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The Premsela Design Forum on Repairing

a discussion on the value of repairing things in a throwaway society

Wednesday 22 April 2009, Milan Design Week

Recycling is a contemporary code word people often use when talking about responsible, conscious production. At its Milan design forum on Wednesday 22 April, Premsela, Dutch Platform for Design and Fashion, will focus attention on an all-but-forgotten alternative path to reuse: repairing broken and damaged items.

Renowned speakers including Piet Hein Eek (designer), Corinne Poux-Bernard (Director of Innovations, Hermès), Satyendra Pakhalé (cultural nomad) and Joanna van der Zanden (Artistic Director, Platform21), led by moderator Marco Bevolo (independent author), will share their views on the value of repair in the context of the global economic crisis.

The Premsela Design Forum will be introduced by the Dutch Minister of Culture, Ronald Plasterk.

Repairing is environmentally friendly, but it also changes the relationship between object and user from superficial to enduring and unique. To repair is to restore and renew. When a missing or broken part is replaced, a product's character can change radically. Countless repair manuals and links to repair sites can be found on Planet Green and YouTube. At the Premsela Design Forum, our point of departure will be the cultural and social aspects of repair.

Stop Recycling. Start Repairing.

"Make your products live longer! Repairing means taking the opportunity to give your product a second life. Don't ditch it, stitch it! Don't end it, mend it! Repairing is not anti-consumption. It is anti-needlessly throwing things away."

This is the first line of the Repair Manifesto written by the Amsterdam design centre Platform21 for its project Platform21 = Repairing. The manifesto has

been disseminated and picked up by weblogs, designers and consumer programmes. In addition, 20,000 copies will be distributed during 2009 Milan Design Week. Through an exhibition, workshops, lectures, repair clinics and a competition, Platform21 = Repairing investigates how repairing can become a contemporary activity again. The project runs through 30 August 2009. Platform21 is an initiative of Premsele and ING Real Estate. For more information, see www.platform21.com.

**Premsele Design Forum on Repairing
Milan Design Week, Wednesday 22 April 2009**

Romeo Gigli Café

Via Angelo Fumagalli 6, Milan (metro: M2, stop: Porta Genova / tram 2 / bus 74)

Doors: 6.30pm

Discussion: 7.00pm (preceded by an introduction by Dutch Minister of Culture Ronald Plasterk)

Cocktails: 8.30–10.00pm

Free admission

Design.nl Launches Special Mobile Tool

In 2009, exhibiting designers and brands from the Netherlands will once again be amply represented in Milan. Through Design.nl, Premsele is making their exhibitions accessible to journalists and other visitors. Essential information will be available at Design.nl/salone from April 2009. This year for the first time, the site will be viewable by mobile telephone through *Mobile.design.nl*. With the help of Google Maps, Design.nl/salone will immediately let you see where the exhibitions are and assemble your own selection. And of course, Design.nl will provide daily updates from Milan during Design Week and afterward.

About Premsele

Premsele, Dutch Platform for Design and Fashion, has worked to improve the cultural climate for design in the Netherlands since 2002. We do this through lectures, discussions, exhibitions, research and publications in the Netherlands and abroad. In the coming years, Premsele will operate longterm programmes in the areas of heritage and history, globalisation, and amateurism. Premsele is the publisher of Morf (www.morf.nl), the Netherlands' largest design magazine, and the international web portal Design.nl. www.premsele.org

NOTE FOR EDITORS

You are cordially invited to attend the Premsele Design Forum in Milan and the accompanying cocktail reception on Wednesday 22 April 2009 from 6.30pm.

RSVP by Monday 13 April to press@premsela.org

The Repair Manifesto is downloadable at
<http://www.platform21.nl/page/4453>

For more information or images, please contact:

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Interviews with speakers are available on request.

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BIOGRAPHIES

Moderator

Marco Bevolo (independent author)

Marco Bevolo, a specialist in the areas of design, publishing and marketing communication, worked for ten years as Philips Design's director of trend research. He now works as an author for entities including Wharton School Publishing in the United States. His work has appeared in books such as *The New Everyday*, *The Art of Advertising* and *Nuova Enciclopedia della Comunicazione*.

Speakers

Piet Hein Eek (designer)

Piet Hein Eek is a Dutch designer. He graduated in 1990 from the Design Academy in Eindhoven with a cabinet made of scrap wood as his final project. In an age of excess, he chose to use simple materials and a sober style. Eek designs and produces furniture, lighting, accessories, and building interiors. Piet Hein Eek's work is represented in countries including Italy, the United Kingdom, Spain, Germany, the United States, France and Japan.

Satyendra Pakhalé (cultural nomad)

The Indian designer Satyendra Pakhalé, based in Amsterdam, describes himself as a cultural nomad. Before he started his own design studio in 1998, he worked as a designer for Philips Design. He now works on his own projects and on commission for clients including Alessi, Cappellini, De Vecchi and Moroso.

Corinne Poux-Bernard (Director of Innovations, Hermès)

- biography by request -

Joanna van der Zanden (Creative Director, Platform21)

Joanna van der Zanden is the artistic director of Platform21 in Amsterdam. She studied fashion and design and has a university degree in contemporary art history. From 1996 to 2003, she worked for KesselsKramer, where she developed a passion for creative design and communication projects. She has been leading Platform21 since 2006. She is also developing a future concept for a new design centre in Amsterdam's Zuidas district.