizes exhibitions where the work of Dutch designers is central.

Yksi Winkel (shop) and offers a balanced collection of designer furniture and accessories of Dutch origin.

Participants:

BLOOM! Solar lamp designed by Rob Slewe

This wireless lamp runs on solar energy. It diffuses a soft ambient light and is made of polycarbonate and suitable for both inside and outdoors. The solar panel is located under the foot, simply turn the lamp during daytime to recharge. Once night falls, flip it again to enjoy its light.

Loena Lantern designed by Ontwerpduo

A magical light source with a graceful afterglow, which lingers for up to eight hours once all the other lights have been turned off and the sun shines upon another hemisphere. The pattern on the cream FSC paper shade has been screen-printed with special ink that charges itself throughout the day, and from the light of the lamp. Loena Lantern is a dream catcher for the bedroom or nursery, and a shining beacon in the darkness – this celestial body is suitable for any ceiling.

Senz storm umbrella designed by Senz

The Senz umbrella is designed to protect you against all weather conditions. It has been awarded all major design awards in the world, and innovative people from around the world have already embraced it. We maxed out a wind tunnel, jumped out of airplanes, we've done just about anything to make sure our storm umbrella withstands winds up to 70 mph.

WakaWaka designed by Maurits Groen en Camille van Gestel

WakaWaka ("bright light" in Swahili) develops, manufactures and markets high-tech, low-cost lamps and chargers on solar energy. Products that are indispensable in both the West and. By utilizing the latest technology in the field of solar energy, the WAKAWAKA Light and Power WAKAWAKA real lifesavers for people without access to electricity.

Solar lampion designed by Damian O'sullivan

Here you can clearly see the parallels with nature in its round organic shape, which can be placed anywhere outside and will always catch the sun's rays. The solar cells are coupled to LED's which are powered by a rechargeable battery. A simple handle on top allows the lamp to be moved easily from the garden into the house, or hung from a tree.

'Raindrop' designed by Studio Bas van der Veer

A watering can is integrated in the barrel, which gets filled with water every time it rains because it is located right underneath the drainage tube. When the can is completely filled, the surplus will automatically fill the reservoir of the barrel, so you can refill the watering can after using it.

Beixo Go designed by Ad Tummers

There are no longer any excuses to not use a folding bike. This idea was the inspiration for designer Ad Tummers to start designing the Beixo Go, a prime example of Dutch open-minded mobility. The 'Go' is clean, taking away all obstacles during the folding and unfolding process. It looks stylish with its 16-inch wheels and sleek frame. Above all, the Go has a clean shaft drive, not a greasy chain.

Koda RE USE Ploeg fabrics

De Ploeg, a Dutch brand of upholstery and curtain fabrics cannot avoid wasting fabric while cutting orders. Koda, launched in 2013, makes accessories from these remnant fabrics. Koda invited five Dutch designers to create products from a pile of "cutting waste." The result: a range of unique products. Bags, tabourets, laptop sleeves and bracelets made individually in Dutch workshops with a truly unique outcome.

Hairhats designed by Studio Oooms

Why do people wear coats or shoes made of animal fur or leather, but refuse to wear items made of human hair? Studio Oooms introduces the Hairhats, made of 100 percent human hair. These hats don't just look fantastic, they are a statement and a great alternative to wearing fur!

Shoppingbag designed by Susan Bijl

It is no secret that the Susan Bijl bag was inspired by the good ol' plastic bag. You could even call it a tribute. This bag is made from 100 percent ripstop nylon, a textile used for making kites. It is also water repellent, lightweight and easy to fold up small, so it fits in your other bags. And did we mention it is super strong? Imagine all the nice stuff you can carry around all day!

Swing by Thor ter Kulve for Weltevree

With the Swing every tree and lamppost can be your playground. It's a mobile swing that you can hang from various branches and poles. Enjoy the freedom and choose your own backyard adventure, down town or in the country!

Beach Rocker by Erik Stehmann (chairs) en Raw Color (textile) for Weltevree

Erik Stehmann combines the almost iconic beach chair - with its timeless and classic character - with the comfort and experience of a rocking chair in this surprising design. For the upholstery of the Beach Chair and Beach Rocker, Weltevree collaborated with the experts in this area: designer duo Raw Color. Through color use and the weaving of the fabric they subtly refer to the horizon, which always looks different depending on the environment and time of day.

Field Chair designed by Weltevree

Field Chair. After a long day at work, settle down and enjoy the sunset. The Fieldchair is perfect for this daily ritual. The wooden chair is inspired by a clever, existing peasant construction and offers a comfortable seat in the grass or by the fire.

