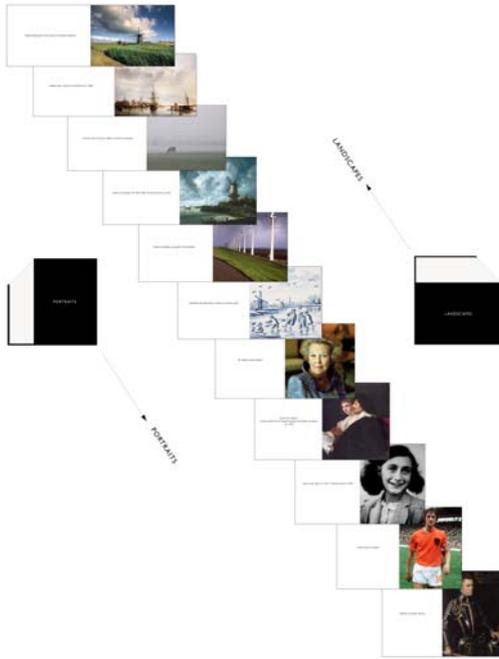


Droog Design and the Dutch Ministry of Foreign Affairs Call for competition: the ten finalists



Portraits & Landscapes

by Damian O' Sullivan & Wouter Haarsma

Generally speaking, a book can have two different formats: portrait or landscape. This design incorporates the two formats into one book. One side is portrait while the other is landscape. The pages transition from one format into the other in small incremental steps and presents us with two sides of the same country: its people and its places.

Flower Lab.



Flower Lab

by Arnout Visser

drawings by Ryohei Yoshiyuki & Arnout Visser

A flower vase with laboratory logic: the water streams from a glass ball to the lower reservoir by means of a bicycle valve tube. The simple and inventive closing keeps the water level steady and makes sure the flowers do not lack anything.



A Conversation Piece

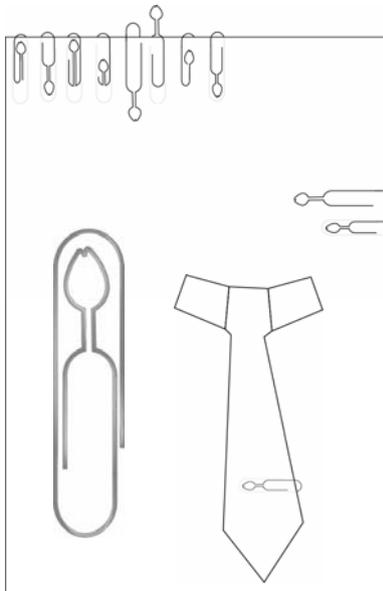
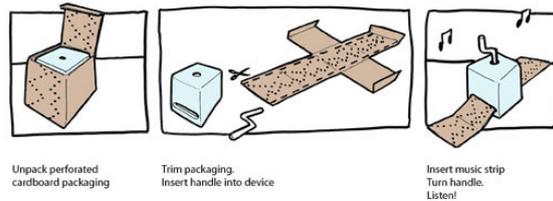
by Hein Ebersson

This proposal exists of a 'process'. The process starts with a USB-stick in a little box. When the receiver connects the USB-stick to their computer, they will be shown a website which is especially made for this project. Someone living in Turkey for example, could choose to receive a catalogue of an exhibition on Dutch architecture in Istanbul, get invited to the premiere of a Dutch film at the Turkish international film festival or read a Dutch novel in Turkish translation. It's up to them to choose which part of Dutch culture they want to enjoy in their own country.

Music Box

by Pete Matthews & Lobke Hulzink

Music translates internationally and therefore makes an ideal present. This gift is pocket-sized but can be placed publicly on a table. The sound and operation is sure to grab attention and to start a conversation.



Connect

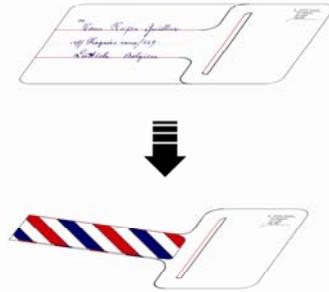
by Margriet Foolen

The Netherlands connect: we keep countries and contacts together. Important forms and papers at the office are being kept together by means of a paperclip. This proposal is a customised paperclip made of silver; it's not just for keeping papers together, but could also be a nice tie pin.

