

SOCIAL LABEL BEWEGING VIA DESIGN DENKEN

Dutch Design Week, Eindhoven 22-30 October 2016
The Social label – Socio economics Collection & Community
by Petra Janssen (Studio Boot) & Simone Kramer (C-mone)
initiators and founders Stichting Social label – Socio economics

Social label designs work

Social Label's initiators, designers/design thinkers Simone Kramer and Petra Janssen, design customized work. In their unique collaborations they bring together designers and sheltered workshops, to offer people in socially and economically disadvantaged positions an opportunity to enter the job market. With a product design by a Dutch designer as the key, people learn a trade and acquire a meaningful job. Using people's qualities and creating an appealing work environment helps create new opportunities. Social label aims to build an inclusive world in which everyone participates to the best of their abilities and which centres on meaningful work and meaningful living. Let's move towards a socially driven manufacturing economy that adds human value to society and leaves no-one on the sidelines.

Introducing new labels

The Social label network is growing. In collaboration with leading designers and sheltered workshops all across the Netherlands - from care organisations to businesses - we are creating a design collection that builds a sense of self-worth and opens new perspectives. During DDW we are presenting two new Social label product lines plus a number of product updates at our pop-up store, the Werkwarenhuis inside the Piet Hein Eek building (Strijp-R, Eindhoven). It is the fourth time PHE has offered us its kind hospitality. For nine days you can see and buy all the items in the Social label design collection here.

New Social label product line > LICHT

With designer Kiki van Eijk and sheltered workshop RIBW Brabant, Tilburg, which employs people in mental care

After consulting with the supervising staff and the workers at RIBW Brabant, Social label asked Kiki van Eijk to design a product that would make the people working on it more time-conscious. The product should also involve various types of jobs, to allow everyone to contribute and bring together different people on a joint product line. With this jointly created line, RIBW Brabant aims to strengthen the links between its wood workshop and textile/leather workshop. With the supervisors we developed a new 'manufacturing line'. The manufacturers are presenting their product line >LICHT during Dutch Design Week 2016 Eindhoven. Kiki has designed a pendant lamp and a tealight holder made of leather and featuring intricate handiwork with coloured thread and a special knotting technique.

Pauline, works at RIBW Brabant, Tilburg:

To me it's very special to be involved from the very start and to master the manufacturing process step by step, until the design product is complete. Everyone involved contributes to the creation of the product.

New Social label product line >WARM

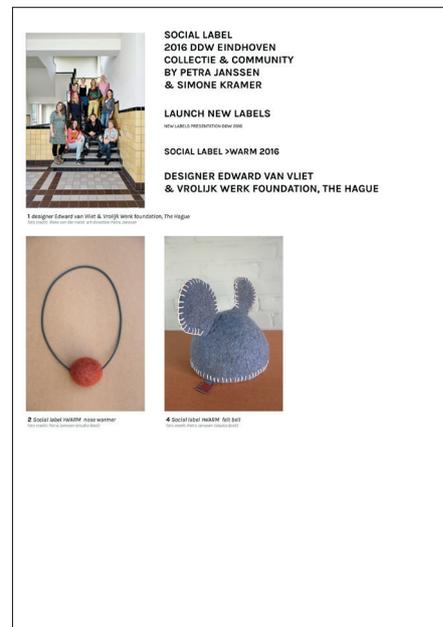
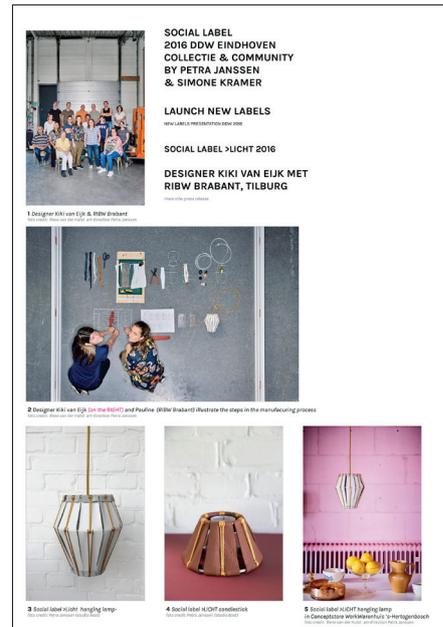
with designer Edward van Vliet and Stichting Vrolijk Werk, The Hague a small-scale, sustainable sheltered workshop for women in social care

In this safe, warm environment, women work together felting wool. Designer Edward van Vliet was inspired by the name of the workshop: Vrolijk Werk means cheerful work, and the women working here create a cosy work atmosphere with their laughter and togetherness. Taking the material they use, felt made from the wool of the workshop's own

sheep, he has designed a felt bell that keeps the warmth in. It is available in two sizes and can be used for insulation or presentation purposes with the storytelling tableware >KOM by Social label.

