

# SOCIAL LABEL COLLECTION & COMMUNITY

Dutch Design Week, Eindhoven 17-25 October 2015

The Social label – Socio economics Collection & Community

by Petra Janssen & Simone Kramer

## Another view on labour

A Social label product is the beautiful and valuable result of workers – workers whose health or problems have prevented them from finding regular employment – collaborating with designers and artists. We present the Social label – Socio economics Collection during Dutch Design Week 2015. Initiators Petra Janssen and Simone Kramer are developing new product ranges and work, and linking sheltered workshops (care organisations or businesses) to designers who understand the new work flow, to create customised products that offer opportunities. Design, art and communication as ‘openers’ to start reshaping processes through participation, care and employment.

## Social Movement

The design products are the key to creating valuable work and initiating a conversation with care professionals, social entrepreneurs, science, governments and designers to help create an inclusive society. Social label is bringing together different worlds in more ways than one to achieve a more people-oriented economy. Other activities include round table discussions and debates. The whole approach offers fresh insights to the participating institutions and the people who manufacture the products, as well as the designers involved and the buyers of the products. And this leads to new ideas and spin-offs. Social label is actively working on a social movement.

## Launch new product ranges

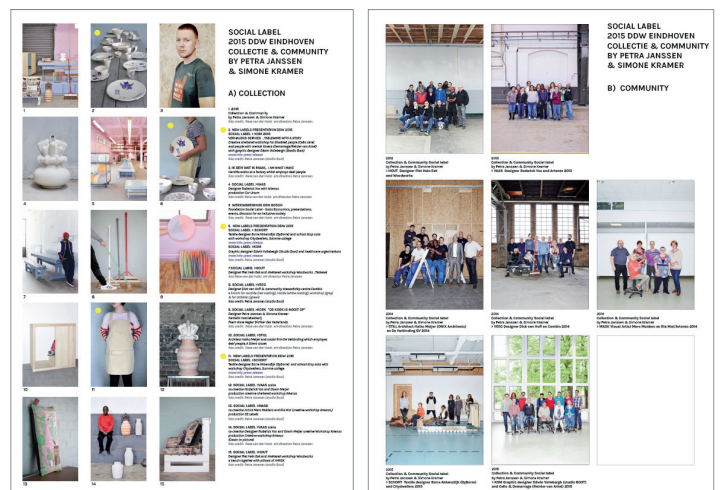
During Dutch Design Week two new prototypes will be on display at the temporary Werkwarenhuis inside the Piet Hein Eek factory (Strijp-R, Eindhoven). The public can meet the people behind the new Social labels and register to buy these valuable products.

> **KOM** (tableware with a story) is a collaboration between health care organisations Cello and Demarrage (Reinier van Arkel) and graphic designer Edwin Vollebergh (Studio Boot). People with a mental disability and psychological problems are working on tableware with a story. The stories of the people are visualised in ‘tattoos’. The tattoos help break taboos.

> **SCHORT** (apron) represents a new step towards an important new target group: young people who, for whatever reason, drop out of school. A number of them is working on a textile design by Borre Akkersdijk (ByBorre) at the Citydwellers workshop in Eindhoven: items of clothing made from used cotton tents from the sturdy De Waard-range. They are working within a professional and inspiring setting, and the educational aspects covered in the process, such as increasing their professional know-how, strengthen their self-confidence.

## Creating Employment and Flow

These new products are not the only new introductions. The >HOUT and >VEEG ranges are each extended with a new product. For >HOUT it is a table set produced by a partnership of healthcare organisations in Tilburg and >VEEG with different brooms made by Cambio with an eye to craftsmanship and progression onto the job market. We are slowly building a social sustainable collection for one house. You buy the broom for life!



DOEN foundation, city of Eindhoven and the Province of Noord-Brabant and Prins Bernard Cultuurfonds support Social label.

### Editor's Note:

If you would like to join the official launch of >SCHORT and >KOM this Sunday October 18 at 03.00pm in the factory of PHE? Please send an email to [mail@sociallabel.nl](mailto:mail@sociallabel.nl).

### Temporary location:

Factory PHE/Strijp-R. You can also register there to order items. For further information go to [www.sociallabel.nl](http://www.sociallabel.nl) or contact us 06 126 96 417, [mail@sociallabel.nl](mailto:mail@sociallabel.nl). To obtain high-res images of the Social label – Socio economics collection you can also contact.