Goedzak designed by Waarmakers

'Goedzak' is a special garbage bag that can be filled with items that you no longer use, but that might still be of value to others. Placing a Goedzak outside on the pavement, no different from taking out the trash, makes the items available to anyone in your community. Passers-by can take anything to their liking from the bag. A very friendly way to offer products a second chance and to stimulate sustainable behavior.

SQRL fun Skatebike designed by Vanderveer Designers

The SQRL (pronounced 'squirrel') is a stylishly designed action vehicle that enables you to move around by pedaling like on a regular bicycle, while the steering is done by moving your upper body in the desired direction. With ultimate skill-tactics and balance you can move smoothly through urban areas.

Wooden Bough Bike designed by Jan Gunneweg

Bough Bikes are made of eco-friendly materials. The wood comes from a sustainable forest in the Jura region in France. Wood is not just a green product of Mother Earth, but processing wood is much more energy efficient than the processing of steel. Through their designs Bough Bike's founders Jan Gunneweg and Piet Brandjes want to inspire people and bring them closer to nature.

Van Moof bicycle designed by Sjoerd Smit

The Van Moof combines simplicity and design with innovative details. The concept was inspired by Smit's aversion of the wires and the rusty bottle dynamo dangling from his bike. Ultimately, when his removable lights were stolen he decided to take action. VanMoof is a bicycle, which has all of its additional parts hidden within the frame. It is the ultimate city bike.

Bamboo bicycle designed by BlackStar

The BlackStar was born out of the desire to produce a bamboo bicycle that would be more than just a novel gimmick. The BlackStar therefore combines all the components of safe and stylish urban bicycle transportation to which we are accustomed, with socially and ecologically sustainable and affordable mobility. The Bamboo frame is manufactured in Ghana.

Measure Collection designed by Doreen Westphal

According to research people throw away 20 percent of the food they buy. The Measure Tote Shopping bag tries to help change that. Printed on the back of the bag is a measuring stick from 1 to 5. Will you fill the shopping bag and eventually throw away those 20 percent, or just fill it up to number 4? Every piece of the Measure Collection is made out of leftover leather from a shoe and bag manufacturer in Bulgaria.

Crate Bag designed by Lucas and Lucas

Taking secondhand material and turning it into something new is the inspiration for designers Sander and Marijke Lucas. These bags are made of redundant plastic crates found at the daily market. While these were normally used to transport fruit and vegetables, Lucas and Lucas has turned their recyclable material into a new, trendy bag.

Bag with a message designed by Ellen Willink

Ellen Willink's products are made to last. Every one of her designs is sustainable and produced from used promotional materials. She creates unique designs for independent minds and the possibilities are endless, each product has its own look and feel. Willink has been producing eco fashion for several years. These are partially produced in social enterprises.

Solar Car "Nuna" designed by The Nuon Solar Team

The Nuon Solar Team is a prestigious student endeavor aiming to build a solar car called "Nuna." The team consists of 16 students of TU Delft with different engineering backgrounds working full-time to participate in solar challenges around the world. During these races, only one source of energy can be used: the sun. The team's vision is to inspire the world in the field of high-end technology and promote sustainable energy.

Travel case set 'Le Normandie' designed by Jeroen Wand

These travel cases are made from laminated paper with aluminum and walnut details. They are hand-made and reminiscent of old cardboard suitcases. The design was commissioned by the label Chateau de la Resle and consists of a beauty case, briefcase and suitcase.

Sample Series designed by rENs

Articles from one daily newspaper, are processed to form one material. Embedded in brass, a small part of the archive thus becomes wearable as jewellery. When you look closely, characters and even words appear! The code on the bottom is the diameter and the date of the newspaper used to make this particular piece. NewspaperWood is a new material invented by Mieke Meijer, developed together with the Dutch design label Vij5.

Koda / De Ploeg

De Ploeg, a Dutch upholstery and curtain brand, cannot avoid producing waste when cutting fabrics for orders. Koda, launched in 2013, makes accessories from these remnant fabrics. They invited five Dutch designers to create products from

a pile of "cutting waste." The result: a range of unique products. Bags, tabourets, laptop sleeves and bracelets produced in Dutch workshops with a truly unique outcome.

Healthy Seas Socks designed by Star Sock

Abandoned fishing nets are polluting our seas and coasts. Instead of letting them go to waste, Star Sock regenerates these fishing nets and transforms them into a new, high-quality nylon: ECONYL®. This yarn forms the basis for new sustainable textiles, such as these socks.

