

# Dutch Design Week 2024

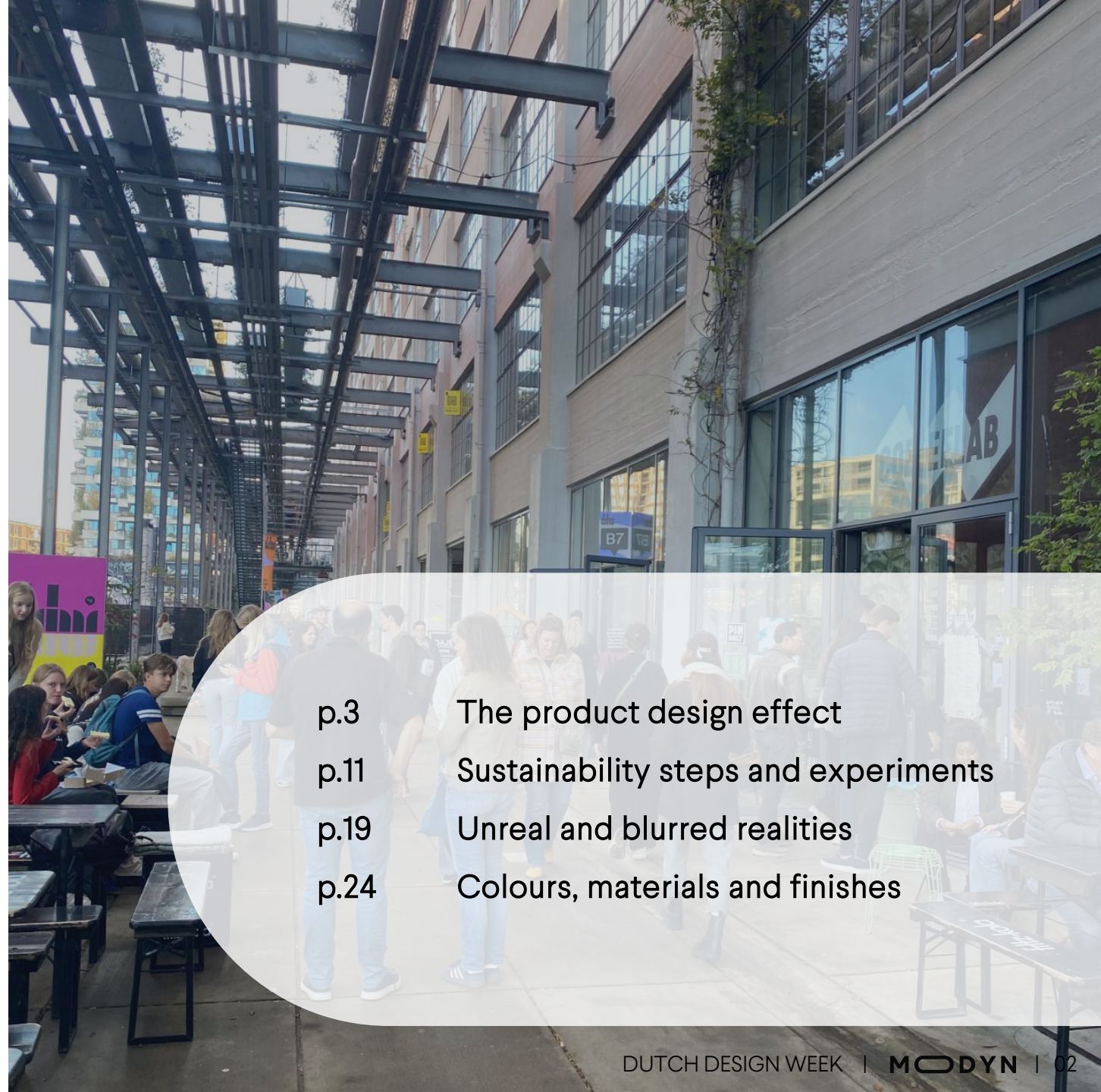




The theme of this year's Dutch Design Week was 'Real Unreal', a theme revolving around navigating different realities and exploring what we accept as truths. A thought-provoking exploration of the boundaries between reality and imagination in design. Challenging and redefining our perceptions, blending physical and digital experiences across product design, architecture, fashion, and new technologies.

As every year, the expositions of the Dutch Design week were mostly about pushing boundaries and creating awareness about different societal problems. We saw a focus on topics as the merge of live and digital realities and sustainability and many things in between. The expositions were about imagining different possible futures and planting the first seeds for growing future solutions.

In this report, we will delve into the most notable highlights and trends that are appearing in the field of design. Join us as we navigate through the designs that stood out to us, offering perspective of the future of product design.



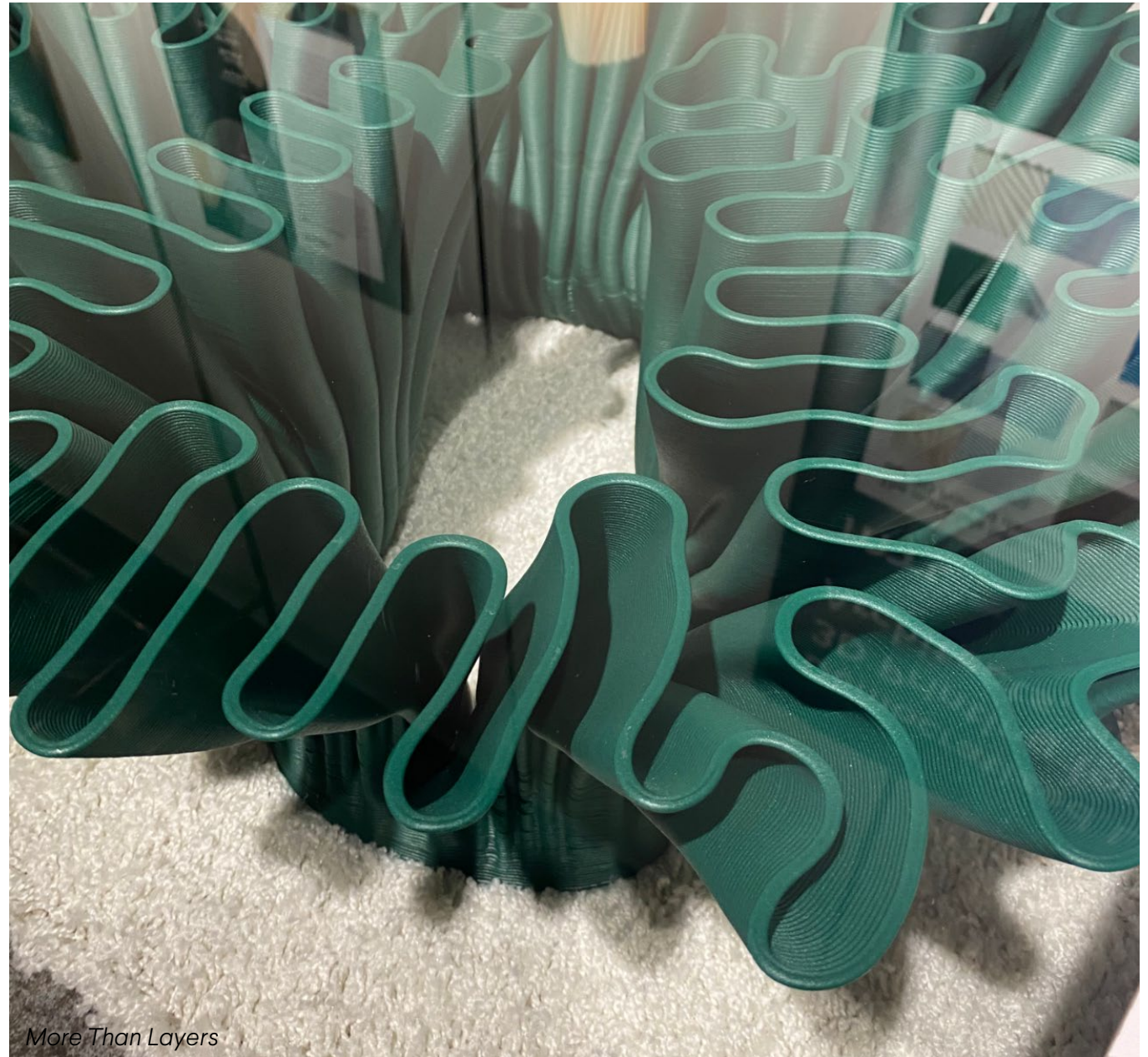
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# The product design effect

