

November 2010: Press Release

POST FOSSIL: excavating 21st century creation
Design Museum Holon, Israel
www.dmh.org.il
27 January – 30 April 2011

Design Museum Holon announces its fourth exhibition **POST FOSSIL: excavating 21st century creation**, a dynamic new design exhibition curated by internationally renowned trend-forecaster **Lidewij Edelkoort**.

The exhibition was curated by Lidewij Edelkoort for 21_21 DESIGN SIGHT in Tokyo, Japan, in Spring 2010 and has been redesigned and expanded for Design Museum Holon in Israel.

POST FOSSIL: excavating 21st century creation will present the work of more than 60 contemporary designers from around the world, illustrating how the design of the future can be inspired by the archaic aesthetics, organic materials and poetic techniques of the past.

The exhibition includes works from innovative designers such as **Pieke Bergmans** (the Netherlands), **Nacho Carbonell** (Spain), **Arik Levy** (Israel), **Tomás Libertiny** (Slovakia), **Peter Marigold** (United Kingdom), **Tanja Saeter** (Norway) and **Studio Job** (the Netherlands) and **Boaz Cohen** (Israel). New additions to the exhibition include works by upcoming designers **Shir Atar**, **Raphael Navot**, **Reddish Studio** and **Raw Edges** (Israel) amongst others.

Galit Gaon, chief curator of Design Museum Holon says, "*Edelkoort has assembled a selection of future fossils, based on the understanding that one of the best ways to study design is through the analysis of archaeological relics. In contrast to the common perception of future design as technological and interactive, "Post Fossil" enables us to examine the future by gazing back to the past and to re-experience the primal encounter between man, matter and basic forms.*

"We invited 'Post Fossil' to showcase at Design Museum Holon to fulfil our goal of providing exciting and engaging design experiences to our visitors, representing innovations and current issues in design and culture. We hope that in the spirit of 'slow food' and 'slow parenting,' visitors will walk through the exhibition at a slower pace, allowing their senses to awaken, while encountering unfamiliar forms and structures and allowing themselves to feel compassion for the environment."

In the wake of the global economic crisis, the period of glamorous and streamlined design for design's sake has come to an end. This exhibition seeks to review the value systems constructed over the previous century by showcasing objects by a new breed of designers creating work that challenges and overturns our conventional notions of design. The exhibiting designers are retracing the steps of human history and going back to the primitive roots of the very act of



making things. They are redesigning shelter and tools as well as lifestyle, incorporating elements from nature into materials and the creation process.

The selected objects present an overview of new creative trends for the 21st Century. Designs are formulated from natural and sustainable materials including timber, hide, pulp, fibre, earth and fire, using simpler tools and techniques, leading to a modest, contented and contained lifestyle. Among the designers, **Maarten Baas** (the Netherlands) has become an early and influential player of the Post-Fossil movement. His *Clay Furniture* collection of wobbly pieces illustrates his intuitive approach to form and, in a world first, was made in authentic clay materials especially for the exhibition. **Julia Lohmann** (Germany) embeds lively characteristics into conventionally inanimate objects to illustrate that in the future design will have soul. **Max Lamb's** (United Kingdom) sheep-like chairs are initially sculpted in polystyrene before being 'slaughtered' in molten bronze that is poured into their "lost-foam" mould.

Lidewij Edelkoort is renowned for her visionary eye, explaining that we are at the dawn of a post-fossil era: *"Time has come for extreme change. Society is ready to break away from last century for good. To break with creative conventions, theoretic rules and stigmas that now are questioned, challenged and broken. To break with a materialistic mentality, replacing it with the materialisation of modest earth-bound and recomposed matter."*

Bone structures give quality to pre-historic dwellings and millennial designs imitating the organic process of growth. Hand-blown glass and hand-thrown pottery will dominate the table of the future, presenting even slower food with forgotten vegetables and just local and seasonal produce.

In general, materials will be matte and humble, however the earth and its hidden riches also invite this generation to employ minerals, alloys and crystals; adding lustre and sometimes even sheen to these fossil-like concepts and constructions. Nature is a dominant ingredient in this movement, although no longer used in a naïve and aspiring ecological language, but as a mature philosophy fit for a newer age. Like a Fred Flintstone of tomorrow."

POST FOSSIL: excavating 21st century creation therefore raises the following important questions:

- Can we do with less to become more?
- Can design have a soul and therefore be animated?
- Can man find a more meaningful way to consume?
- Can we break with the past and reinvent the future?

Notes to Editors:

1. Curator Lidewij Edelkoort will explain the exhibition concept at **press conferences** in the following cities:

London, November 25, 2010

Royal Institute of British Architects, 66 Portland Place at 12:30



New York, December 7, 2010
The Firehouse, 604 East 11th Street at 9:30

Holon, January 25, 2011
Design Museum Holon, 8 Pinhas Eilon Street at 10:00

For further information, visuals and to confirm attendance at a press conference please contact **Sameera Hanif** at LUCHFORD APM: sameera.hanif@luchfordapm.com; +44 (0) 20 7631 1000.

2. **Lidewij Edelkoort** is a trend forecaster, curator, publisher and educator who constantly lives in the future. Edelkoort's work has pioneered trend forecasting as a profession, providing design and lifestyle analysis for the world's leading brands.

Edelkoort's magazines, *View on Colour*, *INview* and *Bloom* have been highly influential in the creative industries for nearly two decades. More recently, her work has evolved into the realms of education at the Design Academy Eindhoven where she was Chairwoman from 1999 to 2008, humanitarianism within the Heartwear craft foundation she co-founded in 1993, and curatorial work as she delves into the art and design domain, illuminating museums and exhibits around the world.

3. Designed by world-renowned architect Ron Arad, **Design Museum Holon** was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design.

Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.

4. **21_21 DESIGN SIGHT** is committed to presenting innovative design through unique exhibitions and public programmes, offering insight into design's future.
5. A fully illustrated catalogue, *Post Fossil: excavating 21st century creation* will accompany the exhibition, available at www.dmh.org.il.
6. Selected designers will be available for interviews at the press conferences and by phone and email.
7. A full list of participating designers is available on request.

For press information or visuals of the exhibit and Design Museum Holon, please contact Sameera Hanif, Jacob Peres or Michaella Quinn at: LUCHFORD APM tel: + 44 (0) 20 7631 1000 email: Sameera.Hanif@luchfordapm.com



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Images for reference only; not for publication

1.



Peter Marigold
Spilt Box Shelves, 2007

2.



Atelier Van Lieshout
"Family Lamp", Lamp, 2007

3.



Atelier NL Lonny van Ryswyck
Drawn from Clay Tableware, 2006

4.



Pieke Bergman
Crystal Virus, 2005 – 2008



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5.



Marijn van der Poll
Do hit Chair, 1999
Photo by Droog

6.



Yuval Shaul
White Jaw

7.



Samuel Ben Shalom
Mad Cow, 2011

8.



Guus Van Leeuwen
Domestic Animals Radiator, 2008
Photo by Renee van der Hulst



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9.



Shir Atar
Elevation, Pile & Stump, 2009-10
Photo by Michael Fisch

10.



BCXS (Boaz Cohen and Sayaka Yamamoto)
Portrait Photo by Jakob Hohmann

11.



Nacho Carbonell
Lover's Chair, from Evolution Collection Chair, 2008
Photo by Nacho Carbonell Studio

