

World Design Embassies: perspectives for the future during DDW19

**During Dutch Design Week (DDW, 19 to 27 October) international experts, makers, designers, users and change agents in Eindhoven will take on the challenge of tackling current social issues differently. For each of the six themes – Safety, Circular & Biobased Building, Sustainable Design, Health, Mobility and Water – a World Design Embassy will be established offering a programme with exhibitions, presentations, workshops, lectures and debates. Each embassy will also organise a conference, where the relevant issue will be explored in great depth.**

**Embassies for the future**

From climate change, undermining and mobility to circularity, healthcare and water: our growing world population cannot escape the dilemmas in all these themes. What kind of future are we facing? And what kind of future do we want? How do we design that future? World Design Embassies (WDE) searches for answers to these questions. WDE will reach its highpoint during Dutch Design Week (19 to 27 October) in Eindhoven. The public and professionals are welcome to view the exhibitions and actively participate in the programme.

* **Embassy of Safety**  
  How can designers contribute to current safety issues? This embassy concentrates on research and experimentation and attempts to answer the broad question ‘Is safety a right?’ from multiple perspectives.

Location: Strijp S, Ketelhuisplein

Partners: VNG, Aanjaagteam Ondermijning, politie and DDF

* **Embassy of Circular & Biobased Building**Today’s social challenges: how can we guarantee that everyone has a place to live in the Netherlands in the near future? And how do we ensure that these buildings also achieve the climate objectives by being energy-efficient, climate-proof and emission-friendly?

Location: Strijp S, Ketelhuisplein

Partners*:* Provincie Noord-Brabant, Studio Marco Vermeulen, Company New Heroes and DDF

* **Embassy of Sustainable Design**How, as businesses, designers and consumers, can we make a difference? This embassy focusses on the urgency of the transition towards sustainability and a more circular economy and way of life.

Location: Strijp S & T, Innovation Powerhouse, Gloeilampenplantsoen, Yksi Expo

Partners: DeMeeuw, Gielissen Interiors | Exhibitions | Events, IKEA Nederland, Renewi, NS, TU Delft,

Hogeschool van Amsterdam, ArtEZ, TU/e, Design Academy Eindhoven, Wageningen University &

Research, DSM-Niaga, ECOR, FrieslandCampina, Interface, KPMG, CIRCO, Provincie Noord-Brabant,

Firm of the Future, VanBerlo, Yksi Expo and DDF

* **Embassy of Health**A more comprehensive approach based on new forms of collaboration. Design talents, healthcare professionals, commercial parties and authorities explore the central question: what will happen if the hospital of today no longer exists? Where will healthcare be provided, and how? What impact will this have on the healthcare landscape? And what is the role of designers shaping the future of healthcare?

Location: Strijp S, Klokgebouw

Partners: U CREATE, Stimuleringsfonds Creatieve Industrie, Philips, Máxima Medisch Centrum,

Waag and DDF

* **Embassy of Mobility**Mobility as a means, not an end. Focus on people, do not make the same mistakes as in the nineteen-thirties, when cities were developed for cars instead of for people.

Location: Strijp S, Achter Radio Royaal

Partners: VNG, NS, Rijkswaterstaat, Gemeente Eindhoven, Park Strijp Beheer, Six Fingers and

DDF

* **Embassy of Water**A creative Water Hub for knowledge sharing, inspiration and the acceleration of innovation. Research into options for a self-sufficient, circular water chain.

Location: Campina site, het Lab

Partners: Waterschap De Dommel, Provincie Noord-Brabant, Gemeente Eindhoven, vanderPolloffice,

Brabant Water, BPD and DDF

**World Design Embassies**

World Design Embassies is a programme organised by Dutch Design Foundation (DDF), exploring together with partners societal changes and the role of design in the development of new perspectives and tangible, workable solutions. WDE can be visited at various locations during Dutch Design Week 2019, from 19 to 27 October in Eindhoven. After two successful editions World Design Embassies now manifests itself at Dutch Design Week for the third time. In collaboration with partners and designers WDE explores complex, social changes.

**Information**

World Design Embassies

19 to 27 October 2019

Various locations in Eindhoven (NL)

[www.worlddesignembassies.com](http://www.worlddesignembassies.com)

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**Note for the editorial office, not for publication:**

On our [press site](https://www.worlddesignembassies.com/en/press/) you can find this press release in Word, press images, and an appendix for more substantive information about the embassies.

Apply [here](https://www.ddw.nl/en/press) for press accreditation DDW19.

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**About WDE**

World Design Embassies is a programme in which design is used to develop new perspectives and tangible solutions for social challenges. At World Design Embassies we take a human-centred approach to developing visions, products and services to meet current and future needs. We do this by bringing together issues such as health, safety, mobility, sustainable products and services, building and living, technology, urgent issues related to water, climate change and food in embassies for the future. WDE is a year-round programme organised by Dutch Design Foundation and partners and culminates with exhibitions and events during Dutch Design Week.

**Partners**

WDE is a Dutch Design Foundation initiative, facilitated by the contributions from embassy partners and made possible in part by the contribution within the scope of the Regio Deal Brainport Eindhoven.

**Dutch Design Foundation**

Dutch Design Foundation (DDF) is optimistic and believes that the problem-solving capacity of designers can improve the world. DDF offers designers opportunities, support, publicity and a platform. The foundation does this in a variety of ways. By means of large and small events, exhibitions, talks, prizes and debates, DDF provides a platform for the best and most promising designers. In this way, we help them to spread their ideas and work. DDF organises events and projects such as WDE and DDW. The foundation facilitates the platform and is also a partner in the embassies.

