

# yksiconnectexpo



Press release August 31, 2018

## **Exhibition Climate Summit San Francisco now in Eindhoven at DDW Clean Revolution; Dutch Design for a better world**

**Handbags made from the stomach of a cow and leather made from palm leaves. Handbags made from the stomach of a cow and leather made from palm leaves. Trendy sneakers with a sole of recycled gum, and jeans that can be leased. During the Dutch Design Week (20-28 October) the exhibition 'Clean Revolution: Dutch Design for a Better World' will be on view in the Veem building at Strijp-S in Eindhoven. Some 40 Dutch designers present products, projects and concepts that contribute to a circular economy. This exhibition, put together by Yksi Connect, was part of the Dutch contribution to the world climate summit that took place recently in San Francisco.**

'Take Ambition to the Next Level' was the slogan of the Global Climate Action Summit held in September in San Francisco as a follow-up to the major climate conference in Paris in 2015. Designers can and should play an active role in the transition to a better world. They can think of concepts, create products, develop services and build environments that are not only functional, useful, aesthetically pleasing and user-oriented, but also sustainable. And that contribute to a circular economy.

The exhibition 'Clean Revolution' shows intriguing examples of designers from The Netherlands or educated in The Netherlands who take up the challenge to minimize the use of non-renewable resources and energy, create sustainable products, and reduce the amount of waste, when possible to zero. For example in closing the cycle by transforming trash into new products. They do this with the typical characteristics of Dutch Design: minimalistic, experimental, innovative, unconventional, and with a sense of humor.

## **Dirty, Ugly, Useless**

One of the themes of the exhibition is 'Waste Doesn't Exist,' with examples of how virtually every product, waste material or leftover can be reused. Another one is 'Dirty, Ugly, Useless.' Designers can point at the worth of under-appreciated and everyday materials and can seduce consumers to start using these. Creating new value — not only economically but also aesthetically and emotionally — is one of the main challenges that they face in this process.

Nature can be their best teacher. It not only provides us with many useful and renewable materials, but it also has abundant cases of brilliant engineering and design. In the end, nature is the best example of a regenerative, circular system. Achieving a sustainable world does not necessarily require changes in the quality of our lives, nor does it lead to loss of revenues or extra costs for manufacturers and other economic agents. Most of all a circular economy requires another mindset. It provides new challenges, chances, and business opportunities. This is the main message of the exhibition 'Clean Revolution.'

*The exhibition is curated by Yksi Connect (Eindhoven), in collaboration with Studio Mixtura, Studio Volle Kracht and Walter van Hulst. With thanks to the Consulate-General of the Kingdom of the Netherlands San Francisco.*

---

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

Yksi Connect / Leonne Cuppen: +31-(0)40-7805034 / +31-(0)6-10573108- connect@yksi.nl - [www.yksiexpo.nl](http://www.yksiexpo.nl)

Public Diplomacy, Press and Culture Section of the Netherlands Embassy

Sietze vermeulen: (+1) 415-291-2081 sietze.vermeulen@minbuza.nl

**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.