

Value For Money

Presentation Droog Design Salone del Mobile 2005 now in Amsterdam

14 June – 24 July 2005

Amsterdam, 31 May 2005 – What determines the price of a product? The amount of raw material? The value of the material? Production time? Labour costs? Edition? Uniqueness? The name and reputation of the designer or brand? In Value for Money, Droog's 13th presentation in Milan, the visitor was invited to answer these questions. This presentation is now shown in droog@home, the gallery of Droog Design in Amsterdam, from 14 June to 24 July 2005.

The participating designers have been asked to link the factors that determine the price to the factors that determine a product's emotional value, such as function, form, meaning, look, comfort, durability. The price of a product is determined to a large extent by the material used and the technique used to manufacture it. But what about the value of the design? Frank Tjepkema's lampshade, which is lasered in 10 minutes, functions differently than the lampshade that takes longer to make. More printing makes Maurice Scheltens' table-cloth more appropriate for more people. The stool by Niels van Eijk and Miriam van der Lubbe can be a chair or even an armchair for the same price when cheaper material is used. By adding other threads to the weave, Christien Meindertsma's duvet cover gains more visual value and extra comfort. By stacking several copies on top of each other, the visual value of Joris Laarman's soup bowl is increasing. In the case of jewellery, emotional value and the value of the material often seem to coincide. The value of Ted Noten's brooches completely depends on the weight of the gold. The products are given a fictive price by listing one or more € signs, as used for indicating prices in hotel and restaurant guides. The question is whether the consumer feels the same, whether the emotional value of the design is directly proportional to the product's price-determining value. Visitors to Value for Money are challenged to give their answer to this by attaching a filled in cheque from a specially designed chequebook to their preferred product.

Droog Design is a design platform, set up in 1993, that works together with young, international designers. Its aim is to stimulate creativity, innovation and debate.

Value for Money

Based on a concept by: Niels van Eijk & Miriam van der Lubbe

Exhibition design: Niels van Eijk & Miriam van der Lubbe

Art direction: Droog Design

Publication: Value for Money Checkbook, limited edition of 750 copies

Designers: Ed Annink, Nick Armitage, Jan B., Niels van Eijk & Miriam van der Lubbe, Rody Graumans, Katja Gruijters, Martijn Hoogendijk, Eric Klarenbeek, Joris Laarman, Christien Meindertsma, Mario Minale, Ted Noten, orson+bodil, Roc Wang, Maurice Scheltens, Silvia van Schipstal, Frank Tjepkema, Susan Verheijen, Annelys de Vet, Marcel Wanders and Mina Wu.

Location: droog@home, Staalstraat 7a/7b, 1011 JJ Amsterdam

Opening times: 14 June – 24 July 2005, open from Tuesday to Sunday from 12:00 to 18:00 p.m.

Opening: 15 June 2005 from 19:00 to 21:00 p.m.

Not for publication: We advise you to register as press via our website: www.droogdesign.nl. Only after registration will you be able to download high resolution photographs of the Droog presentation in Milan. For more information: press@droogdesign.nl, +(31)20 523 50 50 or our website www.droogdesign.nl. Please send us two copies of your publication for our archive: Droog Design, Staalstraat 7a/7b, 1011 JJ Amsterdam.