



Buitenlandse  
Zaken



Gemeente Amsterdam  
Stadsdeel Zeeburg

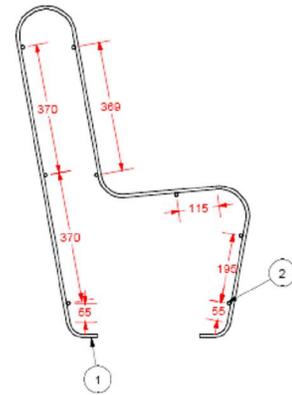
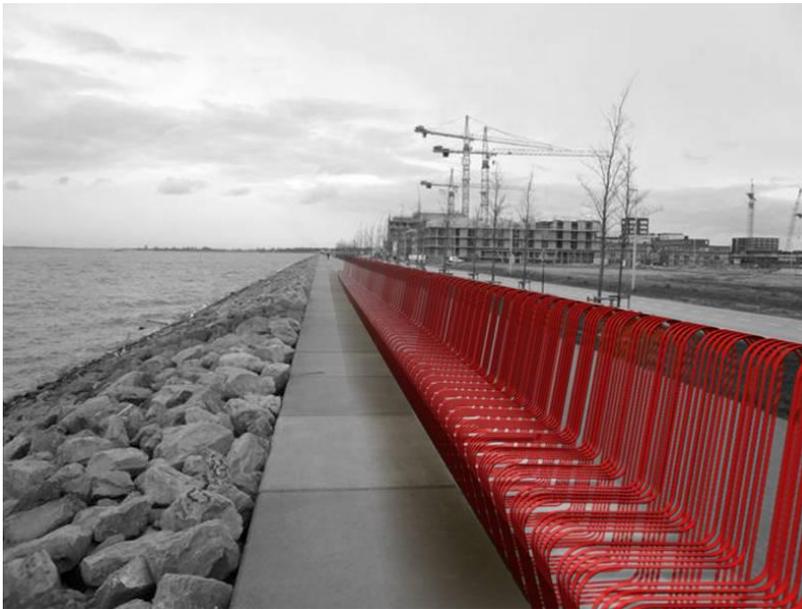
droog

Press release, Amsterdam/The Hague, 1 oktober 2008

# Space To Take Place

## 100 Metres bench as a business gift

The Dutch Ministry of Foreign Affairs asked design company Droog to develop an exclusive business gift. The result: one hundred metres bench that will be placed on the waterfront of IJburg, part of the Amsterdam city district Zeeburg. By means of thousand 'deeds of gift', ambassadors worldwide will give the bench as a present to their most important relations. Designer Claudia Linders gave this idea the name of 'Space To Take Place'.



## Space To Take Place

The bench as a business gift, by means of thousand 'deeds of gifts', means the receiver gets partial ownership of a little piece of Amsterdam at the IJ river. According to the Ministry of Foreign Affairs the interesting added value of this project is 'that the bench can be seen as collective property and as a beautiful piece of art in public space at the same time'.

Claudia Linders' choice to place the bench on IJburg is related to 'the innovative character' of the area. According to the designer, the location is 'representative for outstanding Dutch architecture and the expansion- and population density issues of public housing'. Besides, the place is a 'symbol for the Dutch struggle against the water and for the engineers tradition of land reclamation'.

## Claudia Linders

Claudia Linders has been educated as an architect at the Rotterdam Academy of Architecture and has started her own studio for interdisciplinary research and design, called 'Labeled'. Labeled initiates and advises in vision-, project- and concept development, likewise the projects 'Dare to Unlabel', 'Stad op Straat' and the 'Stedelijk Museum Ypenburg'. Claudia Linders is a coordinator at the Amsterdam Academy of Architecture and a guest teacher at the Rotterdam Academy of Architecture and at the Faculty of Civil Engineering and Applied Earth Sciences at Delft University of Technology. [www.claudialinders.nl]

## Droog

Droog is an international design company based in Amsterdam and set up in 1994 as a statement on design. The company works from a mentality that is close to human and with products that each tell a story about themes such as: memories, nostalgia, re-use, craftsmanship and nature. Droog wants to substantially contribute to the international design debate and exchanges ideas with industrial designers, but also graphic designers, fashion designers and architects from all over the world. [www.droog.com]

## Reclaiming land on IJburg

IJburg is the youngest part of Amsterdam, situated in the city district of Zeeburg on the city's east side. The area consists of artificial islands in the IJ-lake, made according to the so-called 'pancake method': a kind of sprinkler puts on the sand under water and above the sand is being raised on. The city of Amsterdam can be trusted very well for this kind of land reclamation; the people of Amsterdam are reclaiming artificial land ever since they built the dam in the Amstel around the year 1250. [www.ijburg.nl]

## Stay tuned

The developments around Space To Take Place can soon be followed at: [www.spacetotakeplace.nl]. The official presentation of the bench to the Mayor of Amsterdam, Job Cohen, by the State Secretary for European Affairs, Frans Timmermans, takes place on October 6<sup>th</sup>, 2008, 12.00 hours. Location: Bert Haanstrakade, IJburg, Amsterdam. You are kindly invited to attend this festive occasion.



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