

# Marjan van Aubel and Formafantasma ambassadors DDW22

**Marjan van Aubel and Formafantasma are the ambassadors of the 21<sup>st</sup> edition of Dutch Design Week (DDW). They are developing unique works and projects especially for this edition. With this, they bring their own interpretation of the DDW theme *Get Set: We're on a mission*.**

Every year, DDW asks people from the design field to take on the role of advocate for design in general, and DDW in particular. According to the Dutch Design Foundation (DDF) – the organisation behind DDW – the three ambassadors once again represents the most contemporary and urgent voices in today's design world and that of the future. New this year is that the ambassadors also use their position as established designers and DDW ambassadors to include young design-talents in their mission.

## Marjan van Aubel

Marjan van Aubel Studio is an award-winning, innovative solar design practice that translates solar energy into everyday life. They design for a positive future with a combination of sustainability, design and technology. The studio creates lasting change through solar design, whereby the power of the sun is seamlessly integrated into our environments, buildings and objects. The aim is to make solar energy more accessible for everyone.

Marjan has collaborated with global brands including Cos, Timberland and Swarovski, with the goal of accelerating the global energy transition to solar power. Her studio's most notable works are Sunne, Current Table, Power Plant and the roof of the Dutch Pavilion at the World Expo 2020 in Dubai. Marjan is co-initiator of [The Solar Biennale](#), which will take place for the first time this year in September and The Energy Show - an exhibition focussing on sun, solar energy and manpower.

### **Creative Head of DDW Miriam van der Lubbe on Marjan as ambassador:**

*"Marjan van Aubel Studio is a true pioneer in the field of solar design and brings this topic to the fore with striking urgency. Her work brings together innovation, sustainability, design and technology. Marjan puts the true potential of solar energy on the map by integrating it into her product design, thereby demonstrating how powerful design can be. Marjan van Aubel Studio is a leader in design and entrepreneurship that shows the need for smart collaborations. Marjan is an example for future generations: inspiring, driven and ambitious."*

## Formafantasma

The Italian duo Andrea Trimarchi and Simone Farresin have been advocating holistic design thinking and value creation ever since founding their own studio Formafantasma in 2009. Their goal: to better understand, facilitate and transform the built and natural environments

we live in. Formafantasma sees material, technical and social possibilities everywhere, and loves to open them up for discussion.

Formafantasma works from its studios in Milan (Italy) and Rotterdam (the Netherlands) and embraces a broad spectrum of typologies and methods, from product design to spatial design, strategic planning and design consultancy. Whether it is a commissioned design or a self-initiated project, the studio always pays the same careful attention to context, process and detail. Its portfolio is therefore characterised by thorough research results and a coherent visual language.

**Creative Head Miriam van der Lubbe on Formafantasma as ambassador:**

*“Formafantasma creates unique work, is conceptually strong and often makes a poetic translation of vision into expressive and outspoken work. Their work is included in collections all over the world. Andrea Trimarchi and Simone Farresin are uniquely capable of collaborating with leading brands based on their own autonomous ideas. They are drivers of talent development and are not afraid to tackle topics and issues of social urgency.”*

## Programme and ticket sales online

Ticket sales for DD22 started on 1 September and the first part of [the programme is online](#). More exhibitions, talks and other activities will be added in the coming weeks.

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### Note for editors

Images and press releases on this year's edition are [available here](#). For additional information or image material, please contact  
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### About DDW

Over the past 20 years, DDW's profile has been a festival emphasizing the design of the future and the future of design. With this focus, DDW showcases the work of creative minds worldwide, designers who are shaping a positive future. Their work has the potential to impact our society for years and decades to come. And DDW is the place to show, review and challenge these ideas. DDW22 will take place from 22 - 30 October.