



Project Title: EVJ x Het Nieuwe Instituut

Hosted By: Elisa van Joolen x Het Nieuwe Instituut

Project Introduction:

What happens to the idea of 'value' when an everyday product becomes an object to take care of, but not own? At Dutch Design Week, designer Elisa van Joolen and Het Nieuwe Instituut present a special new edition of the EVJ, the institute's first museum bag – not for sale, only for borrowing.

About Organisation:

Elisa van Joolen is a designer based in Amsterdam. She studied at the Gerrit Rietveld Academie in Amsterdam and at Parsons in New York. She teaches and runs her own studio and co-founded Warehouse.

Het Nieuwe Instituut is the Netherlands' national institute for architecture, design and digital culture. Through exhibitions, research and (inter)national collaborations, the institute engages thinkers, designers, makers and a wide-ranging audience to think critically about urgent issues.

Images

The pictures are to be found in the images folder.

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