At this year's DDW, Klokggebouw served as a central stage for an impressive lineup of exhibitions that celebrate the power of design to shape the future. Located in the heart of Eindhoven's creative district, this iconic former factory becomes a vibrant gallery for pioneering projects and under the theme, 'The Design Effect'

Exhibitions at Klokggebouw highlighted a range of cutting-edge ideas across sustainable living, technology, urban innovation, and social design. Attendees encountered experimental work by both renowned designers and emerging talents, offering insights into how design can address global challenges and improve everyday life. From interactive displays that invite hands-on exploration to actual product designs, the exhibitions at Klokggebouw provide a deep dive into the possibilities of design as a transformative force. With this year, our own agency present as exhibitor!



*More Than Layers*





*Modyn booth at Dutch Design Week 2024*

We want to extend a big thank you to The Design Effect for inviting us to be part of this year's event and giving us the opportunity to showcase Modyn. It was fantastic to connect with everyone who visited our booth, and we were inspired by the many engaging conversations we had. We're always excited to share our passion for mobility and demonstrate what we do, and this event allowed us to do just that with fellow design enthusiasts and industry leaders. Thank you to all who stopped by—we look forward to seeing you next time!

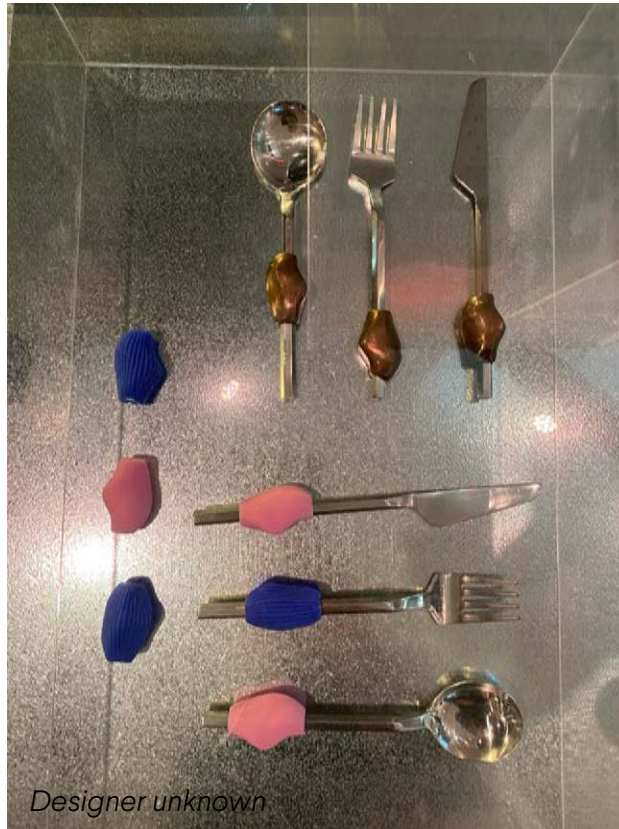


Inclusive design was a central theme at Dutch Design Week 2024, with projects that blend accessibility and aesthetics. Jonas Kraemer's innovative walking aid, designed to be both practical and stylish, redefines mobility tools for everyday use. Accenture's Industry X also showcased how digital solutions can improve inclusivity in sectors like healthcare and urban planning. These designs highlight the growing importance of integrating inclusivity into all aspects of design.

*Inclusive design is increasingly emphasized, ensuring products are accessible and usable by everyone, regardless of ability or background.*



Jonas Kraemer, Lola Behrens



Designer unknown



Tragar





Suntex by Pauline van Dongen



Solar Blanket by Mireille Steinhoff



The Boiling Purple by Shani Nahum

At Dutch Design Week 2024, solar-powered textiles like Suntex by Pauline van Dongen showcased how flexible solar cells can be woven into fabrics, offering both energy generation and aesthetic design. This innovation highlights the growing intersection of sustainability and design, allowing materials to serve both functional and environmental purposes. Similarly, Boiling Purple towels pushed boundaries by combining innovative textiles with eco-conscious production, further illustrating how design can contribute to sustainability while remaining practical and visually appealing.



The Amstervan is a campervan designed to provide a sense of freedom and connection to the world around us. Developed over three years, it addresses the tactile needs of its users while creating a spacious, welcoming environment. Its design blends soft, human-centered elements with robust functionality, featuring high-quality materials, smooth curves, and meticulous attention to detail. The Amstervan offers not just a practical vehicle, but a luxurious, comfortable space—one that you'll fall in love with and never want to leave.



*The Amstervan by Manon de Beer and Tom Kooijker*





At Dutch Design Week 2024, we saw a range of problem-solving designs. Anton Vervoort's The Reef tackles water pollution by optimizing the filtering properties of the triangle mussel to remove excess nutrients caused by agricultural fertilizers. Koen van Bokhoven's sauce bottle redesign addresses the challenge of getting the last bit of sauce out, improving functionality while reducing waste. Ludwig Karlsson's heater combines the heritage of tiled stoves with modern infrared technology, creating a localized heating solution that also serves as a stylish statement piece

Problem-solving design to improve daily life and address specific challenges efficiently



At Dutch Design Week 2024, sustainable chairs like the Recover Chair, Nude Chair, and Rewear showcased innovative approaches to circular design. The Recover Chair allows users to replace only the cover instead of buying a whole new chair, reducing waste and extending the life of the product. The Nude Chair is designed without staples or glue, enabling it to be easily disassembled for recycling, reinforcing its circular design philosophy. Meanwhile, the Rewear Chair doubles as a clothing rack with a unique deodorizing wood that refreshes clothes without the need for washing. These designs emphasize sustainability, focusing on durability, recyclability, and reducing waste in everyday furniture.

