

MAGAZINE

The design of the future is at the Dutch Design Week 2023

NEWS, APPOINTMENTS — 18 OCTOBER 2023



"Picture This" is the chosen theme for the 2023 edition of Dutch Design Week, inviting participants to envision the world's future in 50 or 100 years and urging a reversal of any harmful trends.

21 - 29 ottobre

[↪ Website](#)

This year's **Dutch Design Week** aims to underscore the challenge that designers face today in **promoting positive counter-trends**. The emerging schools of thought in the design sector are strongly oriented toward more conscious design processes, addressing the most urgent challenges of the present. The theme *"Picture This"* seeks to promote and celebrate the imaginative power of designers in **visualizing new perspectives and guiding the public through change**.



In pursuit of the goal of encouraging change, Dutch Design Week 2023 has assigned each participating project a mission, introducing the *"Programme Narratives"* for this edition. The latter comprises **five missions and five design perspectives**, with the additional aim of directing every visitor and participant of the design week to exhibitions, activities, and events **aligned with their interests**.

The **design perspectives introduced by the Dutch Design Foundation** (the organization behind DDW) aim to provide an overview of the main facets of design—a sector and profession impossible to include in a single definition. *"Signature & Collectible Design"* encompasses objects and works of a **poetic and conceptual nature**, resulting from artistic explorations and individual expressions. *"Speculative & Social Design"* presents pieces created through **unexpected and unconventional approaches**, with a strong social character. *"Product & Craft Design"* offers objects requiring **extensive knowledge**, skills, and methods. *"Service & Innovative Design"* involves designers dedicated to addressing questions posed by rapid **digital and technological developments**. *"Independent & Critical Design"*, then, features the work of authors and inventors whose **independent and critical work** defies easy classification.



The missions entrusted by the Dutch Design Foundation to designers address urgent contemporary issues, from the climate crisis to social inequality. *"Enabling our Thriving Planet"* aims to enhance the power of **nature** and its protection. *"Creating our Living Environment"* focuses on designing environments and **mobility** tools redefining the quality of life. *"Boosting our Health and Well-being"* promotes projects related to safeguarding and improving **human health**, encompassing aspects from the food we ingest to healthcare and personal well-being. *"Achieving our Equal Society"* concentrates on **safety, inclusiveness, and connection**, with the mission to foster better social equality through the redesign of systems and interactions. *"Challenging our Digital Future"* explores and delves into **new digital realities**, from virtual worlds to artificial intelligence and global platforms.



Tag:

Dutch Design Week

Design Week

Design

Sustainability

© FUORISALONE.IT — ALL RIGHTS RESERVED. — PUBLISHED ON 18 OCTOBER 2023

Did you enjoy this content?
Subscribe to our newsletter

