

Launch DDD theme Woman at Kiki & Joost

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It's cold outside, but warm inside. In a beautiful setting by Kiki and Joost, we launch the DDD theme Woman. Surrounded by their colorful work and with a warm group of community members and supporters, it feels like a special moment.

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Robert van Rixtel (DDD) gives me the floor. Six months ago I sat down with Robert. He was immediately interested and last week, on International Women's Day, we published the [opinion piece](#). Today we are launching the topic live.



[DDD Woman](#)

We live in a world largely designed by men. At the same time, their choices have a profound impact on women's daily lives, including within the design industry. By sharing personal stories, we give women designers a voice. And by highlighting strong design projects, we want to contribute to a better position of women in general. This theme is getting more and more attention; for example, the BNO published *The Female Gaze*, a five-part series on women designers.



Event | International

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25.04.2017

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I talk about the book 'Invisible Women' by Caroline Criado Perez, highly recommended, and why we are meeting here in particular. It has everything to do with *Fragile*, the installation I saw in 2021 during Dutch Design Week. The work grabbed me and brought me into conversation with Kiki van Eijk.

Kiki van Eijk was inspired by researcher Chahinda Ghossein-Doha and now volunteers for the *Queen of Hearts* Foundation. With *Fragile*, she depicts in three spaces the impact of a complicated pregnancy, with a placenta as the centerpiece. In the central space, a placenta on strong water is atmospherically illuminated. This unique organ nourishes the baby but can also cause complications. Chahinda and her team are exploring how the placenta can predict the risk of cardiovascular disease in mothers.



Katja Lucas and Kiki van Eijk