***A strong focus on durability, recyclability and reducing waste.***





At Dutch Design Week 2024, sustainability took center stage with innovative designs like Philips' Waterblue Collection, which transforms recycled office water jugs into beautiful, 3D-printed fixtures. This on-demand approach reduces waste by giving a second life to materials that would otherwise be discarded, emphasizing the importance of circular design. Similarly, the Whooler Stroller by Sprintime and Stereo Design combines elegance with sustainability. Its frame is made from wood, while the soft goods are crafted from organic cotton, and the stroller incorporates recycled plastic and aluminum. Both projects highlight how thoughtful design can create functional, sustainable products without compromising on style.

*Sustainable design that seamlessly blends eco-consciousness with aesthetic beauty.*









Valentin Schwarz and Satu Raavonsalo



Space for Materials



Under a theme of material explorations, we saw designers dive into the world of sustainable material experiments, pushing the boundaries of what's possible with eco-friendly resources. This theme showcases innovative approaches to using renewable, recycled, and bio-based materials, inviting audiences to discover these processes and experiments. Through hands-on displays and experimental prototypes, these explorations and experiments showcase starting points for creating new materials to be used in consumer products in the future.

***Material explorations highlighting the creativity and necessity of rethinking materials for a sustainable future.***





Paulina Heidelberg



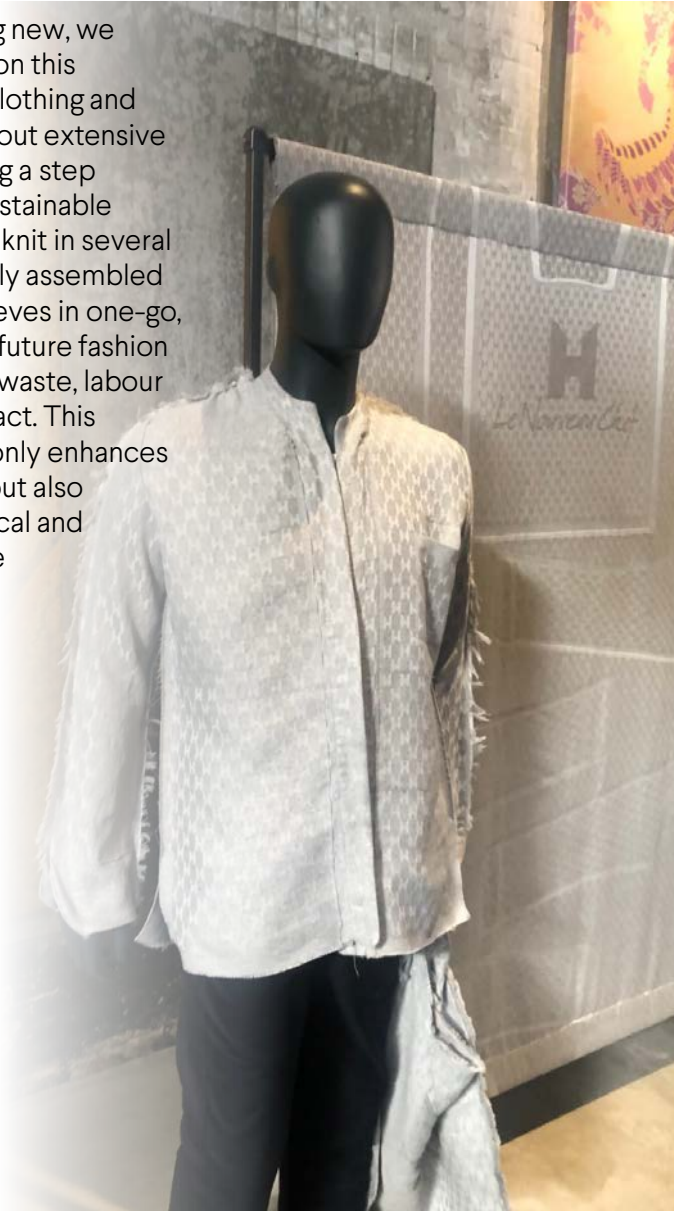
Studio Lapatsch | Unger



Releaf & Designstudio Hoogvliet Jongerius



Although 3D knitting is nothing new, we witnessed new perspectives on this technique, with concepts of clothing and furniture items being knit without extensive manual labour or sewing, taking a step towards more efficient and sustainable production. The garments are knit in several different layers, creating readily assembled sleeves or bodies parts as sleeves in one-go, showing promising results for future fashion and product design, reducing waste, labour costs, and environmental impact. This cutting-edge technology not only enhances precision and customization but also represents a step toward ethical and sustainable practices in textile manufacturing



*Le Nouveau Chef & EE Exclusives, Venla Elonsalo, Michelle Müller, and Milou Voorwinden all showed their view on the future of 3D knitting techniques.*



In the world of footwear, designers are experimenting with innovative designs and production methods to create shoes that are both visually striking and sustainably made. By exploring advanced techniques like 3D printing, modular construction, and eco-friendly materials, creators are achieving intricate aesthetics without compromising on environmental impact. These experimental shoe concepts pave the way for customizable, resource-efficient production that transforms shoe design into an art form while promoting sustainable practices for the future the industry.

*Different approached to shoes, and their production methods, showcased as works of art to inspire the industry.*



