

Driving Dutch Design - Onno Adriaanse

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17.08.2019



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ONE WEEK ABOUT *Driving Dutch Design* by curators *Marsha Simon (BNO)* and *Katja Lucas (DDF)*.

Onno Adriaanse

"Studio Onno Adriaanse is a Dutch design studio, based in Eindhoven and founded by me, Onno Adriaanse (1991), after graduating from Design Academy Eindhoven in 2016."

"I work as a multidisciplinary studio making art installations and extraordinary pieces of furniture. I am always searching for the combination of art, design and material research, because by combining several disciplines the most interesting designs will be found. Usually a material itself is the start of a new design process, using the characteristics of the material as a guide. This results in functional objects, but the function is not always the main purpose or goal."

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“I am very happy that I could participate in Driving Dutch Design. Because I normally spend all my time creating and inventing new projects, I sometimes forget to think about the business side. DDD was a (positive) obligation for me to think more about this. Thanks to the masterclasses and my coach questions were answered. How do I work on my acquisition? How do I work out my plans without being distracted all the time? It sometimes takes a lot of time, but in the end you invest it fully in yourself!”