Red White Blue

by Eric Klarenbeek

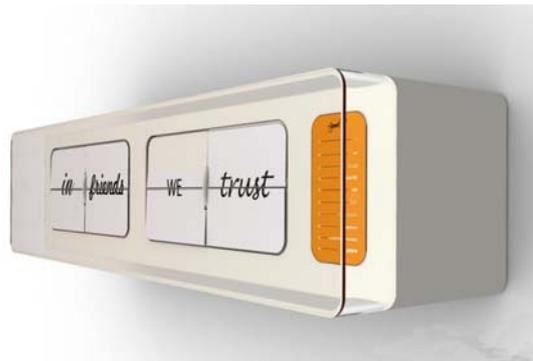
Red white blue is a postcard made of a thin plate with a print of airmail marks on one side. This proposal can also be interpreted as the Dutch flag. The simple little drawing on the postcard tells you where and how you should bend the metal. The handle is three times the thickness of the material to preserve strength. This makes the cheese cutter go around the world.



In friends we trust

by Matijs Korpershoek

This clock shows time by means of words. You can read time by interpreting the value of each word. Time determines words, words determine meaning. The meaning of words determine time.



Netherlamps

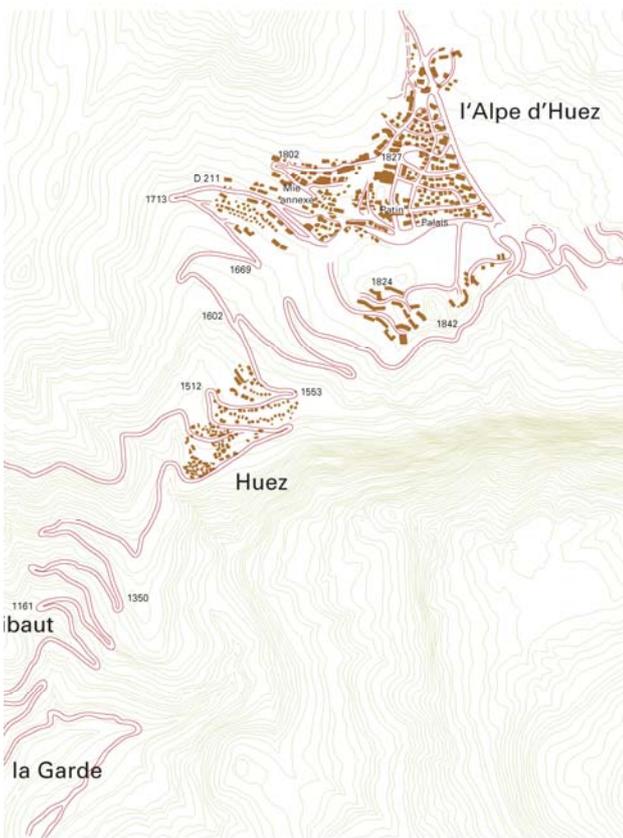
by Matijs Korpershoek

When this lamp clock with moving decoration (the metal indicators) strikes twelve Dutch time, you will hear a melody of a well known carillon from The Netherlands. The clock shows both local and Dutch time.



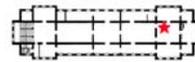
Space to Take Place
by Claudia Linders

Space to take place: the idea to build a 100-meter bench in the Netherlands and give away partial ownership of it, not only stimulates images of the Netherlands in people living far away, but is also interesting as a project that will actually realize a bench as collective property.

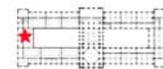


Holland Addendum
by Joost Grootens

Grootens unveiled an idea to create a new atlas of the Netherlands where Dutch events and people show the country outside of it's borders. For example the locations of Vermeer paintings in museums around the world, and the routes Dutch athletes set records on in the Tour de France.



Dresden, Gemäldegalerie



London, Buckingham Palace



New York, Frick Collection



Dublin, National Gallery of Ireland



Frankfurt, Städtisches Kunstmuseum



London, National Gallery