Sophie Fenlon & Stephanie Rolph



Sophie Fenlon & Stephanie Rolph



Joris de Groot



Joris de Groot





Sam van Dalen



Kristiyan Hristov



Maxim Verheul



Sam van Dalen

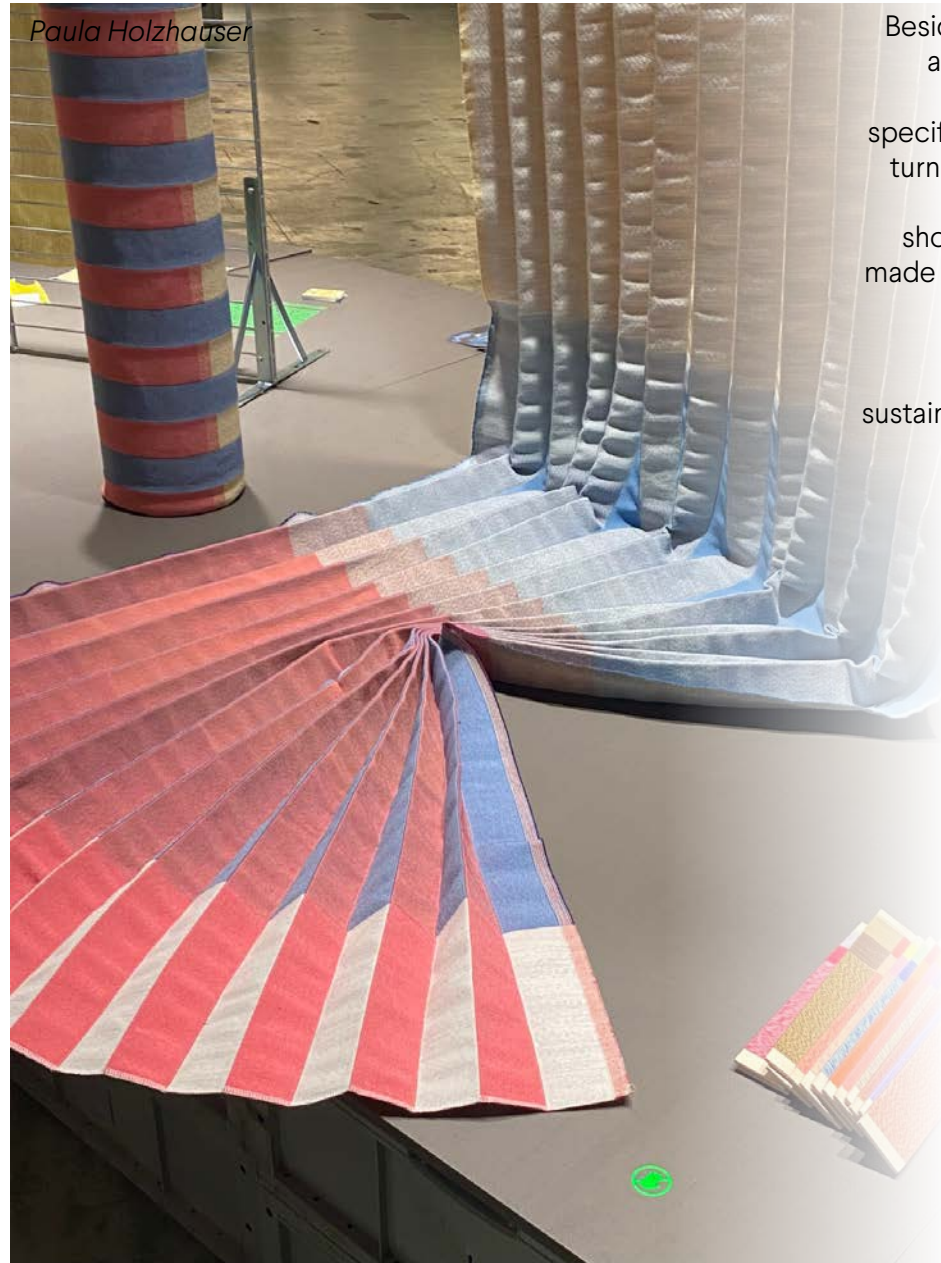


Kristiyan Hristov



Maxim Verheul





Besides searches for sustainable materials and production techniques in different fields, we see many experiments with specific waste materials. From experiments turning textile waste into products or new yarns, to furniture pieces intentionally showing off what waste material they are made of. Turning waste into a form of art and design.

Waste is given new life, showing that sustainable products can emerge from what was once considered disposable.





Designer Unknown



Designer Unknown



Ilse Evers



# Unreal and blurred realities

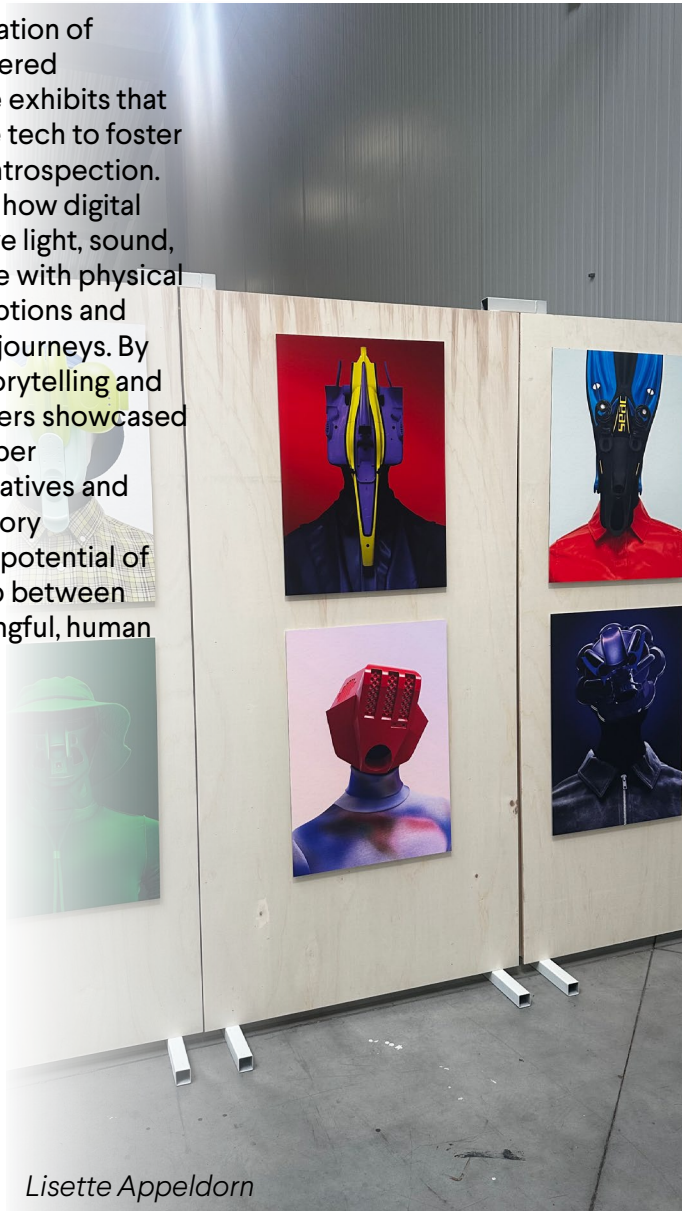
At Dutch Design Week 2024, "Unreal and Blurred Realities" emerged as a theme that challenged perceptions of both the physical and digital worlds, pushing boundaries in art, social design, and future mobility. Through immersive installations and imaginative storytelling, designers created environments that blurred the lines between reality and illusion, encouraging visitors to rethink concepts of space, identity, and connectivity. Many of these projects integrated social design, addressing how we reflect our identities, values, and connections in a digital world that increasingly blends with reality. Through immersive experiences, designers invited visitors to explore how technology shapes our self-perception and social dynamics, encouraging new reflections on identity, inclusion, and our relationship with both physical and virtual spaces.



*Katja van den Eijnden*



A major trend was the integration of technology into human-centered experiences, with immersive exhibits that used sensory and interactive tech to foster creativity, connection, and introspection. These installations explored how digital elements—such as responsive light, sound, and movement—could merge with physical environments to alter perceptions and create unique, personalized journeys. By blending technology with storytelling and sensory engagement, designers showcased how tech can support a deeper understanding of human narratives and enhance emotional and sensory interactions, highlighting the potential of technology to bridge the gap between digital innovation and meaningful, human experiences.



