

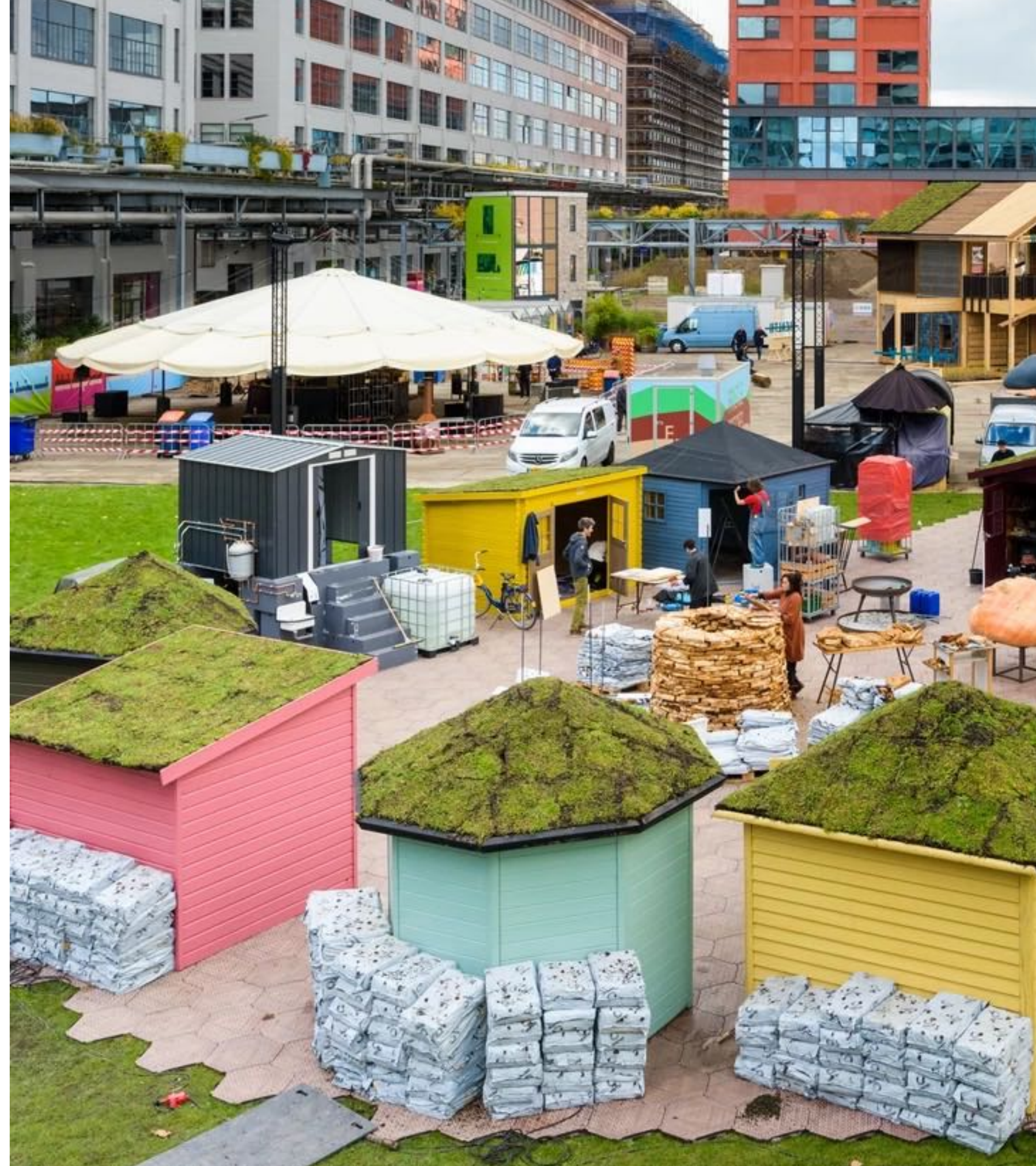
Dutch Design Week 2022

Ukrainian - Dutch Pavilion



About

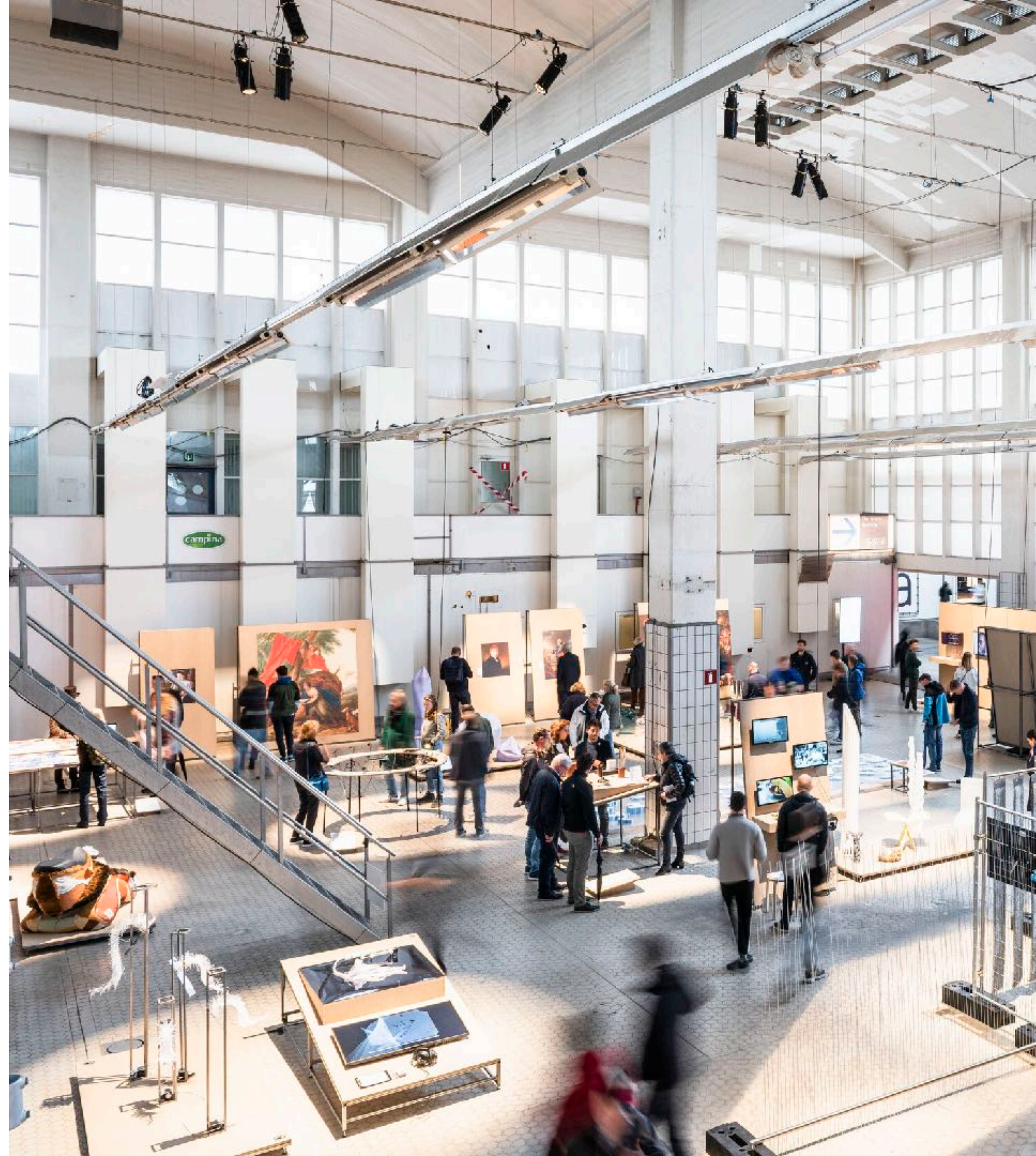
Dutch Design Week (DDW) is the largest annual design event in Northern Europe. It presents work and concepts from more than 2,600 designers to more than 355,000 visitors from home and abroad. Hosted in Eindhoven, Netherlands, the event is about Dutch design. The event takes place around the last week of October and is a nine-day event with exhibitions, studio visits, workshops, seminars, and parties at many venues dispersed throughout the city.



