

# press release

Amsterdam, May 2nd, 2012

# Material Matters

## Droog to lead a break-out session at What Design Can Do



### What Design Can Do Annual Design Conference

Stadsschouwburg Amsterdam  
May 10th & 11th, 2012

**Droog's break-out session**  
May 10th 14:05 – 15:35

**More info**  
[www.whatdesigncando.nl](http://www.whatdesigncando.nl)

**Order tickets**  
[www.whatdesigncando.nl](http://www.whatdesigncando.nl)  
[www.ssba.nl](http://www.ssba.nl)

Imagine if materials become increasingly scarce, and therefore more expensive. What would this mean for the design industry? Will design companies offer alternative ways of creating materials, will they specialize in upcycling, concentrate on services, go digital, or do something else?

Following Droog's successful presentation of "Material Matters: a future furniture fair" during the International Furniture Fair in Milan, Droog will lead a break-out session at the What Design Can Do Annual Design Conference taking place in Amsterdam on May 10th and 11th, 2012. Renny Ramakers and Agata Jaworska of Droog Lab will present the exhibition and invite participants to imagine alternative business models urged by material scarcity.

"Material Matters: a future furniture fair," was part of Domus Open Design Archipelago, a collective laboratory that previewed the future of design in April 2012. Material Matters featured 20 imaginary design companies that might come to thrive given a change in policy in which income tax is replaced with tax on raw materials.

Some of the companies presented at Material Matters were: Crow Works™ trains crows to collect bottle caps. Sea Treasures™ fishes plastic debris from the sea and turns it into commodities on the boat. UP™ offers a range of goods made with dead stock. Gallery™ sells what used to be ordinary goods as collector items. Play Shop™ gives you the feeling of a shopping experience without the option of buying anything. Waste Watchers™ teaches you how to outfit your house without buying new products.

### Droog Lab: Here, there, everywhere

Material Matters is part of the Droog Lab series, 'Here, there, everywhere'. The series speculates how situations worldwide can inspire new directions for design. Project locations include Dubai, New York, Moscow and China, where themes such as ambition, survival and copying have resulted in outcomes ranging from imaginary brands to future city concepts and new business models. Material Matters takes the state of design saturation—as experienced at furniture fairs all over the world—as a point of departure for speculating under what circumstances the design industry might make a shift. The initiative is funded by Dutch Ministry of Education, Culture and Science, City of Amsterdam and local partners.

[www.drooglab.com](http://www.drooglab.com)