Lisette Appeldorn



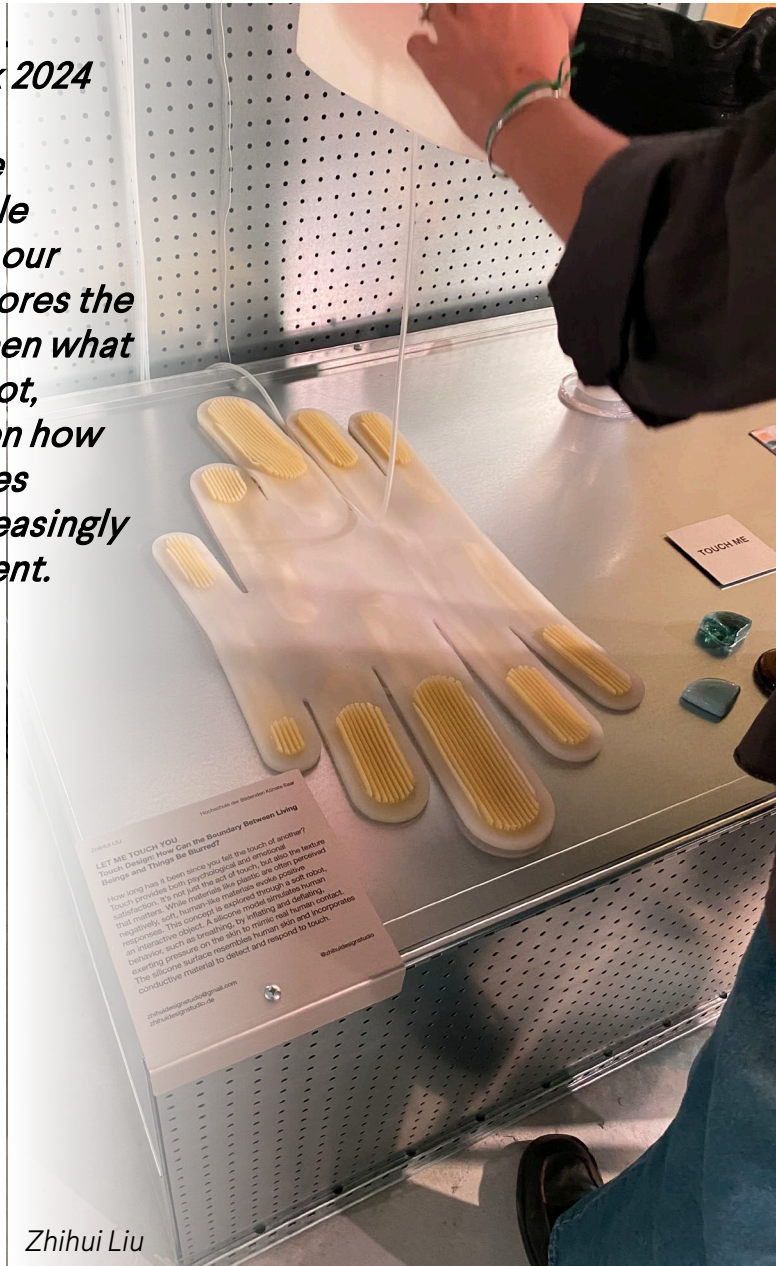
Bertrand Burgers



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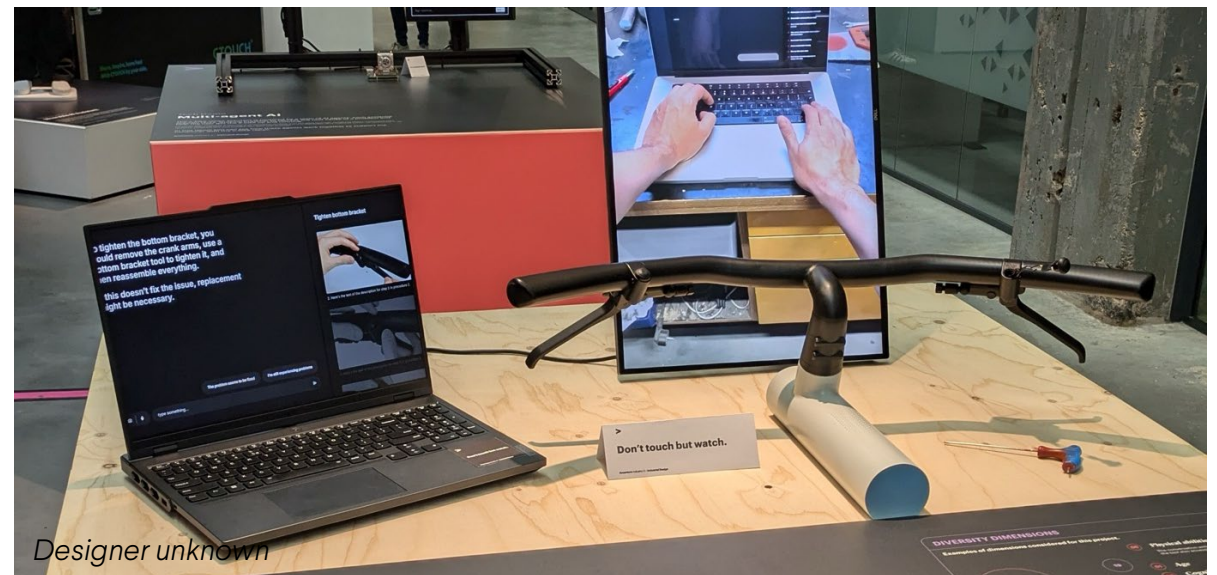
*Dutch Design Week 2024 theme, Real Unreal, focusing on how we navigate the multiple realities that shape our world today. It explores the blurred lines between what is real and what is not, inviting reflection on how diverse perspectives converge in an increasingly complex environment.*



Zhihui Liu



Designer unknown



Designer unknown



A powerful theme we saw was art with a social message, as artists tackled complex issues and deep societal reflections. Works like Pokka by Dylan van Dael and Mick Thörig explored concepts of fragmented identity and the impact of modern life on self-perception. Noud Sleumer's We (Don't) Want Wind, brought attention to how we connect with and question traditional structures—such as energy resources—in today's rapidly changing world. Together, these works provided a profound commentary on body image, cultural shifts, and societal values, prompting viewers to reflect on the personal and collective challenges of our time.



