

THE
GREAT
INDOORS
2007

BRANDED BY SPACE

Saturday 17 November 2007

NAi Maastricht, Avenue Ceramique 226, Maastricht, the Netherlands

SPEAKERS

Li Edelkoort, Hella Jongerius, Jürgen Mayer H.,
Fabio Novembre, Mark Wigley amongst others.

MODERATORS

Guus Beumer and Robert Thiemann

LANGUAGE

English

CONFERENCE

The interior seems to be the only place in which people still dream of a better future; it's the ultimate sanctuary of utopian thinking. Catering to the desire for an intense experience, the interiors of hotels, shops and restaurants have evolved into the new epicentres of human imagination. Then, too, we see the language of fashion and 'the image' increasingly gaining the upper hand.

Every interior has to make an immediate impact, reflecting the identity of the organization it represents. In doing so, interiors are having a stronger and stronger influence on discussions involving public space. Seen in this light, interior architecture is assuming an increasingly dominant position within the realm of design.

The Great Indoors Conference wants to address the growing importance of interior architecture. It offers a platform to make developments visible, to get a discussion going and to lift the discipline to a higher plane.

The theme of The Great Indoors Conference, held for the first time this year, is Branded by Space. What kinds of tools does the interior designer use to communicate? What role is played by surfaces, by the skin of an object or an architectural element? What is the media's approach to interiors and their designers? These and other issues will be addressed by an international team of key speakers and nominees of The Great Indoors Award.

The Great Indoors Conference explores the growing influence of interior design on the private and public domain. It offers both designers and their clients a unique opportunity to share the visions and experience of some of the world's more talented designers.

10:15 – 11:00

Branded by Space / Mark Wigley

BRANDED BY SPACE

The 20th century witnessed the Bilbao Effect: the ability of architecture to put an organization and even a city firmly on the world map. Now that architecture with a built-in wow effect has become the norm, attention is shifting to the interior. What's the secret behind the current power of this amalgam of fashion, design and architecture? And how does interior design influence the private and public domain?



MARK WIGLEY

New Zealand-born architect and author Mark Wigley is Dean of Columbia University's Graduate School of Architecture, Planning and Preservation, New York. He is one of the foremost architectural theorists and critics of his generation, and has written extensively on the theory and practice of architecture. In 2005, Wigley co-founded Volume Magazine together with Rem Koolhaas and Ole Bouman. As a guest curator he made widely attended exhibitions at a.o. the Museum of Modern Art, New York and Witte de With, Rotterdam.

> www.arch.columbia.edu

11:15 – 12:00

Inside Out / Jürgen Mayer H.

INSIDE OUT

Although his professional roots are in the design of trade-fair stands and installations, German architect Jürgen Mayer H. is currently causing a stir with buildings whose interiors and exteriors fluidly merge and mingle. His buildings can be read as enormous objects suitable for any number of sites. Do you get another kind of architecture when you design a building from the inside out? What can architects learn from interior designers?



JÜRGEN MAYER H.

Founded in 1996 in Berlin, Germany, Jürgen Mayer H. Architects focus on work at the intersection of architecture, communication and new technology. From urban-planning schemes and buildings to installation work and objects featuring new materials, Jürgen Mayer H.'s portfolio reflects a relationship involving the human body, technology and nature: three ingredients that form the background for a new production of space. Jürgen Mayer H. also teaches at Columbia University in New York.

> www.jmayerh.de

13:00 – 13:45

Skin Stories: Interior Surfaces / Hella Jongerius

SKIN STORIES: INTERIOR SURFACES

Images prevail in today's society. They immediately capture attention and consequently transmit messages. How to address this phenomenon in interiors? Can the skin of objects and the finishes of spaces tell their own stories?



HELLA JONGERIUS

Dutch designer Hella Jongerius works on the cusp of design, craft, art and technology to fuse traditional and contemporary influences. In her opinion, useful objects are saturated with references to specific contexts and specific moments

in history. 'If you refer to that history explicitly and include all the associations in a new story, then you are communicating something – and it's something about useful objects.' Among her clients are companies such as Vitra, IKEA and Maharam, but also New York's Cooper-Hewitt Museum and Galerie Kreo of Paris. Her first monograph was published in 2003.

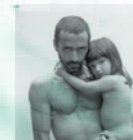
> www.jongeriuslab.com

14:00 – 14:45

Ego-Tecture? / Fabio Novembre

EGO-TECTURE?

