

Meet the ambassadors of The Museum

Architecture: Space Encounters

Space Encounters is a multidisciplinary architects office, based in Amsterdam. Their designs are abstract, autonomous and uncomplicated; their way of working pragmatic and free from architectural dogmas and other imposed ideas. Space Encounters is Gijs Baks, Joost Baks, Remi Versteeg, Stijn de Weerd and an international team of young architects.

In Milan

For Salone del Mobile Space Encounters designed 'The Museum'. It is an extroverted installation that holds the archetypical qualities of an orthodox museum.

With a deconstructed composition of spaces, it creates an experience of grandeur within half scale architecture.

The Museum creates a contrast in each room throughout the journey. Every transition evokes a new emotion allowing the visitor to refresh their focus and clearly see the details.

space-encounters.eu

//

Photography: Reinier van der Aart

Reinier van der Aart (1975 Netherlands) aka RVDA, is a portrait and fine-art photographer. Reinier studied medicine till a camera fell into his hands. His work is commissioned by i.a. the Rijksmuseum, the Stedelijk Museum Amsterdam, VOGUE, Tommy Hilfiger / Calvin Klein and include portraits of i.a. Damien Hirst, Anselm Kiefer, Mario Testino and Peter Lindbergh.

In Milan

In a pitch black room a secluded environment will be created to escape from the raging impressions from the Salone. While seated a heartbeat pulsed Eclipse light will slow the visitors down to have a meeting with themselves. In the meanwhile a long exposure portrait will, unknowingly, be made which will be handed out together with the pamphlet at the exit of The Museum.

www.RVDA.nl

www.RVDA.tumblr.com

//

Music: Joep Beving

Joep Beving is one of the most streamed living pianists in the world. He has become a one man success story writing, recording and releasing his debut album Solipsism back in 2015. Quickly after the release, he was signed to Deutsche Grammophon and has put out two more albums since then. His newest album 'Hensis' is the closing chapter of a trilogy and will be released on April 5.

In Milan:

The world is a hectic place right now. Joep feels a deep urge to reconnect on a basic human level with people in general. "Music as our universal language has the power to unite. Regardless of our cultural differences I believe we have an innate understanding of what it means to be human. We have our goosebumps to show for it."

www.joepbeving.com

//

Design: Rietveld

Titus Darley is an entrepreneur and passionate lover of traditionally crafted products and design. With his company Ampar Design, he invests in leading Dutch furniture companies such as Spectrum Design, Dutch Gelderland Group and Rietveld Originals, which markets Gerrit Th. Rietveld's largest collection of furniture worldwide.

In Milan:

Gerrit Th. Rietveld's New Amsterdam armchair makes its debut in Milan. Rietveld designed the chair in 1937 for the first class cabin of the Nieuw Amsterdam, the flagship of the Holland America Line. It is Rietveld Originals' fourth and most luxurious upholstered piece of furniture, after the Steltman chair, the Press Room Chair and the Armchair for Metz.

www.spectrumdesign.nl

//

VR & Film: Wiebe van den Ende

Wiebe is a creative multi-talent with a knack for storytelling. From film to VR and commercials, he looks for the best medium to tell that particular tale. With a few award winning short films and a SXSW selected VR film under his belt he is one of the upcoming directors in the circuit.

In Milan:

Incitement is a ten minute dark romantic comedy and just had a successful world premiere at SXSW. The Museum will have an exclusive preview of the work.

When Sara returns from a business trip only to announce she has more travel lined up, her boyfriend Luis comes clean for a very peculiar reason.

www.wiebevandenende.com

//

Digital: Jan Robert Leegte

Jan Robert Leegte (born 1973, The Netherlands) started working as an artist on the Internet in 1997. His work has been exhibited internationally (Whitechapel Gallery, Stedelijk Museum Amsterdam, ZKM Karlsruhe). He is currently represented by Upstream Gallery Amsterdam. Jan Robert Leegte lives and works in Amsterdam, the Netherlands.

In Milan:

Referencing to Bruce Nauman's canonical "Wall-Floor Positions" from 1968, the Google Maps documents in *Repositions (Double Ocean)* continuously take new positions in relation to the viewer, the frame of the screen and each other. Using random live algorithms, the documents are tirelessly striking new poses, together entangled in an indefinite choreography of repositions.

www.leegte.org

//

Communication: Bildung.

Ruben Esser graduated cum laude at the Design Academy Eindhoven in 2007. Since then he worked as a creative director at various communication agencies. His work has been awarded by the International Design Awards, the Art Directors Club and is purchased by the Stedelijk Museum Amsterdam for their permanent collection.

In 2014 Ruben Esser started his own agency 'Bildung.', specialized in conceptual design. Bildung. searches for innovative concepts that seek connections within various areas of expertise.

In Milan:

GooglePoetry is based on the idea that there is some surprising visual poetry hidden in lifeless algorithms. GooglePoetry connects spoken poems with images found in Google Image. Each spoken word is connected with a day result from Google Image. It shows the variety of interpretation and gives one an improvised contemporary collage. By updating the clip each day GooglePoetry will find new images on the internet and each clip will be interpreted in a different visual way.

www.rubenesser.nl

www.googlepoetry.nl

//

Fashion: Denim City

Denim City is an innovation campus founded by House of Denim Foundation with a clear mission: to connect and inspire our stakeholders, to bring our industry "Towards a Brighter Blue". Everything we do is geared to making denim dryer, cleaner and smarter through education, advocacy and collaboration projects.

Denim City aims to raise the bar, reduce environmental impact, stimulate adoption of more sustainable innovations and bring the worldwide denim industry together under one roof.

In Milan:

Denim City designed and made the uniforms for the staff of The Museum.

www.denimcity.org

//

Nature: Het Groenlab

Let us inspire you to RE-LOVE and RE-CONNECT with nature.

Judith has a deep passion for plants, nature and design, which come together at Het Groenlab. This is a playground and laboratory that designs extraordinary green spaces and products. "We believe that personal spaces, living spaces, work spaces and cities in a

greener world are most important for our happiness and health. Now and in the future. “ Together with designers and architects, like Space Encounters, Judith helps individuals and companies to make green spaces happen.

In Milan:

In the heart of The Museum you will meet and feel #nature. Breath in the colour green and the fresh air. Let plants surround you. Feel the presence of nature in ‘Personal green spots’. Relax and enjoy.

Plants presented in a space between spaces. Elevated by the blue islands and the blue walls. Contrast. Harmony.

“We believe that personal green spaces, no matter how small, can be designed and create a greener world. These ‘greens’ are most important for our happiness and health. Now and in the future.”

www.hetgroenlab.nl

//

The Museum is supported by: Creative Holland

Renewed internationally for its entrepreneurial spirit and out of the box thinking, The Netherlands is home to a thriving creative industry. Whether it's fashion, advertising, entertainment or media, Holland attracts creative minds from all over the map, making it one of the world's most multicultural hubs for creative talent. Simply put, it's a great place to bring ideas to life. With an international workforce joining top companies flocking to The Netherlands, it's no surprise that the Dutch have garnered a worldwide reputation as a leading location for creativity and innovation.

Creative Holland is an initiative of the Dutch Creative Industries, powered by the Ministry of Education, Culture and Science in close collaboration with many partners and operated by the Federatie Dutch Creative Industries.

///

Please contact us for more info about The Museum: info@themuseum.eu