Dutch Design Week 2022



Eindhoven, 22 - 30 October 2022

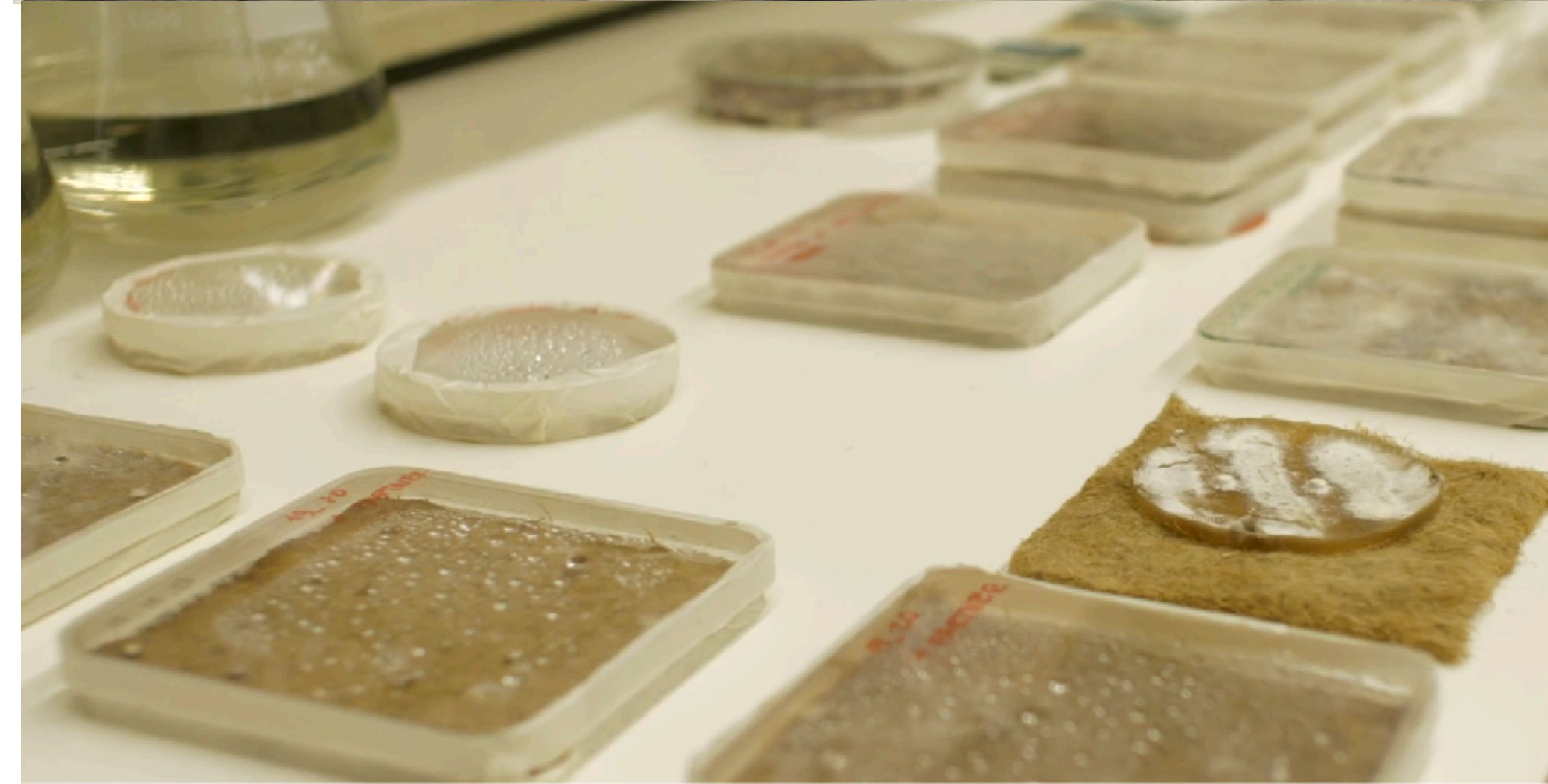


Framework

Ukrainian-Dutch Pavillion

__Combining Ukrainian craftsmanship, ancient tradition and folklore with Dutch technological innovation and design.

__Applying both to bio-based materials.



Preliminary Concept

Before the war, life in Ukraine combined high modernity with traditions and craftsmanship. Ukraine is internationally well known for its specialists in tech, IT and data. Relatively unknown abroad is the high quality of craftsmanship. **There is a lot of knowledge of and experience with working with natural materials like hemp, wool, clay, and wood.**

Ukrainian Mazanka, made of clay, wood and hemp



Preliminary Concept

Hemp can be freely grown, and it is used for many purposes ranging from traditional gowns to car lining. Ukraine has a rich tradition in growing and using the material.

Ukrainian women hand processing harvested hemp fibres



Preliminary Concept

Wool is traditionally processed in the Carpathians into all kind of cloths, carpets and blankets. Today these are regarded as very fashionable, not only for the biobased material, but also for the design and traditional way of producing.

Woolen Liznyk made in the Carpathian Mountains



Preliminary Concept



Reworked shepherds gunyas by Ruslana Goncharyk

Preliminary Concept

Clay has been the basis of almost all buildings and housing ever since the 40ties of the 20th century.

Ukrainian Mazanka, made of clay, wood and hemp



Preliminary Concept

Wood used to be the construction material for houses in the old days. Nowadays custom-made wooden products as well as new products like woodwool ropes, reveal the mastering of traditional craftsmanship

Wood wool ropes



Preliminary Concept

In the Netherlands there is a history of working with these materials as well: they were the cornerstones of the Dutch wealth in the 17th century. **Hemp was used for ropes, sails, cloths, and fishnets, wood for the construction of the boats, wool as protection against the cold, and from clay bricks were made, which are so typical for Dutch canal houses.** However, different from Ukraine, the old techniques got lost, and the materials were changed for plastic, concrete, nylon, and cotton.

Dutch tile roof out of clay covered with lichen



Preliminary Concept

Lately, in the Netherlands these 'old' materials are gaining more and more interest because of their bio-based and circular characteristics. Designers are challenged to work with these materials. However, it is still only possible to grow hemp industrially under strict conditions, and farmers throw their wool away because there is no market for it. In Ukraine it is possible to grow hemp and there is need for wool. Also, the massive destruction of concrete and brick buildings asks for new techniques to re-use this material. Just as wood can be applied for building since the construction is much faster. These are techniques that are explored in the Netherlands now. **So, it makes sense to join forces and explore these materials combining knowledge and experience. traditional techniques and innovation.**

