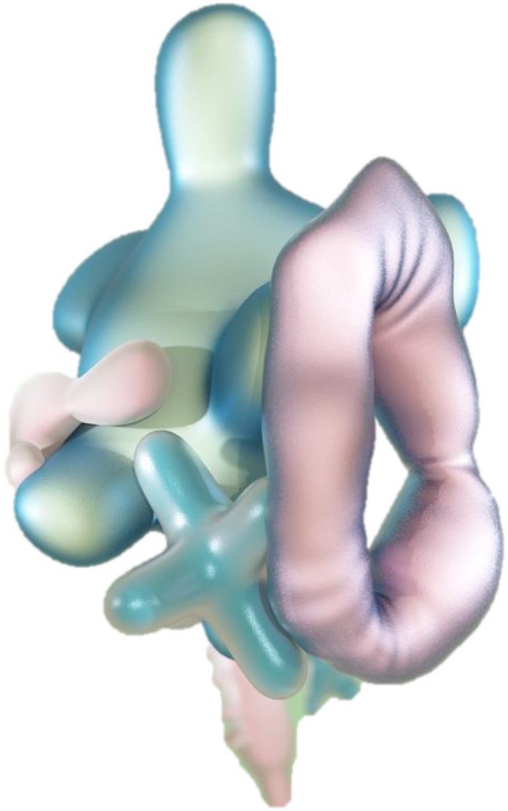
MESSMERIZING

Dutch Design Week 2023

MESSMERIZING



CURIOSITY SETS THINGS IN MOTION

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WHO WE ARE

MESSMERIZING IS ABOUT PLACEMAKING EMPTY SPACES LOST IN TRANSLATION. RECYCLING BUILDING IN A WAY, WHILE PROGRAMMING IT WITH CUTTING EDGE COLLECTIBLES. RETHINKING AND RECYCLING MATERIALS IN ART AND DESIGNS OF THE FUTURE.

JOB – SKONK WORKS for MESSMERIZING 2023

MESSMERIZING

Job Keja runs a creatieve & strategic urban transformation agency, working on branding, concepting and placemaking projects such as Rooms of Red Bull. Job practices what he preaches, often in empty buildings. He started the famous BAUT restaurant, created the Ping Pong Club concept and, partnered up for the Verhalen Festival and owns the Poesiat & Kater brewery.

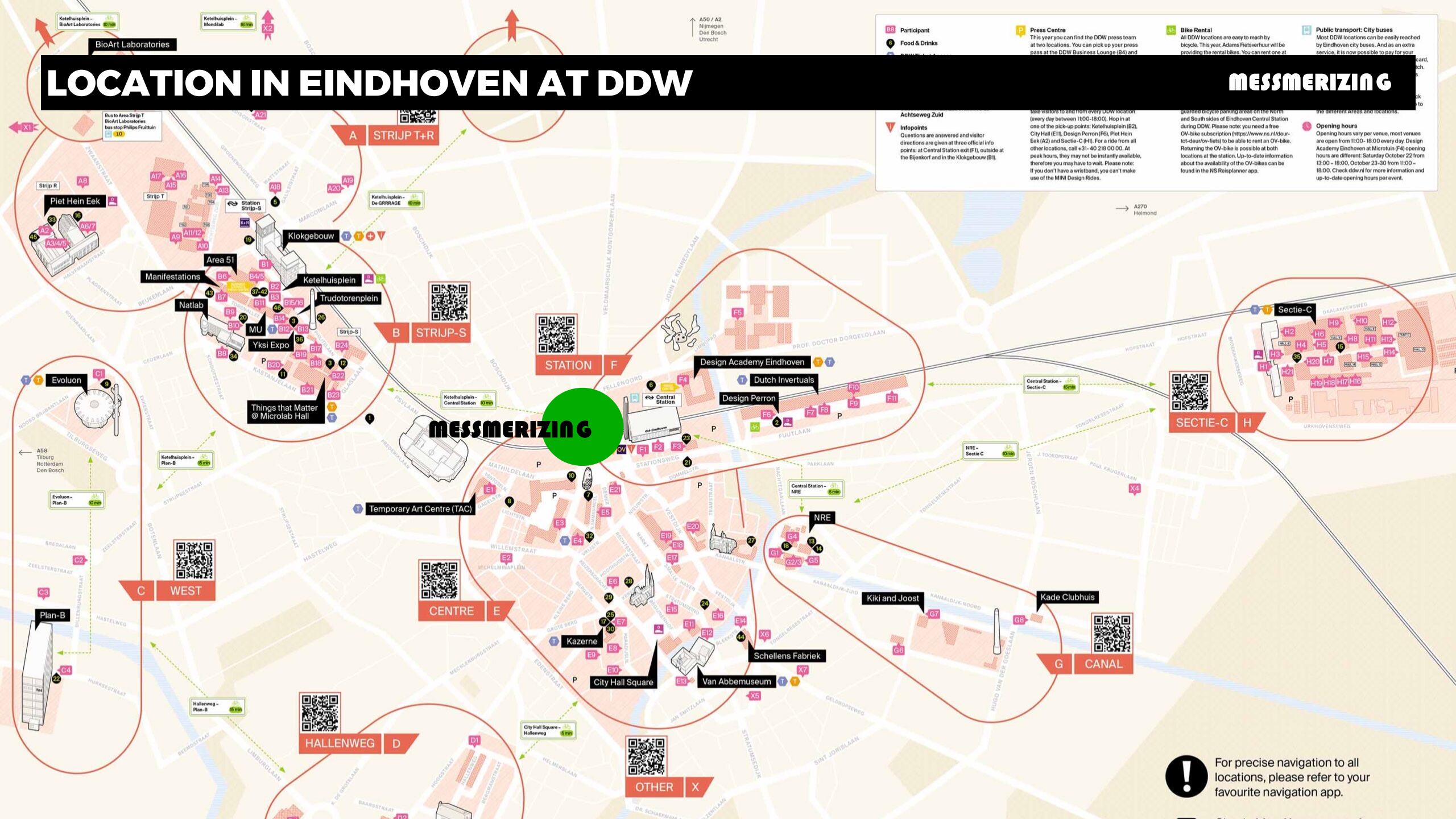
SANDRA – STUDIO NOUN for MESSMERIZING 2023