Designer unknown



Cedric Laquieze



'Pokka' by Dylan van Dael and Mick Thörig



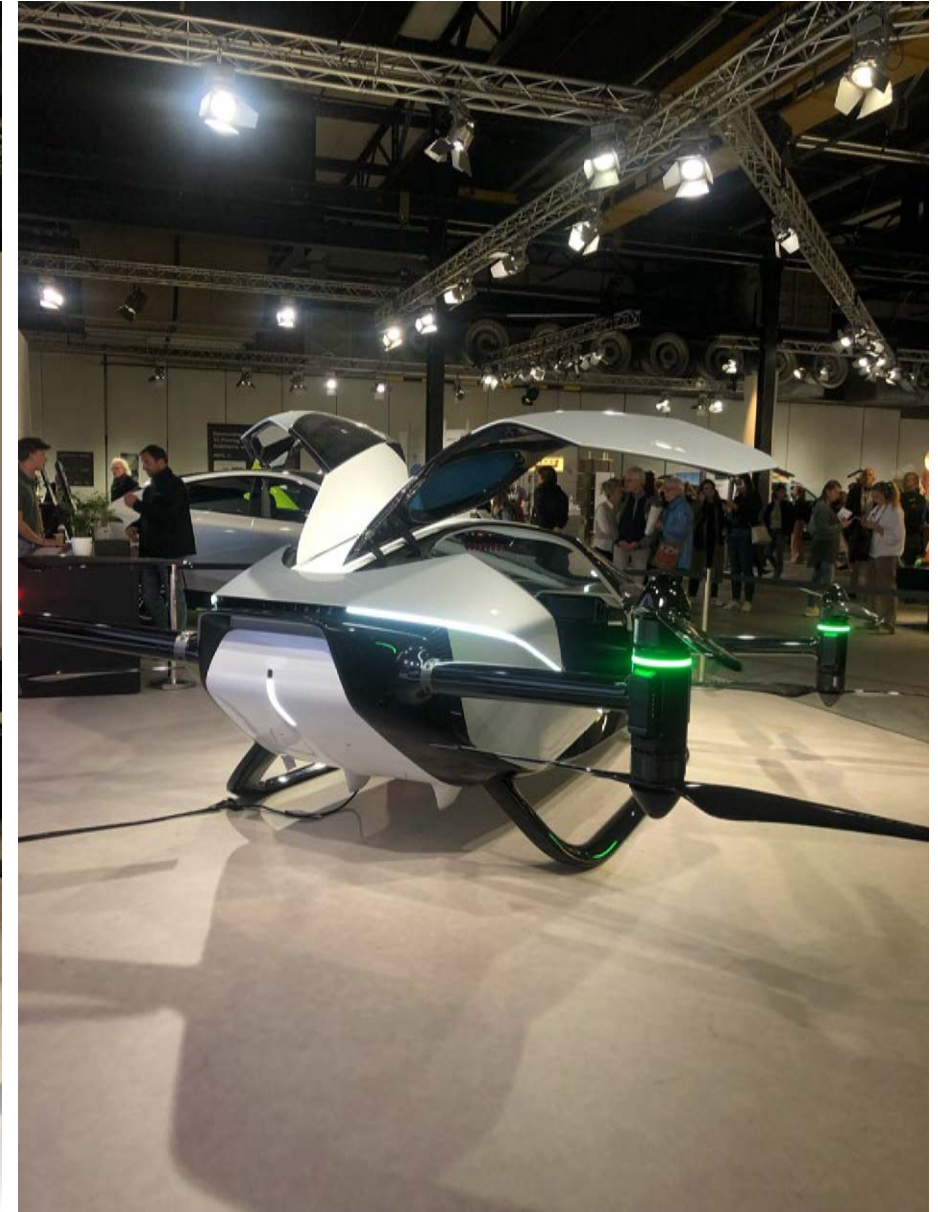
Noud Sleumer



The Xpeng X2 flying car offers a glimpse into the future of urban air mobility. This two-seater eVTOL combines drone technology with an innovative design, featuring eight propellers for efficient flight. With a top speed of 80 mph and a 35-minute flight time, the X2 demonstrates both manual and autonomous flight capabilities. Its sleek, carbon-fiber body highlights both function and futuristic style, positioning it as a major step forward in low-altitude urban transport.



*"The Xpeng X2 flying car combines sleek design with autonomous flight capabilities, showcasing the future of urban air mobility"*





# Colours, materials and finishes

At Dutch Design Week 2024, the exploration of colour, material, and finishes (CMF) was rich with innovation, as designers pushed boundaries and embraced both nostalgia and forward-thinking creativity. The event showcased a remarkable diversity of tactile experiences, with materials like gradient-dyed wood, bio-based substances such as mycelium, and vibrant retro pop-inspired colour palettes taking centre stage. Concepts like "soft organics" emerged, focusing on textures that evoke the natural world while experimenting with sustainable, sensory-driven designs. This chapter delves into the tactile and visual trends seen throughout the event, illustrating how colour and material choices not only enhance aesthetics but also elevate function and sustainability in the designs of tomorrow.



*RAW Color*





Designer unknown



Designer unknown



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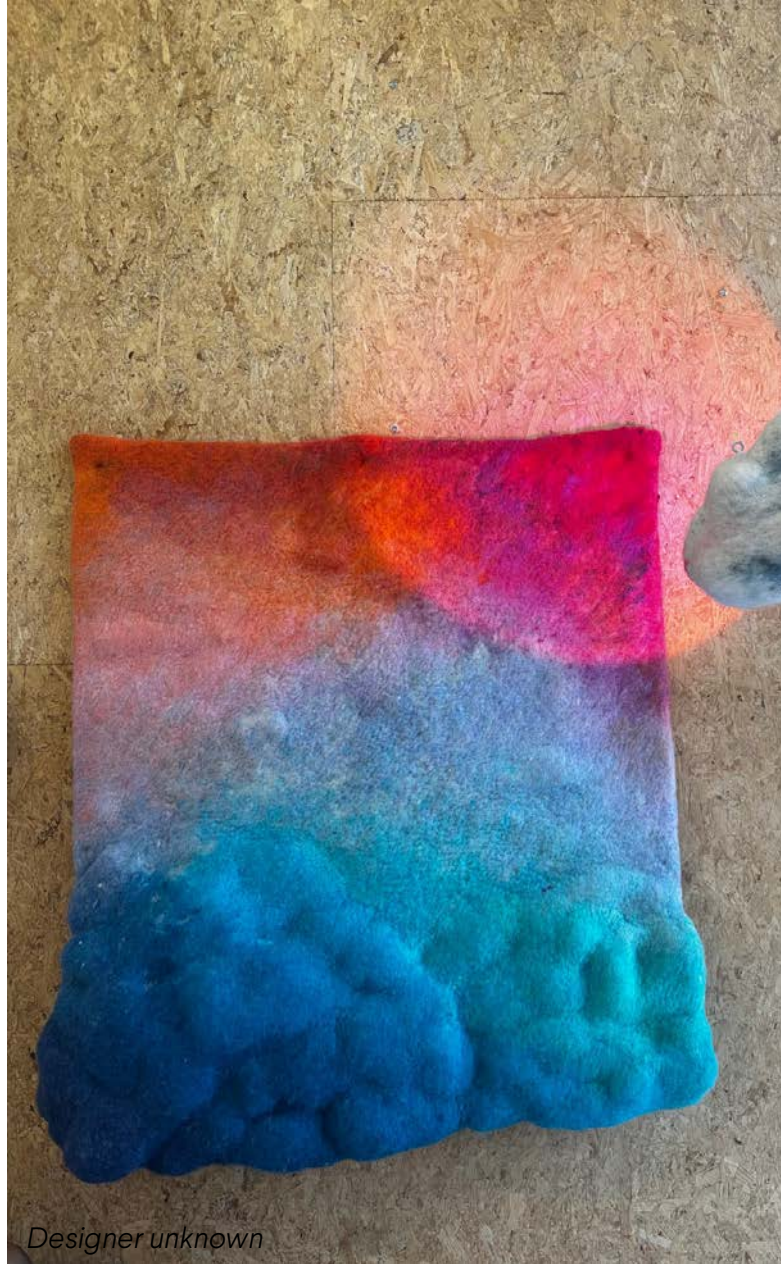


