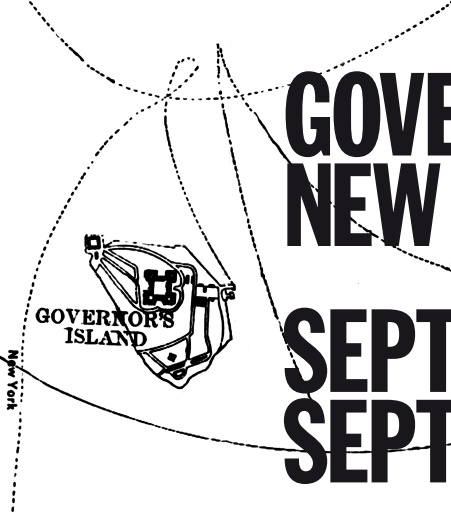


PIONEERS OF CHANGE

PROGRAM DETAILS



GOVERNORS ISLAND NEW YORK

SEPTEMBER 11-13 / SEPTEMBER 18-20

Program details

Participants in 11 Officer Houses

Pioneers of Change, a festival of Dutch design, fashion and architecture on New York's Governors Island to celebrate a 400-year Dutch-American friendship.

Governors Island, New York
September 11-13 & 18-20, 2009

01. Platform21 = Repairing

Platform21 favors repair over throw-away. This house will feature four different repair stations, each in a different room, where the public will be invited to creatively repair each room, with the guidance of four different designers. Repairing this house does not mean bringing it to its original state, but rather, giving it new value.

www.platform21.nl

02. Maarten Baas: RealTime

Maarten Baas makes us aware of time by showing it passing in 'real time.' He makes clocks by projecting footage of people in action, and their recorded movements become the clock hands, moving minute by minute. A minute passes as a pencil is shifted or as a pile of dirt is swept forward with a broom.

www.maartenbaas.com

03. Christien Meindertsma: Knitting

Christien Meindertsma is inspired by natural materials and traditional techniques. At **Pioneers of Change**, she will knit a woolen carpet with six-foot-long needles using wool from different kinds of Dutch sheep. An inventory of available resources in the Netherlands today, Meindertsma is looking for different kinds of local textures and colors. At **Pioneers of Change**, she is also presenting her book PIG 050409, showing all products that have been made out of a pig. By following one raw material she unravels the lack of transparency in the world of products.

www.christienmeindertsma.com

04. 2012 Architecten: Harvest map

2012 Architecten believe that the growing scarcity of oil and raw materials will encourage us to mine local materials and to put them to use in multiple cycles. This renewed appreciation for what is available locally could become a breeding ground for new trades and region-bound architecture. In order to understand what materials are available in a certain region, 2012 Architecten produced harvest maps.

At **Pioneers of Change**, their rooms are filled with typical building materials of New York, with the quantity of the materials representing the amount available each month. In a workshop, the public is invited to build with the collected materials, guided by the Green Worker Cooperative and 2012 Architecten.

www.2012architecten.nl

05. Atelier NL: Drawn from Clay

By digging, Nadine Sterk and Lonny van Ryswyck of Atelier NL discovered the great variety of clay within the Netherlands. With an invitation from Jurgen Bey and Rianne Makkink, the designers stayed in the Noordoostpolder area of central Netherlands and used clay from different plots of soil to create ceramic pieces with a great variety in color and texture; giving each piece of ground its own identity. Together with a series of photographs commissioned from Paul Scala, Atelier NL made a rigorous and insightful exhibition literally drawn from the clay. 'We wanted to make tableware so that the vegetables prepared for dinner could be served from vessels made from the same soil the vegetables came out of,' explains van Ryswyck.

For **Pioneers of Change** Atelier NL will dig the grounds of Governors Island and present a machine that makes tiles from it.

www.ateliernl.com

06. MVRDV and The Why Factory with Work Architecture

Company: Urban Farming

How can we make the distance between our cities and places of food production shorter? Can we give agriculture a visual role in society and even make it attractive? The house of MVRDV and The Why Factory with Work Architecture Company becomes a film house, with screenings that explore the possibilities of Urban Farming.

www.mrvd.nl / www.thewhyfactory.com / www.work.ac

07. Droog with Marije Vogelzang, sloom.org (Rianne Makkink and Herman Verkerk) and Hansje van Halem: Go Slow

Go Slow, a project by Droog, in collaboration with Marije Vogelzang, sloom.org (Rianne Makkink & Herman Verkerk) and Hansje van Halem was a great success in Milan, London and Tokyo in 2004.

Slowness has become a rare quality in our modern, urban world which is dominated by speed and instant consumption. Slowness is a true luxury.

In the recycled Go Slow café many ordinary processes are accentuated for a renewed appreciation. Elderly people of New York prepare food with attention and care and serve it slowly. Tea bags are sewn on the spot. The setting is serene and requires your active participation and upkeep. Rianne Makkink and Herman Verkerk re-use the design ingredients of the café with some site specific adaptations.

For **Pioneers of Change**, Marije Vogelzang creates a menu in which the transport of food becomes visualized. Food with ingredients from distant places is served in tiny portions, and food from the local garden is served in generous portions.

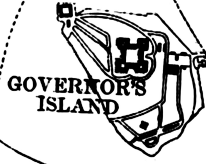
The menu questions the big scale consumption of food that has been transported all over the world.

www.droog.com / www.proefamsterdam.nl
www.studiomakkinkbey.nl / www.eventarchitectuur.nl
www.sloom.org / www.hansje.net



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08. Dutch fashion collective Painted (Saskia van Drimmelen, Margreet Sweerts and Desirée Hammen) in collaboration with Pascale Gatzen and IDC fashion students of Parsons The New School for Design in New York, Native American bead masters Joyce, Juanita and Jessica Growing Thunder, and local lace makers.