MESSMERIZING

Sandra Keja Planken is a creative mastermind, runs a multi-disciplinary autonomous studio and operates on the cutting edge of fashion, design, art, interior design. Recently, her diverse work has been published in prestigious magazines such as ELLE, Frame, Cover, Flair and Dezeen, making her a talent of the new generation.

LOCATION IN EINDHOVEN AT DDW

MESSMERIZING



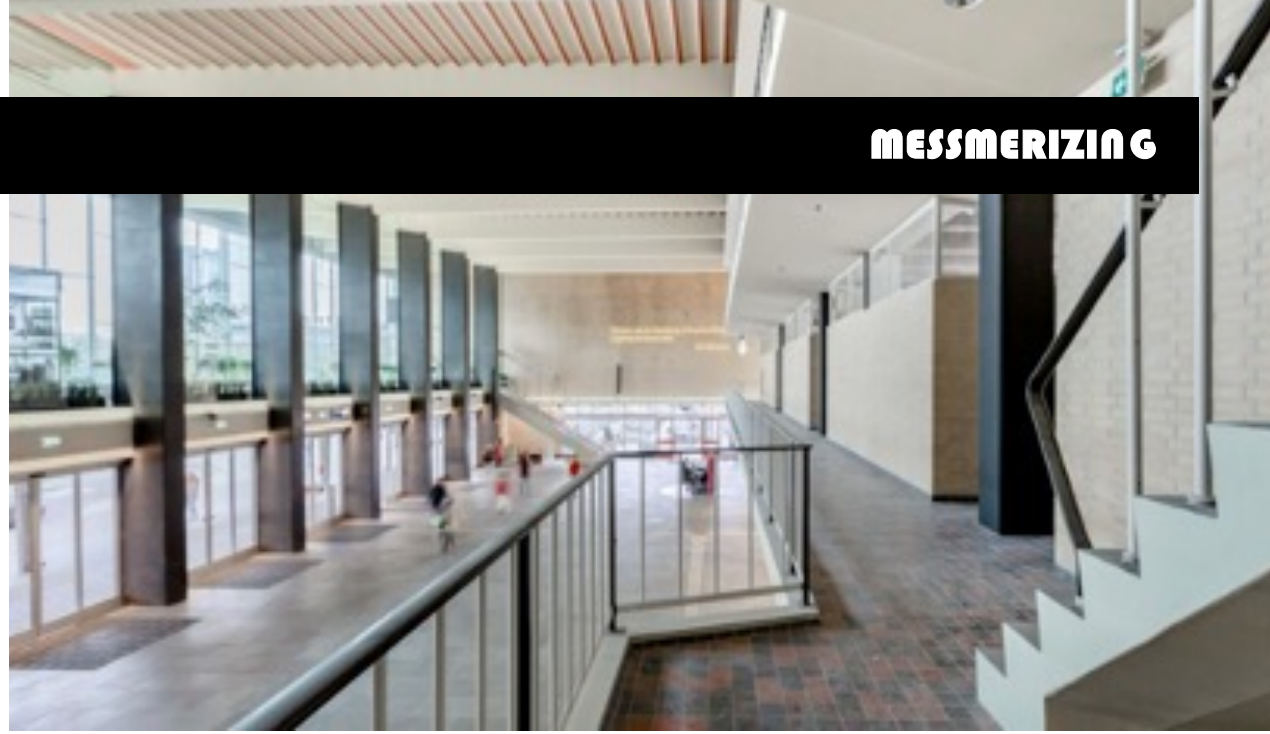
LOCATION

MESSMERIZING

Central Station Eindhoven

LOCATION

MESSMERIZING



FACTS ABOUT MESSMERIZING ’23

MESSMERIZING

- *50 participants*
- *A promising place to be full with unique collectables*
- *Currently a waiting list for artists*
- *Over 1200m2 of exclusive space + high traffic location*
- *Private events or dinings in unique mini design - district*
- *22.000+ unique visitors*
- *90.000 daily trains visitors passing by*
- *Elle Decoration media partner coverage*
- *Frame coverage media partner*
- *Dutch National media coverage (i.e. FD)*
- *TV media coverage*
- *Several guided tours for international architects, hotels and buyers*
- *Several nights of music and performance*
- *24.000+ Instagram views*
- *Collaborative partnerships - adding value to the experience*

THE CONCEPT OF MESSMERIZING

MESSMERIZING is about blurring boundaries, genre-bending and diversity in curated artists, material use and application.

MESSMERIZING hosts young talent and established artists from all over the globe, mixing international with Dutch design, through collaborations, re-use of materials in the arts & design industry and smart crafts of the future

