

Zuiderzee Museum at Inside Design Amsterdam

CONTEMPORARY WORK BY TALENTED DESIGNERS IN THE LLOYD HOTEL

The Zuiderzee Museum of Enkhuizen is contributing to the sixth edition of Inside Design Amsterdam, on 19 and 20 September. At the invitation of the organizer, *ELLE Wonen* ('Elle Living'), the Museum has fitted out spaces in the Lloyd Hotel with objects from its own collection.

In the exhibition spaces of the Lloyd Hotel, *Platform B and C*, the Zuiderzee Museum is presenting work by the designers Maarten Baas, Christien Meindertsma and Scholten & Baijings, combined with historical pieces from the Museum collection. Also on show is a photograph by Miep Jukkema from the fashion exhibition *Gone with the Wind* (until 25 October 2009).

The human timepieces by **Maarten Baas** show how a filmed person affects the way the time is represented by taking the place of the hands. The clocks are part of the project *Real Time*, which combines past and present, as does the Zuiderzee Museum. At the request of Thomas Eyck, **Christien Meindertsma** – winner of three major Dutch Design Awards – designed *The Flax Project*, which highlights the old craft of rope-making. Using techniques such as spinning, weaving, plaiting and splicing she has made a series of flax objects. The designers' duo **Scholten & Baijings**, also commissioned by Thomas Eyck, likewise drew their inspiration from old crafts: *Woven Willow*, *Conversation Pieces for the Table*, for example, is based on the craft of osier plaitwork, and *Table Glass* on glassblowing. They show these installations in combination with historical cupboards from the Museum collection.

Design route

Apart from the exhibition spaces, more than thirty rooms of the Lloyd Hotel have been undergoing a metamorphosis, enabling the public to become acquainted with new work and presentations by designers from this country and abroad. In all, dozens of home furnishing stores, galleries, museums, hotels and restaurants participate in the design route through the inner city of Amsterdam, which also includes the presentation in the Lloyd Hotel.

Times and prices

All exhibition spaces can be visited from 10 a.m. to 8 p.m. on Saturday 19 September, and from 9 a.m. to 8 p.m. on Sunday 20 September. Passes are € 9.50 and admit to the Lloyd Hotel on Oostelijke Handelskade and all the other participating locations in the city. For further information please visit www.insidedesign.nl.

About the Zuiderzee Museum

The Zuiderzee Museum presents Dutch art, fashion, design and heritage at the interface of land and water. Inside and outside the Museum buildings and throughout the year, expositions and events are organized that demonstrate interrelationships between the collection and modern developments in the world of art and culture. Both contemporary and classical themes are assigned a surprising angle of approach. For further information go to www.zuiderzeemuseum.nl

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Note for the editor (not for publication):

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