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PRESS RELEASE

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Design Academy Eindhoven: The Family of Form

In 2007, Design Academy Eindhoven celebrates its 60th anniversary. To add lustre to this event, the institute organizes the exhibition *The Family of Form* at the Salone del Mobile 2007. In this group presentation of the work of three generations of DAE graduates, the full focus is on the identity of design. The exhibition is on view from April 18 through April 22 in Museo Luciano Minguzzi, Milan.

This year, Design Academy Eindhoven has decided to delve into a subject matter that has gained in importance over the last couple of years: the investigation of the identity of design. The young designer researches ideals of beauty, individuality, and materialization of the physical or virtual form. He searches for human and personal values, dignity, and balance. He reaches surprising insights, dares to make a stand, designs new materials, and invents new techniques. Weight and time measurement instruments are deployed in innovative manners and a penchant for manually operable and mechanically moveable objects is gaining ground.

In the twenty-first century, the urge for decoration decreases while the need for identification increases, often in a more abstract or symbolic form. The tendency is translated into objects with more colour and a greater individuality. The substantiation of the individual standpoint, the design of a product's individuality, are central issues in the final selection for the exhibition.

The title of the exhibition refers to the famous photo book *The Family of Man* by Edward Steichen, which appeared in the 1950s. The book was the first to give an overall image of the peoples of the world, the uniqueness of their characteristics and the universality of their experience. The exhibition *The Family of Form* demonstrates how an inquiring attitude can lead



to a varied yet coherent collection of forms. The title also stands for the commitment of all the family members of the Design Academy (heads, teachers, staff, alumni, and students) to collectively achieve innovation and deepening within the design domain.

Location

Museo Luciano Minguzzi
Via Palermo 11
Milan
Italy

Opening hours

April 18th until April 22th 10.30 – 19.00 hours

Design Academy Eindhoven

Design Academy Eindhoven, founded in 1947 as an academy for industrial design, is the only independent college of higher education in the Netherlands that specializes entirely in design. The academy trains students to be experts in the field of product design, communication design, environmental design, interior design, trend prediction, automotive design, and the design of new media applications. Design Academy Eindhoven leads the way in innovation and change and is both nationally and internationally one of today's most prestigious institutes in the world of design.

Design Academy Eindhoven presents itself annually with a group exhibition at the Salone del Mobile, thus offering the institute's talented graduates an international platform.

Note for the editors (not for publication):

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E-mail press@designacademy.nl. High resolution images can be downloaded from <http://press.designacademy.nl>