

# Dutch Design Week

Information  
Klokgebouw

Registration 1 April - 30 June

[ddw.nl](http://ddw.nl) | 19 - 27 Oct. 2019

photo: Cleo Goossens



dutch design  
week eindhoven  
19-27 Oct. 2019



# Dutch Design Week

During the 18th edition of Dutch Design Week in Eindhoven, you can see with your own eyes how tomorrow's world is already taking shape. Smart solutions and inventive designs offer new perspectives that look very promising. From 19 to 27 October 2019, the doors to the future will once again be open for nine days in a city that buzzes with innovation and creative energy.

Dutch Design Week invites everyone who designs at a professional level to sign up. Designers, collectives, labels and cultural institutes can register from 1 April until 30 June 2019 through [ddw.nl](http://ddw.nl). Present your work among an unprecedented number of young talents and established names. Put yourself in the limelight for the press and public, enrich your network and do good business.



# Why participate?

## Press and publicity

DDW attracts journalists and photographers, bloggers and scouts from around the world. As an official participant, your work will be actively drawn to our media partners' attention.

[MEDIAPARTNERS, FACTS & FIGURES, PUBLICATIONS](#)

## Get seen

Design lovers, purchasers, curators and colleagues: DDW draws a huge public. Website and social media are visited and consulted with an incredible frequency throughout the event.

## Personal web account

As a registered participant, you will be allotted your own account on [www.ddw.nl](http://www.ddw.nl) to which it is simple to upload text and images. In October 2018, the website had more than 3 millions page views.

[FACTS & FIGURES, DDW IN IMAGES](#)



### **Expand your network**

During DDW you make contacts. With colleagues, representatives from commerce, education and the cultural sector, and possibly collaborative partners and people that inspire you.

### **Good business**

DDW is about doing business too. Commerce and industry are well represented, your target group too. In addition, DDW maintains good contact with international design events, knowledge institutes and grant providers.

[SPONSORS & PARTNERS](#)

### **Have fun**

Eindhoven is a real design city – with a rich industrial past and two leading educational institutes for design. It is also the home base for countless designers and their creative hatching ground. Everyone who has attended Dutch Design Week will agree: this event excites, inspires, and is an exceptional experience. For nine long days, Eindhoven is the place to be in a relaxed atmosphere.

[FACEBOOK, TWITTER, INSTAGRAM](#)

### **Numbers**

2.600 designers

499 events

120 locations

355.000 visitors



# Klokgebouw

Dutch Design Week offers a select number of professionals the opportunity to present themselves in one of the most important locations during the week: Klokgebouw. Centrally located in the creative area of the city in Strijp-S, this former Philips factory is the starting point for the majority of DDW visitors and is always a prominent attraction.

Distributed over four halls with a total exhibition floor space of 7.500 square metres, you will discover more than 100 designers, collectives, universities and innovative companies under one roof. You will encounter the latest developments in the fields of design research, technology, circular design and sustainability, and industrial design. The Klokgebouw is also the starting point for many business programmes, and accommodates a popular stage for meetings, hospitality and the official DDW shop. In 2018, more than 70.000 people visited the Klokgebouw. All the Klokgebouw exhibitors are preselected.

A DDW ticket is required to gain admission to the Klokgebouw.



# Art director Klokgebouw

This year, designer Bas van Tol will be the art director for Klokgebouw during Dutch Design Week.

## **Expo Klokgebouw**

Since 2013, Dutch Design Week has instructed an external party to design and present the exhibition area in the Klokgebouw. Previously, Organisation in Design (2013), designers MKGK (2014, 2015) and Overtreders W (2016, 2017, 2018) were art directors for the Klokgebouw.

## **Bas van Tol**

As co-founder and director of Müller Van Tol, an Amsterdam-based studio for industrial and interior design, Bas has a unique approach to design. In exploiting the quality of space, Bas creates places with an identity of their own. Müller Van Tol applies a strong focus on temporary, site-specific and custom-made workspaces, exhibitions and hospitality venues. Each commission is approached as a search to find a unique answer to the question: what makes a good place?



