

**Never mind the mainstream.  
About Industry and Experiment in Design**

A half-day kick-off conference at the Triennale di Milano (Teatro Agorà)  
**April 18, 2012, 14.00h to ca. 17.00h**, drinks until ca. 19.00h

**Topic**

The conference will deal with experiment and research in the historical and contemporary design industry/production in Germany and the Netherlands. It will touch on topics such as industry and mass production vs. the do-it-yourself (DIY) movement, small editions, and crafts; global vs. local production; open source vs. copyrights, and others. The broad topic will also allow us to talk about Rietveld and his modernist contemporaries and draw parallels to and conclusions for the design of our times.

**Line up**

**Aaron Betsky**, director of the Cincinnati Art Museum and of the Venice Biennale of Architecture 2008

**Jurgen Bey**, designer and director of the Sandberg Institute / Rietveld Academy, Amsterdam

**Anne Mieke Eggenkamp**, director of the Design Academy Eindhoven

**Petra Schmidt**, design consultant and author

**Konstantin Grcic**, designer

**Rogier van der Heide**, Vice President and Chief Design Officer of Philips Lighting

**Hella Jongerius**, designer

**Pieter Kool**, art director 3D-Design at G-Star Raw

**Julia Lohmann**, designer

## Schedule

- 14.00h:** Opening by Mateo Kries, Director of the Vitra Design Museum, and Els van der Plas, Director of Premsela, the Netherlands Institute of Design and Fashion
- 14.15h:** Talk by Aaron Betsky about Gerrit Rietveld and his influence and relevance to this day
- 14.45h:** Key note Rogier van der Heide, Vice President and Chief Design Officer of Philips Lighting
- 15.00h:** Key note Anne Mieke Eggenkamp, Chair of Design Academy Eindhoven
- 15.20h:** Interview Hella Jongerius by Aaron Betsky
- 15.45h:** Key note Petra Schmidt, design consultant and author
- 16.00h:** Key note Pieter Kool, Art Director 3D Design at G-Star Raw
- 16.40h:** Panel discussion with 4 participants:

Konstantin Grcic  
Julia Lohmann  
Jurgen Bey  
Rogier van der Heide

Drinks at **17.15h**, sponsored by the Dutch consulate in Milan

Moderation by **Tim Vermeulen** (Premsela) and **Amelie Znidaric** (Vitra Design Museum)