Natural pigments from tulips Designed by Studio Tjeerd Veenhoven

The tulip is an icon of Dutch culture. The Netherlands exports millions of tulips all over the world every year. Strangely enough the most beautiful part of the flower, the head, has no economic value. The flower heads are collected and dried. Through a mechanical and biochemical process, the colour is extracted from the petal. The pigments can be used in a variety of products ranging from finger-paint to the colouring of biological plastic.

Ocean Jeans designed by G-star

As the problem of plastic pollution in our oceans grows, so does the need for a solution. Every year, three times as much trash is dumped into the ocean as the weight of fish caught. G-Star has joined forces with its partners, using ground breaking technology to not only retrieve plastic from the oceans, but to transform it into a new generation of denim. The collection is made from Bionic Yarn, an eco-thread of fibres derived from recycled plastic bottles.

Precious Waste designed by Michelle Baggerman

Baggerman researched the lifecycle of disposable plastic bags, and decided it could be prolonged considerably. The result: "Precious Waste", a textile made entirely out of plastic shopping bags spun and then woven into textile. The plastic shopping bag is transformed into a beautiful and strong material by hand. No chemicals, heat or electricity is needed. When this textile is eventually worn out, it can still be recycled in the conventional way.

Top Curtain Collection and Shorts Curtain Collection designed by Wintervacht

Yoni van Oorsouw and Manon van Hoeckel started Wintervacht by making coats out of old blankets. In 2014 Wintervacht extended its collection with matching tops and shorts made of vintage curtains. A small clothing label is attached to every item, which reveals the (possible) previous life of the material. Wintervacht uses materials that have proven their quality but lost their original function, and turn them into contemporary items by changing the shape and context.

Dashilar Flagship Store designed by Sander Wassink

The Dashilar Flagship store is a temporary shoe shop in the Hutong Dashilar in Beijing. It uses cheap, counterfeit shoes as raw material to create a brand with a new local identity and pride. Designers cut and re-edit the shoes in the shop, after which they are assembled by the local Dashilar shoemakers. Wassink attempts to create new collaborations in which designers, makers, and the industry can interact more flexibly to fulfill local and global needs.

Saint Basics designed by Saint Basics

Did you know that the average branded boxer short was made by children in sweatshops for less than a penny? And that the average T-shirt contains 20 ml of pesticides? Saint Basics discovered these facts and decided to take action. Underwear can be better, which is why Saint Basics redesigned it. Saint Basics fit better, look better, and have been produced in a more sustainable way from the softest organic cotton in the world. Saint Basics are free of toxins, sweatshops or exploitation.

Fashion designs with all kinds of sustainable materials designed by Elsie Gringhuis

Gringhuis' design principals are based on sustainability. Form, function, material and finishing all contribute to a maximum performance fashion product; wearable, functional and contemporary, designs with a long life span due to their quality. The focus is on highly innovative patterns reducing waste as much as possible.

Flames designed by Job Martens

When he was young, Job Martens was fascinated by dilapidated factories, municipal waste, and kindling a fire. While exploring he would fill his pockets with treasures he found along the way. Once back home, he would attempt to re-shape his finds. As an adult, Martens is still intrigued by the world of debris and scrap metal. The OIL collection is an evolving sequence of oil lamps. Every lamp has been handcrafted by Job, giving each its own character.

Tête à tête set - Ordinary furniture designed by Ineke Hans

The first table set - Tête à tête set (1997) - started from the desire to design furniture that would look like ordinary furniture, not over designed. The planks of the tabletops and seats have a structure that remind of wood. The visible 'woodgrains' are a result of the production process. If you look closer you will find out that it is made out of a modern late 20th century recycled material: recycled plastic that is used along Dutch canals.

Ffrash designed by Studio Oooms

This project helps former street children in Jakarta, Indonesia. The main assignment was to design a collection of interior products by reusing waste material. In addition, Oooms trained former street children and taught them how to make these products. Back at the studio, they conducted several experiments involving plastics, glass, metal, microwave ovens, blenders, and blowtorches, and developed a large number of concepts and ideas that could be executed by the street children.

Revive by rENs for Desso

rENs works on the creative process transforming each individual rug into a new work of art, extending the product's life within a new rug collection named 'Revive'. By manually dyeing the out-of-date collections, the carpets are re-coloured with red dye. The colour red makes a bold statement signalling that textile materials should not be wasted. The interacting yarns and red dye produces new and unique colour shades every time, giving each rug its own identity and renewed creative life.