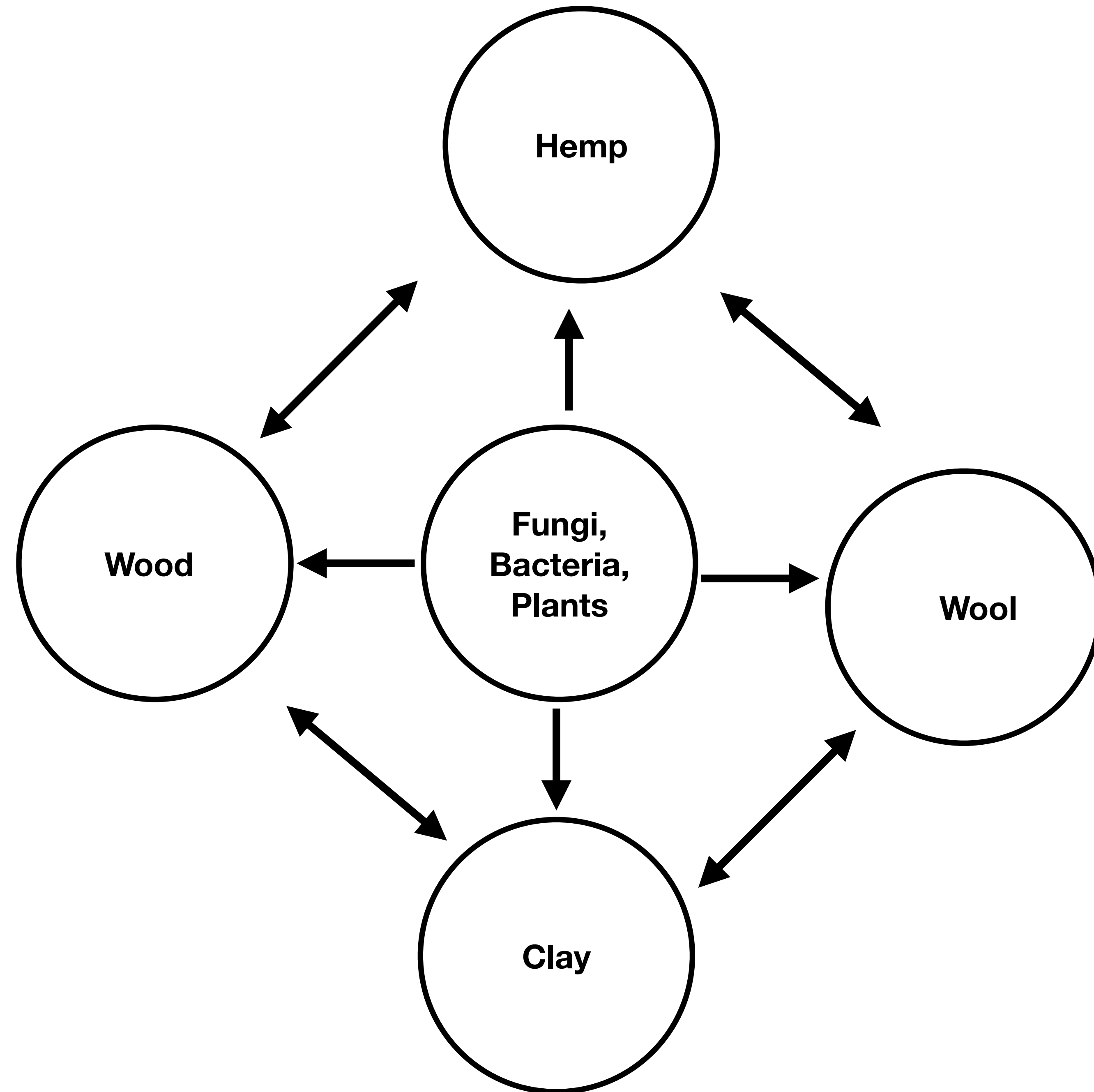
Biomaterials house by Biobased Creations



Methodolodgy

Around the four materials we will make **four zones**. Each zone will show different features around the material, ways of working with it, as well as some end products.

At the same time, by the spatial layout of the zones, we aim to show how all materials are in fact interconnected and interdependent. We will do it by applying the '5th' living element—fungi, bacteria, plants.



Methodology

Both the zones and the exhibited design objects will be designed by pairs of **Ukrainian and Dutch designers**. Research on traditional crafts, linking to identity and emotional expressions will be enriched and challenged with scientific innovation like using mycelium.