To an ever-increasing degree, the interior acts as an organization's calling card. It tells the outside world a lucid story composed of colour, form and material. It's the designer's job to interpret and realize that story in a memorable way. But how well does this task coincide with a designer's unique signature? How much of his personality can he reveal before it intrudes on the client's narrative? Italian architect Fabio Novembre finds a rich source of inspiration in his own experiences.



FABIO NOVEMBRE

Milan-based Fabio Novembre is not only architect and designer, but also author, poet and provocateur. His interiors for boutiques, hotels, bars and restaurants present a mix of neo-baroque luxury, minimalism, kitsch and classic quotations. His furniture – mainly for Cappellini – is always a manifesto. Novembre has outdone Philippe Starck in the love of scandalous photo sessions and paradoxical statements.

> www.novembre.it

16:15 – 17:00

Colour Casting: Interior Trends / Li Edelkoort

COLOUR CASTING: TREND FORECAST

Colour trends affect every conceivable product, from cars and shoes to mobile phones, lamps and wallpaper. Since interiors unite many of these objects, they are no exception. What's more, interior design has become closely intertwined with fashion. How to address future colours? Which textures and materials will be en vogue in the coming years? And what are the steering mechanisms behind these interior trends?



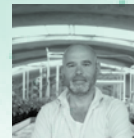
LI EDELKOORT

Li Edelkoort is a world-renowned trend forecaster. Travelling, shopping and exploring the world from pole to pole, she constantly gathers information about lifestyles and emotions. Working for leading brands in the automobile, cosmetic,

fashion and design industries, she reports on foreshadowing signals of consumer tastes, without ignoring economic reality. Her analyses and forecasts have been published in magazines such as Bloom and View on Colour, but also in trend books and customized business reports. She lectures all over the world, compiles exhibitions and is director of the Design Academy Eindhoven.

> www.edelkoort.com

Moderators:



GUUS BEUMER

Trained as a sociologist and philosopher, Guus Beumer started his career in fashion. Together with Alexander van Slobbe he ran Orson + Bodil a women's label, followed by SO by Alexander van Slobbe for men. From fashion

he stepped into design and was the artistic director of the Rotterdam Design Prize. He is currently director of Marres, center for contemporary culture, Maastricht and director of the Netherlands Architecture Institute Maastricht. Meanwhile he also established himself as a design critic writing for various Dutch and international magazines.

> www.naimaastricht.nl

> www.marres.org



ROBERT THIEMANN

Educated as a chemical engineer, Robert Thiemann began his career as a copywriter and later turned to journalism, where he specialized in design, with a strong focus on interiors. In 1997 he co-founded Frame:

The Great Indoors, an international bimonthly magazine of interior design of which he is still editor in chief. He is a shareholder of Frame Publishers, a company that released its first book on interior design in 2001. In 2005 he co-founded Mark: Another Architecture, a bimonthly magazine on architecture, of which he is also editor in chief. Thiemann has served on juries for numerous design competitions and has lectured throughout Europe.

> www.frameimag.com

PROGRAMME

THE GREAT INDOORS CONFERENCE

Saturday 17 November, 2007

Location: NAI Maastricht, Avenue Ceramique 226, Maastricht

09:00 - 10:00

Registration

Coffee & Vlaai

10:00 - 10:15

Welcome

Guus Beumer and Robert
Thiemann (Moderators)

10:15 - 11:00

Branded by Space

Mark Wigley

(Dean of Columbia University's
Graduate School of Architecture,
Planning and Preservation)

> Q&A by Robert Thiemann

11:15 - 12:00

Inside Out

Jürgen Mayer H.

(Architect)

> Q&A by Robert Thiemann

12:15 - 13:00

Lunch break

13:00 - 13:45

Skin Stories:

Interior Surfaces

Hella Jongerius

(Designer)

> Interview by Guus Beumer

14:00 - 14:45

Ego-Tecture?

Fabio Novembre

(Architect/ Designer)

> Q&A by Robert Thiemann

15:00 - 15:45

THE GREAT OUTDOORS

15:45 - 16:00

Media Power:

Designers Versus Editors

panel discussion

> Moderated by Guus Beumer
and Robert Thiemann

16:15 - 17:00

Colour Casting:

Interior Trends

Li Edelkoort

(Trend Forecaster and Director

Design Academy Eindhoven)

> Q&A by Robert Thiemann

17:15

Drinks, snacks

and sounds

18:00

END

20:00 - 23:00

The Great Indoors Award

Ceremony and Dinner

23:00

The Great Indoors After Party

Location: Ipanema,

Avenue Ceramique 250,

Maastricht (next door to the

NAi Maastricht)