Chandeliers made from ship engine valves designed by Es.ontwerp

Imagine a 130 meter long cargo-boat moving past at 15 knots, with 12,000 metric tons of cargo space and a 6,500-horsepower engine. In engines like this, massive valves, moving with precision and at an astounding speed, harness the flow of air. These valves are made of valuable steel alloys that can withstand the high pressures and high temperatures. Every few years, a ship's valves have to be checked and eventually replaced.

Transformation and Distribution Centre for Abandoned Household Items designed by Joost Gehem

As a consequence of the 135.000 deaths, 32.236 divorces, 10.000 bankruptcies, and thousands of hospitalizations that occur every year, many household items are left without a home. Joost Gehem sees these leftover house inventories as raw materials. His Transformation and Distribution Centre for Abandoned Household Items grinds down furniture and turns it into new products. The center infuses new life into the cycle of collecting and throwing away.

3D printing VS Copyright by Diederik Schneemann

'I steel Copy, Compose, And Print'

A 3D printed collection that raises questions on the copyright issues that are emerging alongside the fast growing 3D printing industry. What impact will this new production method really have on us as a consumer, designer, or producer? By using cutting edge 3D printing techniques to copy and mash-up, compose parts of established icons I have created new design pieces. I try to show that your 3D printer is your future 3D copying machine.

Flip-flops stools and baskets designed by Diederik Schneemann

Schneemann created the future originals line for home ware company Pols Potten. The line includes stools and baskets made out of recycled flip flops found on the beaches of Africa. Every year, approximately 30.000 kg of flip-flops washes ashore on the West Coast of Africa alone. Together with locals, Schneemann created a number of objects made from these flip-flops. The project is one small effort to diminish the pollution problem and contribute to consumer consciousness about our throwaway society.

Endless chair designed by Dirk van der Kooij

One plastic string, made out of old refrigerators, crafted into a chair by a robot. By combining different techniques, van der Kooij was able to design an automated but very flexible process. He taught a robot his new craft, drawing furniture out of one endlessly long plastic string. This process meant that the designer could design in the good old-fashioned way, making a chair, evaluating, refining, making a chair, evaluating, refining and making a chair.

Oak chair in scrap wood designed by Piet Hein Eek

The Oak chair made of scrap wood is part of the Waste timbre series of Piet Hein Eek. Each piece of furniture from his Scrapwood series is unique in colour and tone. The chair is available unvarnished, sealed or varnished. The varnished version has four layers of varnish so the wood is maintenance free.

Serax Paper Pulp collection designed by Debbie Wijskamp

By experimenting with and reusing paper, Debbie Wijskamp has created her own material with a typical and characteristic look. The search for the ideal material has been translated into the PaperPulp collection for Serax. The vases made from the paper pulp she created are ideal for flowers and plants, and make a strong statement against our consumer society. Not only are they strong and waterproof, they also give paper a new purpose.

Tube Steel Chair designed by Yksi Design

Yksi's Tube Steel Chair shows how packing materials can have a second life in our homes and offices as beautiful and practical objects. Cardboard tubes that were used to roll carpet on are the base of this quirky design. The archetypal form of the chair, made out of flat steel strips, defines the look. And it gives cardboard that would go to waste a whole new purpose.

Cardboard Chair by Yksi Ontwerp

Cardboard layers and boxes are the starting point for this design. The archetypal chair shape, made from flat steel strips, determines the look of this chair. Waste cylinders get a new life.

Human Nature designed by Interface

Interface flooring products combine beauty and innovation with functionality and environmental credentials to help customers bring their own design vision to life. Interface was one of the first companies to publicly commit to sustainability when it made a pledge in the mid-1990s to eliminate its impact on the environment by 2020. The Human Nature carpet tiles feature patterns that evoke a variety of earthly textures, from tumbled pebbles to freshly cut grass.

Buxkin 'Ribbed' Recycled Leather - Cuire Recycle - for Wallcovering

Buxkin - 100% natural - is strong, durable and an enhancer of acoustics. The basic material is leather residue from the shoe industry. The flexibility and durability of the composite material make it extremely suitable for use in architecture, interior and product design. A challenge for architects and (interior-) designers!

Pikaplant designed by Daniel Sutjahjo

Pikaplant Jars are plants that require no water. Each handpicked specimen is hermetically sealed inside a humid biotope, and continuously recycles the water and air inside. Jars mimic natural high-humidity biotopes. The resilience and adaptivity of plants amazes us. One of the original prototypes has been flourishing happily in its container for twelve months.