MESSMERIZING is a collective of collectibles. A crossover between art and design. Showing limited editions and telling stories about past, present and future. All sculptural objects, placed in a weird or empty based scenography. These objects find their way from decorative arts to future design. MESSMERIZING is all about three dimensionality. From AI to 3D-printed design objects out of insects. Ceramics, glass art out of remnat glass, textiles from recycled materials and more shown in for example MOMO, Textile Museum and VITRA Museum.

MESSMERIZING

BLURRING BOUNDARIES BETWEEN DESIGN & PRODUCTS

Re-use of scrap wood mix art & design

© Teun Zwets

BLURRING BOUNDARIES BETWEEN DESIGN & SUSTAINABILITY

Growing new greens in 3D printed sculptural objects

© Urban Reef

MESSMERIZING

BLURRING BOUNDARIES BETWEEN DESIGN & FASHION

Using recycled cotton and old paint

© Moon Kuijper

BLURRING BOUNDARIES BETWEEN DESIGN, REAL LIFE & IMAGINATION
Showing the beauty of nature with AI while using remnant and recycled materials for the real life wool art objects.

© Sandra Keja Planken

HOSTING A BUZZING MIX OF CURATED DESIGNERS

MESSMERIZING

Sina Dyks

Winner Artsthread global design award 2021 in collab with Gucci

GINA GRNW

Zero-waste studio linking fashion to social & environmental matters

Wisse Trooster

Designer from the TU Head of talent development platform ISOLA design

Pepe Valentino

Talent of the year 2022
Young talent academy

MEAN Collection

Protegé of the biggest glass artists of the Netherlands

Pepijn Fabius Clovis

Protege from Maarten Baas "design talent of the future' by Financiele Dagblad

Ori Orisun

3D printed objects From insects. 'Talent of the future'

Marijke de Cock

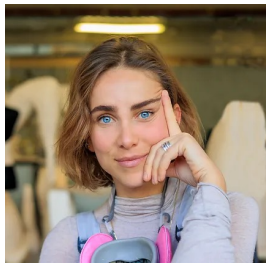
Crossovers between arts&fashion
Designs for Dries van Noten

