

Press release, April 4 2019

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## SOCIAL LABEL WORKS AND SOCIAL LABEL >VELVET OPEN NEW PERSPECTIVES FOR DESIGN AND SOCIETY

VELVET CAFE Presentation collection & community  
Milan / Monday, April 8, 5:00 pm to 7:00 pm

Social label works with renowned designers on a groundbreaking design mentality. Monday, April 8, the young Dutch design brand is launching an illuminating book in Milan: Social label Works. The well-known British design duo Ilse Crawford and Oscar Peña (Studioilse, London) will explain how their wooden folding stool >VELVET matches Social label's socio economics.

### SOCIAL LABEL WORKS: an open book on designing labour by Petra Janssen & Simone Kramer

Since its start the Dutch brand Social label has been striving with various designers for a different perspective on work and design. Initiators Petra Janssen (Studio Boot) and Simone Kramer (C-mone) consider design as a means to initiate a necessary system change. Petra: 'We have established ourselves as creative entrepreneurs and pioneers and are now in the position to think about the future of our society. A designer has lots of tools at his disposal to increase people's understanding.' Simone: 'The focus is on people and their environment, not on the profit and circulation figures.' Together with renowned designers, Social label seeks collaboration with makers who still too often remain stuck in the margins of the labour process. The book Social label Works focusses on this refreshing design by doing approach. In addition to extensive collection and photo overviews, lessons in socio economics, quantitative and qualitative impact measurements, the book features interviews with makers and designers and reports of lectures and discussion panels. A number of essays show how the ambitions of Social label relate to the current, cultural, social and economic context. 'Can design save the world?', Social label asked journalist and author Jordan Hruska (including The NY Times and The Economist). In his hopeful answer, he suggests 'rethinking design'. 'It's time to advocate and help create, a more inclusive global economy that views work as a touchstone for reshaping our perspective on the environment and each other.' And that's exactly, where Social label jumps on the bus.



SOCIAL LABEL WORKS  
Petra janssen (studio boot) &  
Simone Kramer (C-Mone)



## SOCIAL LABEL >VELVET: By Ilse Crawford & Oscar Peña fourteenth product line within the design collection

In addition to the new book, Social label Works, the new fourteenth product line, Social label >VELVET, celebrates its premiere in Milan. The subtle, wooden stool of the renowned Ilse Crawford (Studioilse, head and founder of the Man + Well-Being department at the Design Academy Eindhoven) and Oscar Peña fits in seamlessly with the design philosophy of Social label. Crawford: 'Design is always about opportunities, and restrictions. The difference is that the restrictions in the >VELVET project are quite specific, not only in terms of the making but also the materials available.' The collaboration shows the power of design in combination with a socially driven initiative. Crawford: 'Social label is so much more than a collection of designer products. It's a movement, with potential for growth.'



SOCIALLABEL >VELVET  
Ilse Crawford & Oscar Peña  
(Studio Ilse Londen)

photo: Petra Janssen



SOCIALLABEL >VELVET  
Ilse Crawford & Oscar Peña  
(Studio Ilse Londen)

photo: Petra Janssen



SOCIALLABEL >VELVET  
Ilse Crawford & Oscar Peña  
(Studio Ilse Londen)

photo: Rene van der Hulst

### WHAT?

Social label presents VELVET CAFE

- New product line Social label >VELVET

with designers Ilse Crawford, Oscar Peña and Jobfactory, supported by the City of Helmond and waste velvet from Royal Dutch Raymakers

- New book Social label Works: an open book on designing labour, by Petra Janssen (Studio Boot) and Simone Kramer (C-mone)

### WHERE?

Social label c/o home Aura Dinamica Studio

13, Via Cola Montano, 201509 Milano (Isola district)

### LAUNCH

Monday, April 8, 5 pm - 7 pm

### OPEN

April 9 - April 14, daily 10.30 am - 7 pm

### WHAT'S MORE?

#### Social label x designers

Founders Petra Janssen (Studio Boot) & Simone Kramer (C-mone) and Social label product lines: Ilse Crawford & Oscar Peña (Studio Ilse Londen), Piet Hein Eek, Dick van Hoff (Van Hoff Ontwerp), Edwin Vollebergh (Studio Boot), Borre Akkersdijk (ByBorre), Kiki van Eijk, Kranen/Gille, Joost van Bleiswijk, Studio Rens, Haiko Meijer, Roderick Vos, Edward van Vliet, Rianne Makkink (Makkink&Bey) and sheltered workshops throughout the Netherlands



SOCIALLABEL >VELVET  
Ilse Crawford & Oscar Peña  
(Studio Ilse Londen)

photo: Petra Janssen

### PRODUCT UPDATES

Designer Kiki van Eijk with Social label >LICHT & RIBW Brabant, 5 and 15 lamp chandelier

Designer Edwin Vollebergh with Social label >KOM & Cello, Reinier van Arkel

circulair teapots part of the storytelling tableware. 66 pieces, each one is unique

### LIVE WORKSHOPS 'MEET THE MAKERS'

> Tuesday, April 9, 2 pm - 4 pm (Jobfactory, Social label >VELVET)

> Friday, April 12, 2 pm - 4 pm (Reinier van Arkel, Social label >KOM)

> Saturday, April 13, 2 pm - 4 pm (Reinier van Arkel, Social label >KOM)



SOCIALLABEL >VELVET  
Ilse Crawford & Oscar Peña  
(Studio Ilse Londen)

SOCIALLABEL >VELVET  
Ilse Crawford & Oscar Peña  
(Studio Ilse Londen)

photo: Petra Janssen

### LECTURE 'DESIGN BY MEANING'

> Wednesday, April 10, 2 pm

Social label Works book by

Petra Janssen (Studio Boot) & Simone Kramer (C-mone)

### Note for press / not for publication

For more information visit Social label online: [www.sociallabel.nl](http://www.sociallabel.nl)

For interview requests: Contact Social label's

Petra Janssen: [petra@sociallabel.nl](mailto:petra@sociallabel.nl) +31 6 53 97 30 47.

The book Social label Works can be purchased for Euro 50,- via [winkel@sociallabel.nl](mailto:winkel@sociallabel.nl)