Sofie Aaldering

*“Soft Organics” is a trend that offers an immersive experience connecting us with the natural world.*

This year we saw that the "soft organics" trend was still very much alive, with designers exploring tactile, nature-inspired textures and finishes. The result are innovative art pieces that blend functionality with sensory appeal, offering an immersive experience that connects with the natural world. Designers also employed organic forms and gradients to evoke a sense of harmony and fluidity, showcasing the potential of bio-based materials in both aesthetic and sustainable design.







At Dutch Design Week 2024, one of the most captivating trends was the use of gradient dyes on wooden interior products, a technique that added a new layer of vibrancy to traditional materials. Designers experimented with color gradients that flowed seamlessly across the wood's natural grain, transforming functional items into visually dynamic art pieces. This innovative approach not only highlighted the material's tactile qualities but also introduced a sense of movement and depth, blurring the lines between craftsmanship and artistic expression. These products, once seen as simple functional objects, became statements of bold color and texture, giving them a fresh and contemporary appeal.







*Designer unknown*



*Studio Thier van Daalen*

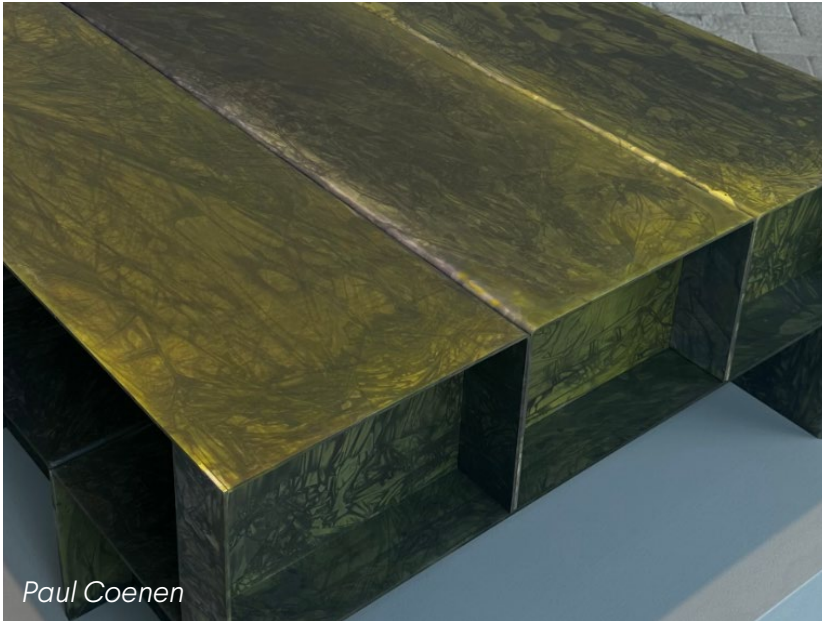
At this year's Dutch Design Week, retro pop-inspired designs took the spotlight, featuring playful shapes and bold color combinations. Functional design products were elevated to pieces of art, transforming everyday items into vibrant statements. With influences from the '60s and '70s, designers combined nostalgia with contemporary flair, turning practical objects into joyful, eye-catching creations that enhance both utility and aesthetic appeal in modern spaces.



*"Studio Thier van Daalen and RAW Color bring joy to their designs with playful shapes and bold, eye-catching color combinations that make their pieces feel fun and full of life."*