Dirk Duif

Before he even graduated Elle decoration proclaimed him 'A not to miss' young talented designer'

Rutger de Regt

Ceramics hero, MOMO & Vitra museum



Hanne Arends

Talent of the future, gruaduated from Rietveld Academy & Design Academy Eindhoven

Sarah Roseman

Playful and imaginative designs with new and reclaimed materials

OVERVIEW OF CURRENT ARTISTS AT MESSMERIZING

MESSMERIZING

Lucas Zito	https://lucaszito.com/
Mondi Lab	https://www.mondilab.com/en/
Sandra Keja Planken	https://sandrakejaplanken-noun.com/
Pepe Valenti	https://pepevalentino.com
Lambert Kamps	http://www.lambertkamps.com/en/
Halle Design	https://www.halle-design.com/
Victor de Bie	www.victordebie.com
Orange or Red	www.orangeorred.com
Behh Design	www.behhdesign.com
Barry Llewellyn	barryllewellyn.com
Sarah Roseman	sarahroseman.com
Nicky Vollebregt	www.nickyvollebregt.nl
Shai Yo Alfia	https://shayalfia.com/
Sina Dyks	www.sinadyks.com
Mean Collection	https://www.instagram.com/mean.collection/?hl=en
AtKris	https://www.atkris.com/
Manon Stoeltie	https://www.manonstoeltie.nl/
Moon Kuijper	https://www.moonkuijper.nl/
Zoran Strijbosch	https://studiozoranstrijbosch.com/
Douwe Halbertsma	www.douwehalbertsma.nl
Rutger de Regt	www.rutgerderegt.nl
Anna Kunst	www.studioannakunst.com
Anna Resei	https://annaroro.com/
Gina GRNW	https://www.ginagrnw.store/
Arno Hoogland	https://arnohoogland.com/
Follen.See	https://www.instagram.com/follen.see/?igshid=MzRlODBiNWFlZA%3D%3D
Teun Zwets	https://teunzwets.nl/
Pepijn Fabius clovis	https://www.studiofabiusclovis.com/
Dirk Duif	https://worksdirkduif.nl/
Celia Hadler	https://www.celiahadeler.nl
Wisse Trooster	www.wissetrooster.nl/link
Urbanreef	https://www.urbanreef.nl/
Elizabeth Lewis	https://www.elizabethlewis.work/
Sofie Aaldering	www.sofieaaldering.com
Studio Bieneck	https://www.instagram.com/studiobieneck/?hl=en
Adir-Shimmon-Jakobi	https://www.adiryakobi.com/
Ori_Orisun	https://www.oriorisun.com/
Pim Top	https://www.pimtop.com/
Kasper Boelens	https://kasperboelens.cargo.site/
Marijke de cock	https://marijkedecock.be/
Erna de Bie	www.ernadebie.com
Sanne Kaal	www.sannekaal.com
Hanne Arends	https://www.hannearends.com/nl
Splitter Splatter	http://www.splittersplatter.com/
The Millenhouse	https://themillenhouse.com/
Karel Bodegom + BL	http://www.karelbodegom.nl/inhoud.php?p=1
Sjoerd Geerts	https://sjoerdgeerts.nl/
Sjang Niederwieser	sjangniederwieser.com
Jiin Yoon	https://linktr.ee/jiinyoon
Tomer Netanel	https://tommmydesign.com/

CATAWIKI
LIVE DESIGN AUCTION
@ MESSMERIZING ’23

Catawiki, the most visited online marketplace for buying and selling special objects, art and design selected by experts. Offering more than 75.000 for auction to a global online audience. This year, live at MESSMERIZING

catawiki

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IGNITE
PRIVATE MUSIC EVENT
@ MESSMERIZING ’23

Together with our music partner IGNITE, we organize a buzzing night of music and arts at our MESSMERIZING exhibition.

NEARBY FUTURE

MESSMERIZING AS A NOMAD GALLERY

CURRENTLY TALKING WITH INTERESTED LOCATIONS IN

DUTCH CARRIBEAN
DOLOMITES
MILAN
TEL AVIV
MIAMI

FUTURE USE OF NS SPACE > POP UP HOTEL

MESSMERIZING

Travelling pop up hotel with bed equipment

TRANFORMATION OF EMPTY BUILDINGS ALL AROUND THE WORLD INTO TEMPORARY SHORT STAY FUNCTION

MESSMERIZING

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