# Participate

Would you like to see your work in the Klokgebouw during Dutch Design Week? Below you will find the most important information. Want to know more? Check [the DDW website](#) or contact Marleen van Bergeijk ([marleen@dutchdesignfoundation.com](mailto:marleen@dutchdesignfoundation.com)) or Vincent van Herk ([vincent@dutchdesignfoundation.com](mailto:vincent@dutchdesignfoundation.com)). Both are also available via +31(0)40 2961150.

## Register

Who can take part? What is suitable for the programme? And how does the selection process work exactly? All the practical information about participation in DDW can be found on the [website](#).

## Categories

DDW participants are subdivided into categories ([see last page](#)), the same categories apply to the Klokgebouw. These each have their own specifics and prices. All prices are excluding 21% VAT.



## Klokgebouw Small

Terms and conditions are only applicable for the following category:

-Designer / studio / collective ≤ 5 participants

Participants are able to choose between two optional widths:

### Width A

Rental price from € 650,-. Basic dimensions: 1.20 × 1.50 metre (w x l). Extra space: € 75,- per additional metre. For more information see the following page. Including: 1 spotlight, name board and Wi-Fi. Excluding optional facilities: additional lighting (€ 95,- per spotlight), electricity socket (€ 35,-) and suspension points above the stand space (€ 145,-). Stand walls are not included.

### Width B

Rental price from € 725,-. Basic dimensions: 2.00 × 1.50 metre (w x l). Extra space, € 125,- per additional metre. For more information see the following page. Including: 1 spotlight, name board and Wi-Fi. Excluding optional facilities: additional lighting (€ 95,- per spotlight), electricity socket (€ 35,-) and suspension points above the stand space (€ 145,-). Stand walls are not included.



	1,50 m	+ 1 m	+ 1 m	+ 1 m
A: 1.20 m	€ 650	+ € 75	+ € 75	+ € 75

Example: a space of 1.20 x 2.50 metre (w x l) cost €650 + €75 = €725.

	1,50 m	+ 1 m	+ 1 m	+ 1 m
B: 2.00 m	€ 725	+ € 125	+ € 125	+ € 125

Example: a space of 2.00 x 2.50 metre (w x l) cost €725 + €125 = €850.

### Remark

Maximum length of the Klokgebouw Small plot is 4.5 meters. In case you wish to rent a larger plot, please see 'Klokgebouw Medium' on the following page.

Participants in the category Klokgebouw Small are obliged to rent DDW exhibition blocks for designs that can't be placed on the floor.

Rental price for exhibition blocks, each:

45 x 45 x 90 cm: € 75,-

45 x 90 x 90 cm: € 85,-

45 x 90 x 180 cm: € 95,-

The space rental excludes a one-time [participants cost](#) (see last page)

- Designer / studio / collective ≤ 5 participants: € 100,-



## Klokgebouw Medium

Terms and conditions are only applicable for the following category:

- Designer / studio / collective > 5 participants

Rental price € 175,- per square metre.

Minimum size 10 square metres.

Including: stand walls, basis lighting (1 spotlight per 5 square metres included, extra cost € 95 per spotlight), Wi-Fi and 1 power group (3600W, 230V, 16A). The basic layout of the stand walls is to be determined by the organisation. Extra stand walls cost € 150,- per metre.

Participants are obliged to rent DDW exhibition blocks for designs that can't be placed on the floor.

Rental price for exhibition blocks, each:

45 × 45 × 90 cm: € 75,-

45 × 90 × 90 cm: € 85,-

45 × 90 × 180 cm: € 95,-

The space rental excludes a one-time [participants cost](#) (see last page)

- Designer / studio / collective > 5 participants: € 500,-



## Klokgebouw Large

Terms and conditions are only applicable for the following category:

- Organisation Small ( $\leq 20$  employees), educations and cultural organisations

Rental price € 200,- per square metre.

Minimum size 20 square metres.

Including: stand walls, basis lighting (1 spotlight per 5 square metres included, extra cost € 95,- per spotlight), Wi-Fi and 1 power group (3600W, 230V, 16A). The basic layout of the stand walls is to be determined by the organisation. Extra stand walls cost € 150,- per metre.

Participants are obliged to rent DDW exhibition blocks for designs that can't be placed on the floor.