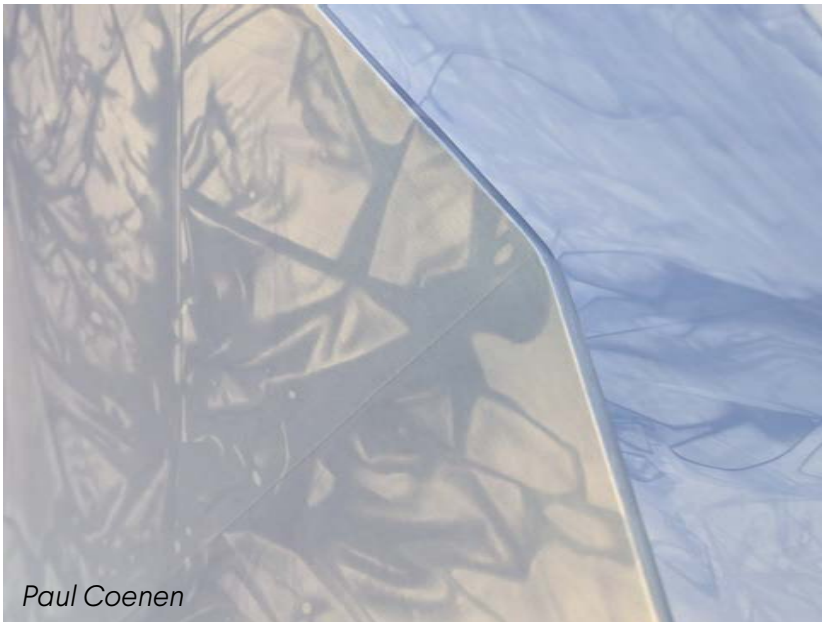




Paul Coenen



Paul Coenen



Paul Coenen

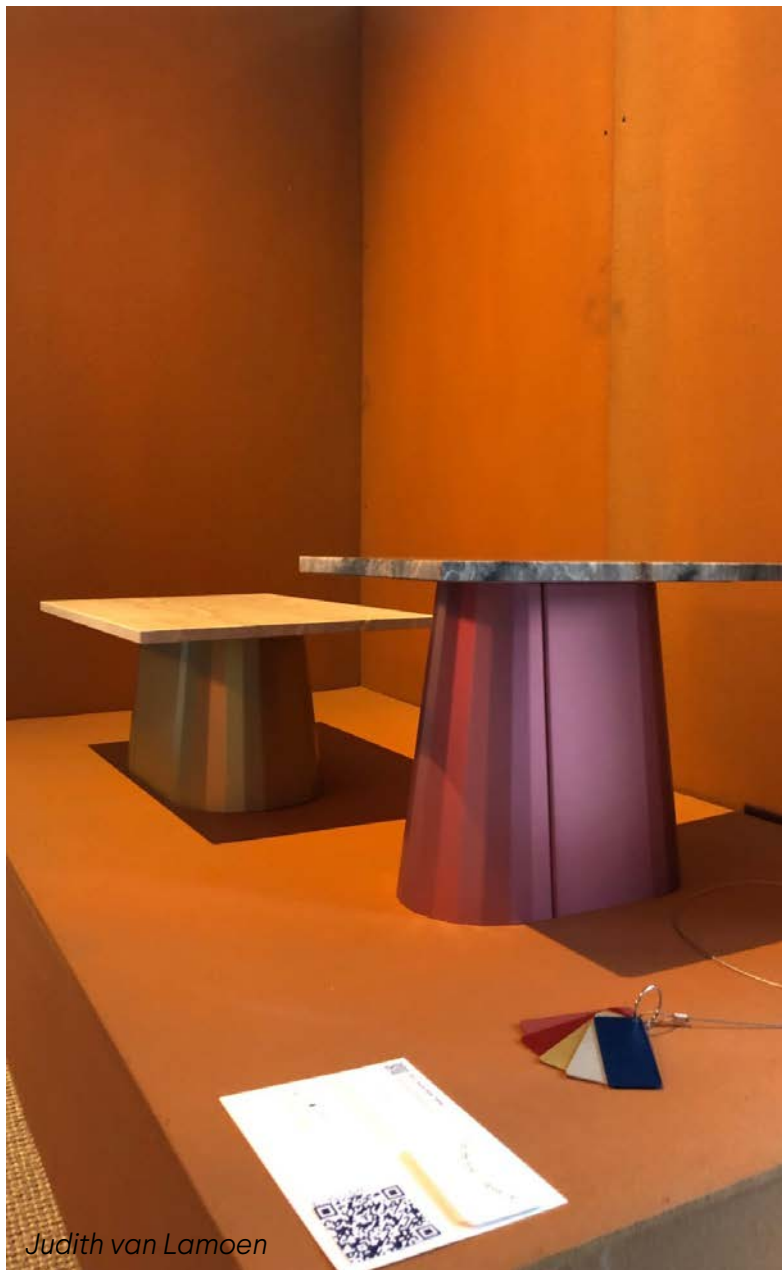


Lotte Schoots

*"Paul Coenen and Lotte Schoots bring an artisanal touch to design, creating intriguing surfaces through Coenen's hand-anodizing techniques and Schoots' wood imitation painting."*

Paul Coenen and Lotte Schoots bring a distinctive artisanal touch to their designs through innovative, handcrafted finishes. Paul Coenen has explored hand-anodizing techniques, adding depth and character to metal surfaces with color that's both unique and durable. Lotte Schoots, meanwhile, developed a specialized painting technique to mimic the natural patterns of wood, skillfully combining the look of organic material with a handcrafted aesthetic.

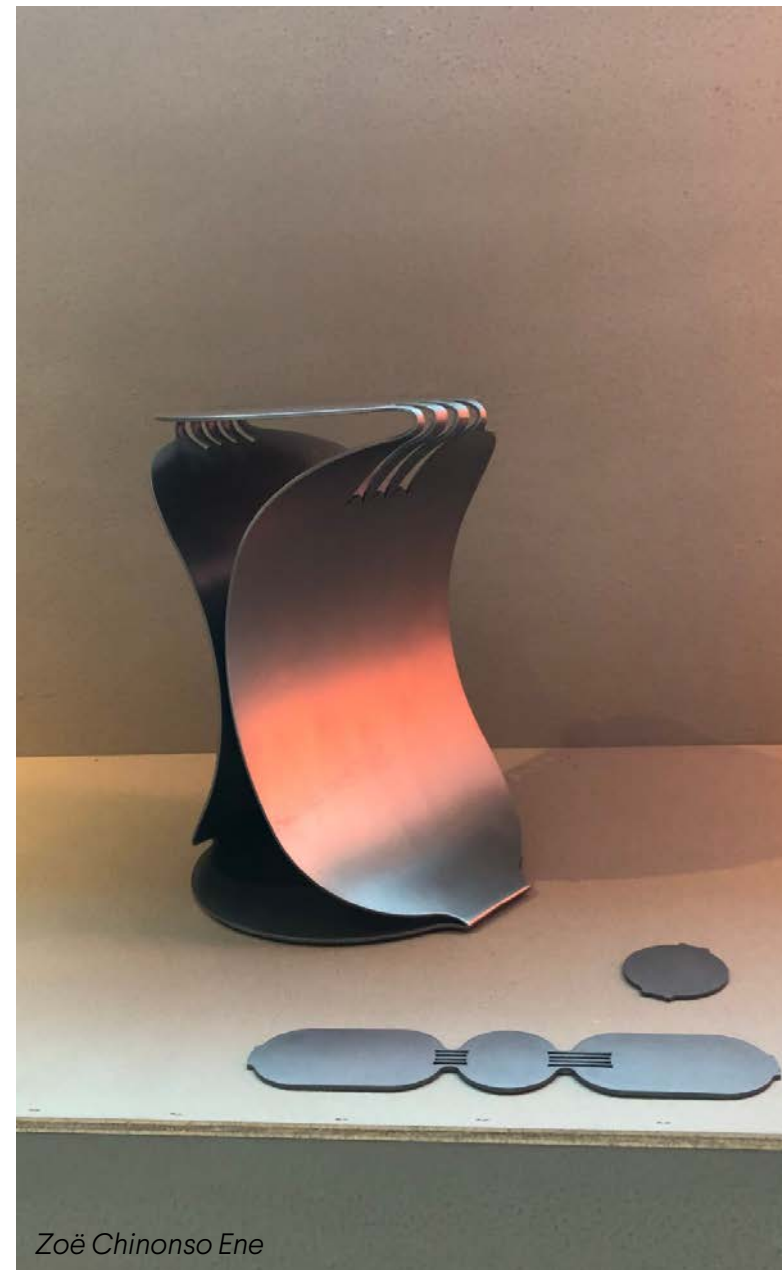




Judith van Lamoen



Studio Tim Teven



Zoë Chinonso Ene





Reflecting on all we have seen and experienced at this year's Dutch Design Week, we see *process* rather than polished and concrete products. In every studio and exhibition, we found concepts still taking shape, ideas in motion, and experiments that challenge our perceptions of what design can be. This year seemed to be less about presenting market-ready products and more about sharing raw creativity, curiosity, and the often unseen steps behind innovation.

From sustainable material development to speculative social design, we encountered visionary projects that may be a few steps away from fruition, yet hold the seeds of transformative change. Dutch Design Week this year reminds us that good design starts with a continuous dialogue between concept and execution, risk and reflection. But as we leave Eindhoven, we are missing the concrete product solutions MODYN loves to see as a design agency. The next step in the design process, taking concepts to reality, was unfortunately largely missing.



# MODYN

design that moves

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