

## **World Design Embassies: the art of changing direction during DDW20**

**During Dutch Design Week (DDW, 17 to 25 October) international experts, creators, designers and users come together virtually to tackle current social issues in a slightly different way. For each of the seven themes - Food, Safety, Circular & Biobased Building, Health, Mobility, Water and Rethinking Plastic - an online World Design Embassy (WDE) will be set up with activities such as virtual exhibitions, talks, live streams and meet-ups.**

Over the past few months WDE has been working with government architect Floris Alkemade on the overarching vision, inspired by his essay 'The art of changing direction'. This vision connects to various social themes that are more current than ever due to the pandemic. The awareness of vulnerability and the fear of change, but also the opportunities hidden in every catastrophe. Government, citizens, businesses and science - everyone wants things to be different, everyone is looking for their own role. What's missing, is a coherent story. Let's combine 'what has to happen' with 'what we want to happen'. What do we want our living environment to look like and how would we like to live together? In order to be able to change direction, imagination is needed, a creative process to change things. Designers can do that: they think of how things can be done differently and how to do this in a coherent way. In a series of five online broadcasts during DDW, we talk to Floris Alkemade and designers about these themes and highlight projects that show a new perspective.

### **Embassies of the future**

From climate change, subversion and mobility to circularity, health care and water: these are themes that confront a growing world population with dilemmas. And which, in the light of Covid-19, raises new questions. What kind of future are we facing? And what kind of future do we actually want? How do we design that future? The answers to these questions are explored by World Design Embassies. Visitors and professionals are welcome to participate in the online programme.

#### **• Embassy of Food**

With an online lecture programme with a wide range of speakers and different partners, the Embassy of Food wants to provide as much as a complete picture as possible of the richness around the subject of food at this moment.

Partners: Brabant C, FoodLab Pulses, College van Rijksadviseurs, Stichting Doen and DDF.

#### **• Embassy of Safety**

How can designers contribute to current safety issues? In the virtual exhibition we present projects at the intersection of design and safety. We also look ahead to the start of a one-year design project in which policymakers, experts and design studios will focus on the prevention of subversion at district level. Special attention is paid to young people who are in danger of being seduced by the fast money in crime.

Partners: Aanjaagteam Ondernijning, Openbaar Ministerie, Reclassering, VNG and DDF.

#### **• Embassy of Circular & Biobased Building**

What possibilities do circular methods offer for existing and new construction? What impact will the housing needs of the future have on modular construction? Designers, entrepreneurs,

researchers and policy makers take visitors with them in their research into unique, truly sustainable, lifecycle-proof homes.

Partners: BPD, Jansen by ODS, Moodumo, Provincie Noord-Brabant, Biobased Creations, Company New Heroes, Buro Kade, lectoraat BioBased Bouwen CoEBBE / Avans Hogeschool & HZ University of Applied Science, CLICKNL, Design United, Blue City, Lente Coöperatie, Stichting Agrodome, Primum, Greenport West-Holland, Eco+Bouw, studio ARCA, Forbo, Kerloc, Ten Cate Outdoorfabrics, Energie en Grondstoffenfabriek, Aquaminerals, ECO plex and DDF.

- **Embassy of Health**

The corona crisis has challenged our healthcare systems. Life is turned upside down and we ask ourselves, what is of value? Maybe health is not a ready-made product of our health care system but the outcome of how we organise our lives. The online exhibition shows projects by designers and healthcare professionals who work together, with an eye on the future, on a healthy society.

Partners: Health Hub Utrecht, Máxima MC, Philips, Stimuleringsfonds creatieve industrie, U Create, Waag and DDF.

- **Embassy of Mobility**

This year we are harshly confronted with a new world in which distance between people is central and individual forms of mobility are preferred. The Embassy of Mobility takes a tour around the world and looks at the impact of Covid-19 on mobility. How adaptive and agile are our mobility systems actually, and how do they affect our quality of life?

Partners: Brainport Smart Mobility, Eindhoven Airport, Rijkswaterstaat, Six Fingers and DDF.

- **Embassy of Water**

The climate crisis comes with changes that require a different way of dealing with water. Various designers are looking from a design perspective at issues such as: how can you lend water without disrupting the natural cycle? How can we see water as a living element instead of a product?

Partners: Brabant Water, Waterschap De Dommel, Gemeente Eindhoven, Provincie Noord-Brabant, vanderPoloffice and DDF.

- **Embassy of Rethinking**

Plastic causes environmental problems, but also has advantages. It is not black or white. We have to think differently about plastic as a material and deal with it differently. Designers play a crucial role in this necessary transformation.

Partners: Cultuur Eindhoven, Moonen Packaging, NRK, Oerlemans Packaging, Searious Business, Stichting Stokroos, YksiExpo and DDF.

## **World Design Embassies**

World Design Embassies is a programme organised by Dutch Design Foundation (DDF) and partners about societal challenges and the role that design plays in developing new perspectives and offering tangible, workable solutions. After three successful editions, World Design Embassies (WDE) will manifest itself this year for the fourth time during Dutch Design

Week, from 17 to 25 October 2020 in Eindhoven. Visitors and professionals can join the entire WDE programme online.

### **Information**

World Design Embassies  
17 to 25 October 2020  
[www.worlddesignembassies.com](http://www.worlddesignembassies.com)

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### **Notes to editors:**

The complete press release including attachment in Word and images can be found on our [WDE press site](#).

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### **About WDE**

World Design Embassies is a programme in which design is used to develop new perspectives and concrete solutions for social challenges. At World Design Embassies we put people at the center of developing the perspectives, products and services that answer the questions of today and tomorrow. We do this by bringing together issues around themes such as health, safety, mobility, sustainable products and services, building and housing, technology, water, climate change and food in so-called embassies for the future. WDE is a year-round programme that we co-develop with partners and stakeholders. The programme culminates during Dutch Design Week.

### **Partners**

WDE is an initiative of Dutch Design Foundation and is made possible by the contribution of embassy partners and partly thanks to a contribution within the framework 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. That's why DDF offers designers opportunities, support, publicity and a platform. We do this in a variety of ways. By means of large and small events, exhibitions, talks, awards 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. The foundation organises events and projects such as WDE and DDW. The foundation facilitates the platform and is also a partner in the embassies.