

NEW LABEL SOCIAL LABEL >LICHT

DESIGNER KIKI VAN EIJK WITH RIBW BRABANT, TILBURG

Dutch Design Week, Eindhoven 22-30 October 2016
The Social label – Socio economics Collection & Community
by Petra Janssen & Simone Kramer

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. Social label asked Kiki van Eijk to design a product especially for the regional organisation for sheltered housing, the RIBW Brabant. This care organisation helps people in Tilburg who struggle with mental health issues recover.

The Manufacturing Process

After consulting with the supervising staff and workers at RIBW Brabant, Social label asked 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 reduce prejudice around psychiatric care and to strengthen the bond 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.

Maaïke Mol, supervisor at RIBW Brabant, Tilburg

'What is important to me is that people discover they can have fun at their job, that they go from having to work to wanting to work, by making something meaningful. To leave behind the stereotypical menial jobs like screwing caps onto bottles and move on to creating 'real' products for a 'real' market. For a public that buys quality products with longevity, because they are good and beautiful, instead of out of pity for the mentally impaired. Social label products help us rid ourselves of stigmas.'

Product: pendant lamp and tealight holder

Kiki van Eijk has designed a pendant lamp and a tealight holder for Social label >LICHT. They are made of leather remnants and feature intricate handiwork made with coloured thread and a special knotting technique. The RIBW Brabant supervisors and the workers have devised an optimum setup for the manufacturing, from clothes racks to practice the knotting to smart moulds for straight pieces of leather (cf. photograph of

'manufacturing line'). Taking little steps at a time, people can progress through the 'manufacturing line'. This helps the RIBW stimulate the development of work skills and the workers to work on real design products.

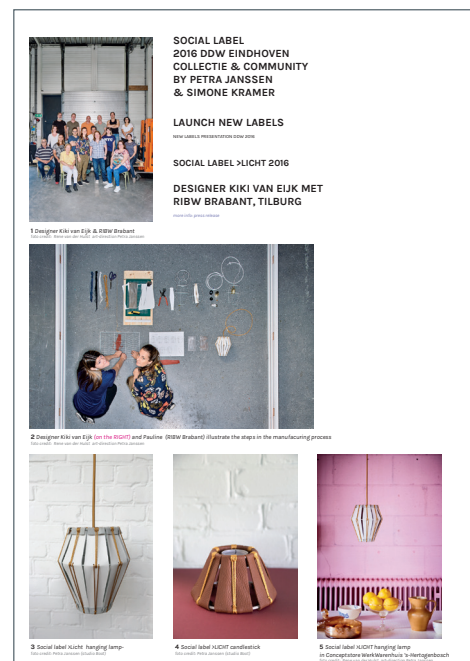
Pauline, worker at RIBW Brabant, Tilburg

'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.'

Designer Kiki van Eijk

Kiki van Eijk's new workshop is a big industrial space on an industrial estate in Eindhoven (De Hurk plan B). It features a metal workshop, model making workshop and a wood workshop, a spray booth and a design office filled with her designs for Kiki World. Six months ago, the RIBW supervisors and one of their clients visited the world famous designer here to become acquainted. On 23 October Kiki van Eijk and RIBW Brabant are presenting Social label >LICHT.

'This is not the first time a sheltered workshop has manufactured something for me. But this time, the design was made to serve the people working there, and we all work together on a product line. The main thing is that I could come up with something to help this specific group of people to be involved on a level that suits them. Taking the time has brought solutions. It has made everyone feel involved, happy and proud.'



Editor's Note:

If you would like to join the official launch of Social label >LICHT this Sunday October 23 at 11.00 AM at the PHE factory, please send an email to mail@sociallabel.nl.

Temporary location:

Factory PHE/Strijp-R. For further information or to obtain high-res images of the Social label – Socio economics collection, go to www.sociallabel.nl or contact us: mail@sociallabel.nl.