Mimi, works at Stichting Vrolijk Werk, The Hague:

Felting, working with my hands, calms me, helps me concentrate on a new phase in my life. This is a place where I can collect myself. I want to work with passion, and feel excited about my job, like I used to when I was an actress.



Supported by DOEN foundation, city of 's-Hertogenbosch and Brabant C-

Editor's Note:

If you would like to join the official launch of Social label >LICHT and >WARM this Sunday October 23 at 11.00 in the factory of PHE? Please send an email to events@sociallabel.nl.

Temporary location

Factory PHE/Strijp-R. You can also register there to order items. For further information go to www.sociallabel.nl or contact us mail@sociallabel.nl also to obtain high-res images of the Social label - Socio economics collection.

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Product updates

In addition to these new labels, Social label is also presenting a number of product updates in collaboration with the designers and sheltered workshops we work with:

1. Sociallabel >VAAS Vaasje with designer Roderick Vos

In the series Social label >VAAS, Roderick Vos has designed a small version. The workers and supervising staff at creative workshop Arzeno in Tilburg attended a workshop by Marlies Croijmans (Fabrique Ceramique) to learn how to cast this small vase themselves. (location: PHE factory/Social label expo)

2. Sociallabel >KOM Extended storytelling tableware items with designer Edwin Vollebergh (Studio Boot)

A large water jug has been included in the storytelling tableware series Social label >KOM, made with graphic designer Edwin Vollebergh (Studio Boot). Carfting the tableware items is part of a reintegration program at Cello care and Reinier van Arkel. We also added a number of new stories and images recently, introducing new participants in the project. (location: PHE factory/Social label expo)

3 >Social label SCHORT Coats made from De Waard tents with textile designer Borre Akkersdijk

The coats designed by Borre Akkersdijk (ByBorre) for the Social label product line >SCHORT are also made from the legendary De Waard tents, and the intricate details and cords illustrate this fact. This piece of clothing demands real craftsmanship from the women at the work/learning studio Citydwellers in Eindhoven. (location: Klokgebouw/ DDW exhibition 'The Making of Your World')

The project >VEEG by designers Social Label, Dick van Hoff and Cambio workshop has been nominated for a Dutch Design Award (location: Veemgebouw/ Dutch Design Awards Exhibition)

Locations of the exhibitions

1. > Piet Hein Eek Factory workshop (Strijp-R, Halvemaanstraat 30) > Social label Pop-up store Werkwarenhuis

During DDW16 Eindhoven, the Piet Hein Eek factory will be Social label's main site for nine days. Here you will find our pop-up store Werkwarenhuis*, where you can see and buy the entire collection, and a number of sheltered workshops offer demonstrations and tell their story.

* The main store Werkwarenhuis in 's-Hertogenbosch (Tramkade 22-24) is open all year. A store, restaurant and laboratory all in one, where we work on alternative solutions for work and Inclusion. Visit www.werkwarenhuis.nl

2. > Veemgebouw (Strijp-S) >VEEG nominated for Dutch Design Awards

The broom developed by designer Dick van Hoff and local reactivating initiative Cambio Deventer has been given a prominent place inside the VEEM building (Strijp-S), as it is one of the nominees for a Dutch Design Award (Services & Systems category):

'A good example of a 'product service system' that brings together different elements in clever ways. In this process, design is aimed at more than just the broom itself. The relationship between the different parties has been designed, as has the production process. The system that has been put in place here is special, because it is successfully uncovering and activating the power of people (with a social disadvantage). Another pleasant aspect is that the process has led to a concrete product that is both beautiful en useable.'

-Dutch Design Awards committee.

3. Veemgebouw, 8th Floor (Strijp-S) >VEEG part of the Making School exhibition

With this exhibition, the Stimuleringsfonds Creatieve Industrie is presenting the results of its initiatives to improve educational environments by involving designers from across the creative industries. Social label >VEEG and SCHORT are part of the exhibit to illustrate innovation and creating connections within vocational education.

4. Klokgebouw (Strijp-S) >SCHORT part of the DDW exhibition 'The Making of Your World'

The coat made as part of the Social label product line >SCHORT with designer Borre Akkersdijk and work/learning studio Citydwellers Eindhoven is a highlight of the DDW-exhibition 'The Making of Your World' at Klokgebouw (Strijp-S, Eindhoven).

The best thing about the project for Annie van Doremalen, director Programm Attack on School Leavers South East Brabant: *'To offer them hope and a new perspective. In a completely different way and in a different environment outside of school.'*

Supported by DOEN foundation, city of 's-Hertogenbosch and Brabant C

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