The fashion collective Painted will 'dress' their house. Treating it as a human body, they will protect, decorate, heal and accentuate it. This work will be realized together with lace makers from New York and Native American bead masters Joyce, Juanita and Jessica Growing Thunder. The project will continue in cooperation between Painted and Parsons The New School for Design.

www.paintedseries.com / www.parsons.edu

09. Driessens & Verstappen, Arthur Elsenaar & Taconis Stolk: The luxury of silence and care

People love to be caressed, preferably by a beloved person. But when a person strokes another person's body, eventually fatigue occurs in the movement and the motivation. Variation, attention and unpredictability are important aspects for an enjoyable stroking sensation. This is one of the main reasons for Driessens & Verstappen for developing the Tickle Salon: a machine that is able to stroke with indefatigable attention. The robot can carry out sensitive movements over the skin in aiming for variation, unpredictability and flexibility. The public is invited to experience this special way of caressing.

Visitors also experience the absence of the invisible. The inside of this room is a bubble of silence, where all signals of mobile phones and data service are eliminated. Arthur Elsenaar & Taconis Stolk created BuBL Space, an electronic pocket device and campaign for recreating serenity in a world of mobile communications. The soothing relaxation of real space, without the omnipresent connections to the outside world.

www.xs4all.nl/~notnot

10. Open Talks presented by Pioneers of Change in collaboration with Cooper-Hewitt, National Design Museum in New York; Franck Bragigand; Dutch Profiles

Open Talks

On the opening day, talks between Dutch and New York designers and architects will take place in this house, presented by **Pioneers of Change** in collaboration with Cooper-Hewitt, National Design Museum in New York. The topics will be "Towards a New Notion of Luxury" and "New Collaborations."

Towards a New Notion of Luxury

Since the economic downfall the notion of luxury has come under attack. **Pioneers of Change** does not apply the luxury tag to an ethos of riches as such but to qualities now hard to come by, such a space, fresh air respect, care, silence, slowness and time. Join the discussion about luxury of content and experience over luxury of expensive materials, and about the difference between false and real scarcity in limited edition designs.

New Collaborations

Pioneers of Change celebrates the blurring of low- and high-brow, questioning the difference between the 'design world' and the 'normal world.' Non-professionals and 'unqualified' locals play an intricate role in realizing creative projects.

The space will be furnished and painted by Franck Bragigand using second-hand chairs and tables, making the house a worthwhile visit even after the open talks.

One room will present the first edition of Dutch Profiles, a series of short documentaries about architects, graphic, product and fashion designers in the Netherlands. Dutch Profiles focuses on the conceptual and research-based background of well-known icons of Dutch design and includes interviews with, among others, MVRDV, 2012 architects, Jurgen Bey, Claudy Jongstra and Alexander van Slobbe. More profiles will be added over the coming years.

www.cooperhewitt.org
franckbragigand.weebly.com
www.dutchdfa.nl

11. 100 dollars and less

Design quality does not exclusively apply to expensive items. This house will feature a pop-up store of Dutch design items, each priced under \$100. The space is designed by Marcel Schmalgemeijer. Store powered by Droog New York and Wabnitz Editions.

www.marcelshmalgemeijer.nl

Objects in Noland Park

Boombench by Michael Schoner (NL Architects), Plaited fence by Martín Azúa, Skull by Atelier Van Lieshout, Rhino and Zzzidt by Richard Hutten, Shadylace parasol by Chris Kabel.

Pioneers of Change is curated and conceived by Renny Ramakers

About Renny Ramakers

Renny Ramakers is an art critic and co-founder and director of Droog, the conceptual design company which was set up in 1993. She organizes design exhibitions, Has been a member of various juries for design prizes and participates in lectures and workshops worldwide. Ramakers took part in governmental advisory boards, amongst others as a member of the Council of Culture (1995-2001). As an art critic, she wrote for international magazines, books and catalogues and published several books under her own name.

www.droog.com

Graphic identity by Experimental Jetset

Referencing the original meaning of the word 'pioneer'—a person who is among the first to explore or settle a new area—Experimental Jetset have created a graphic identity for the festival with a collection of words, slogans and phrases that refer to the discovery, the exploration, the claiming or the mapping of land. The identity takes the form of various kinds of printed matter, a Web site and the overall sign system.

www.experimentaljetset.nl

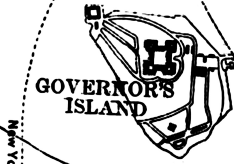


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Pioneers of Change was initiated by Han Bakker under the authority of NY400, the result of an initiative by the Dutch Government in close co-operation with Dutch local and provincial authorities, with New York City and New York State, and with active participation of a great number of organizations from the private, cultural and non-profit sectors.
www.ny400.org

Pioneers of Change is supported by the Dutch Design Fashion Architecture programme, which aims to strengthen the international position of these sectors through a joined-up approach.

www.dutchdfa.nl

dutch ► design ► fashion ► architecture

Production:

Stichting Droog Design / www.droog.com,
Droog New York / www.droogusa.com,
Formavision / www.formavision.info

Sponsored by:

the Prensela foundation, Fine paints of Europe,
Wijzonol, Lensvelt, NgispeN, KetelOne.

For more information:

www.pioneersofchange.com
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Governors Island, a free 7 minute ferry ride from the Battery Maritime Building (10 South Street), located adjacent to the Staten Island Ferry in Lower Manhattan. For more information and accurate ferry schedule please visit www.pioneersofchange.com.

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Images can be found here:

www.droog.com/press