Rental price for exhibition blocks, each:

45 × 45 × 90 cm: € 75,-

45 × 90 × 90 cm: € 85,-

45 × 90 × 180 cm: € 95,-

The space rental excludes a one-time [participant costs](#) (see last page)

- Organisation Small ( $\leq 20$  employees), educations and cultural organisations: € 750,-



## Klokgebouw XLarge

Terms and conditions are only applicable for the following category:

- Organisation Medium (21-40 employees)

Rental price € 225,- per square metre.

Minimum size 20 square metres.

Including: stand walls, basis lighting (1 spotlight per 5 square metres included, extra cost € 95,- per spotlight), Wi-Fi and 1 power group (3600W, 230V, 16A). The basic layout of the stand walls is to be determined by the organisation. Extra stand walls cost € 150,- per metre.

Participants are obliged to rent DDW exhibition blocks for designs that can't be placed on the floor.

Rental price for exhibition blocks, each:

45 × 45 × 90 cm: € 75,-

45 × 90 × 90 cm: € 85,-

45 × 90 × 180 cm: € 95,-

The space rental excludes a one-time [participant costs](#) (see last page)

- Organisation Medium (21-40 employees): € 1.500,-



## Klokgebouw XXLarge

Terms and conditions are only applicable for the following category:

- Organisation Large (> 40 employees)

Rental price € 250,- per square metre.

Minimum size 20 square metres.

Including: stand walls, basis lighting (1 spotlight per 5 square metres included, extra cost € 95,- per spotlight), Wi-Fi and 1 power group (3600W, 230V, 16A). The basic layout of the stand walls is to be determined by the organisation. Extra stand walls cost € 150,- per metre.

Participants are obliged to rent DDW exhibition blocks for designs that can't be placed on the floor.

Rental price for exhibition blocks, each:

45 × 45 × 90 cm: € 75,-

45 × 90 × 90 cm: € 85,-

45 × 90 × 180 cm: € 95,-

The space rental excludes a one-time [participant costs](#) (see last page)

- Organisation Large (> 40 employees): €3.000,-



# Important dates 2019

## **DDW: Call for entries**

01 April - 30 June

## **Construction period Klokgebouw**

Wednesday 16 October, 8.30-18.00 hrs

(not applicable for category Klokgebouw Small)

Thursday 17 October, 8.30-18.00 hrs

Friday 18 October, 8.30-15.00 hrs

## **Disassembly period Klokgebouw**

Sunday 27 October, 18.30-20.00 hrs

Monday 28 October, 8.30-18.00 hrs

## **Opening hours Klokgebouw**

Saturday 19 October until Sunday 27 October,

11.00-18.00 hrs. Throughout these opening hours, exhibitors must be present at their space.



photo: Tommy Köhlbrugge

### Space sketch

To ensure a uniformity of appearance in the Klokgebouw, participants are requested to present a digital sketch of their plans mid-August (not applicable for the category Klokgebouw Small).

### Questions?

Contact Marleen van Bergeijk ([marleen@dutchdesignfoundation.com](mailto:marleen@dutchdesignfoundation.com)) or Vincent van Herk ([vincent@dutchdesignfoundation.com](mailto:vincent@dutchdesignfoundation.com)). Both are also available via +31 (0)40 820 03 67.

### Participate?

Please visit [www.ddw.nl](http://www.ddw.nl) for more information or [apply now](#).

# Participants costs DDW Klokgebouw

DDW participants pay a DDW fee. The costs of participation depend on the type of organization, the size of the organization and the number of DDW events that will be registered.

PARTICIPANT	DDW FEE EXPO (9 days)	KLOKGEBOUW CATEGORY
Designer/ studio / collective ≤ 5 participants	€ 100,- (excl. VAT)	Klokgebouw Small (page 8 & 9)
Designer/ studio / collective > 5 participants	€ 500,- (excl. VAT)	Klokgebouw Medium (page 10)
Organisation Small (≤ 20 employees), educations and cultural organizations	€ 750,- (excl. VAT)	Klokgebouw Large (page 11)
Organisation Medium (21-40 employees)	€ 1.500,- (excl. VAT)	Klokgebouw X Large (page 12)
Organisation Large (>40 employees)	€ 3.000,- (excl. VAT)	Klokgebouw XX Large (page 13)

Please note: separate fees apply for participants Klokgebouw next to the regular DDW fee. Please check the information for each category on the pages above.