**APPENDIX**

**Embassy of Safety**

In the Embassy of Safety we look at how designers can contribute to current safety issues. This embassy focuses on research and experimentation and attempts to answer the question ‘Is safety a right?’ by generating practical solutions from multiple perspectives.

One example of a current safety issue is ‘undermining’: a crime that undermines society’s foundations. This happens when criminals use legitimate systems and services, and the criminal underworld becomes entwined with everyday society. Because of the influence and pressure that criminals can exert on our society, standards become blurred and perceptions of security and quality of life decrease.

In collaboration with our partners, the VNG (Association of Dutch Municipalities), the Dutch police, the Undermining Taskforce and DDF, we explore how we can place the human experience at the centre of how we design safety systems. And at the same time, this will change the attitude that safety is a right and encourage people to think of safety as an experience and a result of joint efforts and shared responsibility.

Location: Strijp S, Ketelhuisplein

Partners: VNG, Aanjaagteam Ondermijning, politie and DDF

**Embassy of Circular & Biobased Building**

The Embassy of Circular & Biobased Building focuses on challenges that face the world today: how can we guarantee that everyone in the Netherlands has a place to live in the near future, and ensure these buildings also achieve the climate objectives by being energy-efficient, climate-proof and emission-friendly?

As an extension of last year, this Embassy opts—circularly—for the addition of a biobased approach and proposes sustainable strategies to meet today’s standards and the challenges of tomorrow. What about storing CO2 whilst building, rather than emitting it? This is one of the innovations on show in BioBaseCamp, a design by Ketelhuisplein art director Marco Vermeulen. In the Growing Pavilion, developed in collaboration with Company New Heroes, we go one step further: we investigate new experimental biobased materials by applying them in the pavilion. The skin of the pavilion is made of materials including mycelium building blocks which were specifically cultivated for this project.

Location: Strijp S, Ketelhuisplein

Partners*:* Provincie Noord-Brabant, Studio Marco Vermeulen, Company New Heroes and DDF

**Embassy of Sustainable Design**

With the theme ‘If not now, then when’ Dutch Design Week 2019 calls us to take action and embrace sustainability and a more circular economy and way of life. The question at the heart of the Embassy of Sustainable Design is: as businesses, designers, and consumers, how can we make a difference?

The exhibition shows that this transition is only possible through transparent and open cooperation. And it’s a change process that calls for more than sustainable products: it demands investment, new business models and long-term choices that may not always focus on the simplest route. Thanks to their market position and scale, large companies are major players in driving this transition.

Location: Strijp S & T, Innovation Powerhouse, Gloeilampenplantsoen, Yksi Expo

Partners: DeMeeuw, Gielissen Interiors | Exhibitions | Events, IKEA Nederland, Renewi, NS, TU Delft,

Hogeschool van Amsterdam, ArtEZ, TU/e, Design Academy Eindhoven, Wageningen University &

Research, DSM-Niaga, ECOR, FrieslandCampina, Interface, KPMG, CIRCO, Provincie Noord-Brabant,

Firm of the Future, VanBerlo, Yksi Expo and DDF

**Embassy of Health**

As healthcare becomes increasingly complex, a more comprehensive approach based on new forms of collaboration is more vital than ever. During DDW, we will explore with design talent, healthcare professionals, commercial parties and authorities the central questions: What will happen if the hospital of today no longer exists? Where will healthcare be provided, and how? What impact will this have on the healthcare landscape? What role will we play in healthcare? What will the relationship between healthcare professionals, patients, citizens and others look like? And what is the role of designers in shaping the future of healthcare?

The design task for the future of healthcare will be a dynamic merger of organisation, citizens, environment and technology. With ‘Chronic Health?’ the Embassy of Health shows the strength of design in this transition in healthcare.

Location: Strijp S, Klokgebouw

Partners: U CREATE, Stimuleringsfonds Creatieve Industrie, Philips, Máxima Medisch Centrum,

Waag and DDF

**Embassy of Mobility**

The Embassy of Mobility views mobility as a means, not an end. It attempts to focus on people, and not make the same mistake as in the nineteen-thirties, when cities were developed for cars instead of people.

Together with designers, NS, VNG (Association of Dutch Municipalities), DDF and other partners, Embassy of Mobility is looking for inspiring solutions that redefine mobility. That dare to experiment and question existing mindsets. We join forces with partners to explore the highways of the future. And for us, Dutch Design Week isn’t a destination, it’s a stop along the way. A place where we flag up dilemmas and propose alternatives.  
  
Location: Strijp S, Achter Radio Royaal

Partners: VNG, NS, Rijkswaterstaat, Gemeente Eindhoven, Park Strijp Beheer, Six Fingers and

DDF  
  
**Embassy of Water**The Embassy of Water is a platform for water-related design, where stakeholders connect in a creative Water Hub to share knowledge, inspire and accelerate innovation. Designers play a key role in making the transition from idea to product, from mind to matter, from ideal to reality. With their broad, ground-breaking vision, they can spark a change in thinking, acting and doing.

During Dutch Design Week, designers and partners within the Embassy of Water explore the options for a self-sufficient, circular water chain.   
  
Location: Campina site, het Lab

Partners: Waterschap De Dommel, Provincie Noord-Brabant, Gemeente Eindhoven, vanderPolloffice,

Brabant Water, BPD and DDF