Examples



Ukrainian Gunya



Lions Mane Fungus

Goals & Guidelines

__We connect Ukrainian and Dutch designers/artists/architects to (co)create together;

__We focus on circular, natural recyclable materials, as well as living organisms;

__We show how traditional practices can enrich modern design principles and vice versa.



Examples



Myco Rugs, Dasha Tsapenko (hemp+mycelium)

Examples



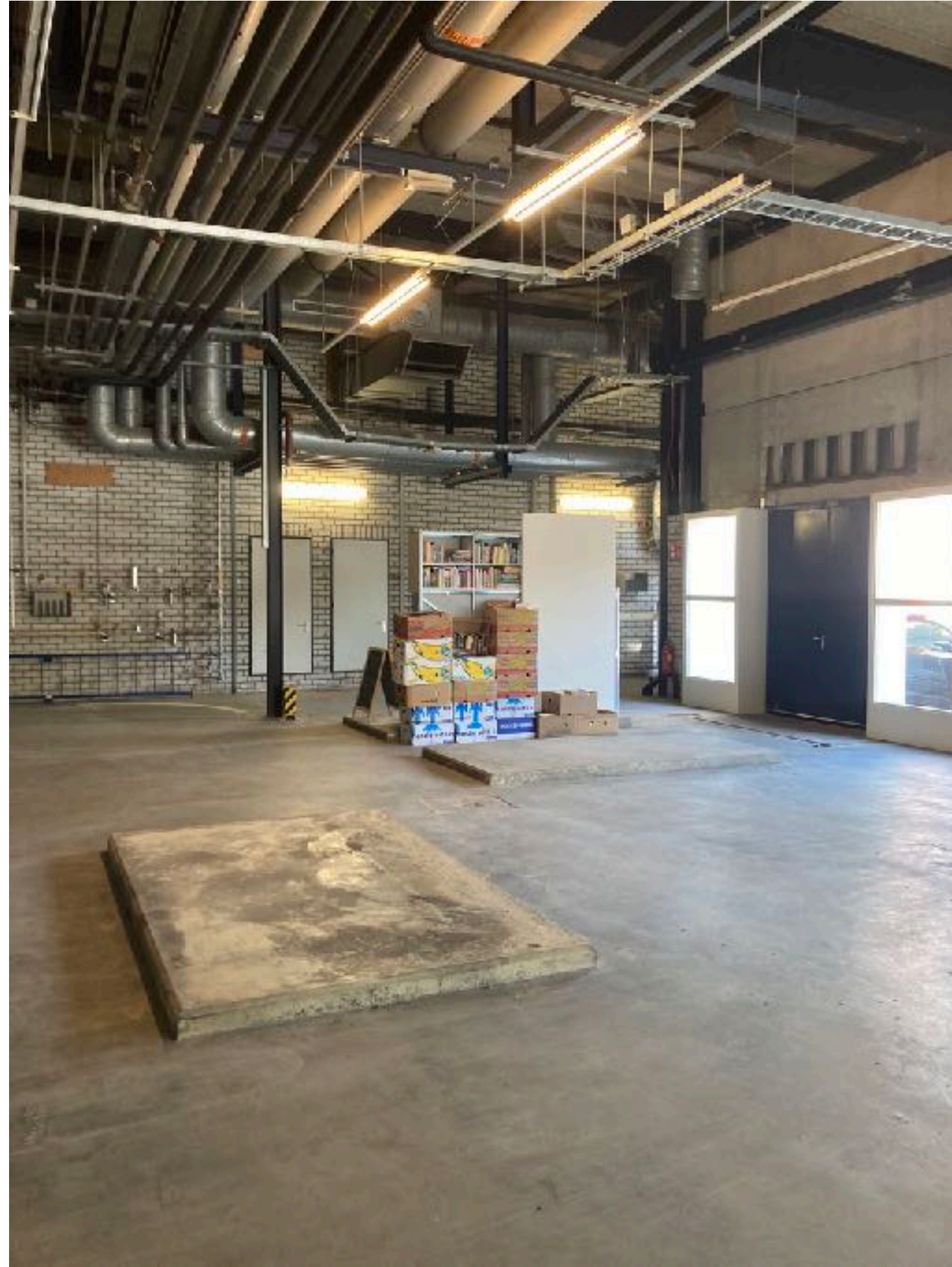
Myco Rugs, Dasha Tsapenko (hemp+mycelium+edible crops)

Location

CircuLab — a platform for circular thinking and development.
A former bunker SFS on the Glasslaan/
Kastanjelaan is transformed into a lively
place where knowledge about circular
construction and design is bundled and
shared.



Location



CircuLab, Eindhoven



Previous Experience

“Affair With Earth”, DDW 2019

The expo brought together Ukrainian designers to explore new sustainable materials. The works were showcased on surfaces completely covered by a green living ecosystem and investigated different sources of materials, local production, sustainability and ultimately, the relationship between man and nature. the five projects comprised of *‘terra’* by Yuriy ryntovt, *‘re-leaf paper’* by Valentyn Frechka, *‘hemp fur’* by Devohome, *‘growing fur’* by Dasha Tsapenko and *‘atomik vodka’* by the Chernobyl Spirit Company.

More: <https://www.designboom.com/design/affair-with-earth-dutch-design-week-2019-10-28-2019/>



Previous Experience



Affair With Earth, DDW 2019



Previous Experience



Affair With Earth, DDW 2019



Previous Experience



Affair With Earth, DDW 2019



Sponsorship

Sponsorship opportunities are available at various levels. We will work with you to develop a plan that meets your objectives and budget.

Exhibition sponsors will receive exposure and acknowledgement before, during and after the run of the exhibition.

Since we started organising exhibitions, we have received sponsoring by several cultural and governmental institutions, companies, non-governmental organisations, as well as private sponsors.



Corporate Visibility

To help meet the increasing costs of presenting our pavilion, we turn to the corporate community for support. In return, each corporate sponsor will find that partnering with us can:

___ Offer numerous outlets for entertaining as well as marketing, public relations and business development endeavours around the world.

___Strengthen corporate branding.

___Provide a platform to reach international, governmental, customer, and shareholder constituencies.



Corporate Credit

To ensure prominent recognition of the exhibition sponsors we will develop a credit line to accompany the exhibition title in all materials produced in conjunction with the exhibition, including:

- ___The title wall at the entrance of the exhibition.
- ___The exhibition catalogue
- ___The invitation to the VIP opening event.
- ___Online preview of the exhibition, with a link to the sponsor's website.

To ensure maximum visibility, sponsors also receive credit on all press materials, including:

- ___Press preview invitation
- ___Press kit
- ___Press release



Press Relations

Press Kit and Corporate Statement

We will produce and distribute a press kit that features sponsorship credits (can include a corporate statement written by the sponsor and printed on the company letterhead)

Press Preview

Organisers will host a Press Preview of the exhibition in advance of the public opening date, to which representatives of the company are welcome to attend.

Press Release

A press release will be distributed via email to a broad list of the international press.



Educational Events

Specially designed programs expand an exhibition's impact, educating and inspiring a vast and diverse audience.

As a sponsor, the company will enjoy **positive exposure through education programs around circularity and hands-on traditional Ukrainian crafts** at our location for the general public, families, schools, teachers, and students of all ages and nationalities.

Program includes talks by exhibiting artists and/or architects, curator-led tours and workshops



Existing Partners

**Embassy of Ukraine in The Kingdom of
The Netherlands**



Team

Fulco Treffers, NL

Urban planner, architect, project manager

Marjo van Schaik, NL

Creative producer and researcher

Dasha Tsapenko, UA + NL

Bio-designer, creative educator

Olena Oranska, UA + NL

Founder Foundation Art East Art West,
cultural coordinator

Nazar Gresko, UA +NL

Architect

Oksana Devo, UA

Entrepreneur, founder of DEVO Home



Fulco Treffers



Marjo van Schaik



Dasha Tsapenko



Olena Oranska



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