



xchange

Redefining the Stedelijk Museum Amsterdam:

design collection, architecture, interiors




Speakers:

Ingeborg de Roode

Curator of Industrial Design, The Stedelijk Museum Amsterdam

Marten Wassemann

Partner, Benthem Crouwel Architects

Gilian Schrofer

Partner, Concern

OPEN TO PUBLIC
FREE ADMISSION



10 December, 08 (Wed)

Venue: Atrium, InnoCentre,
72 Tat Chee Avenue, Kowloon Tong, HK

Reception: 6:30pm-7:00pm

Forum: 7:00pm-8:00pm

Performance – Modular Life : 8:00pm-9:00pm

Free Admission (prior registration is required)

Please visit our website at
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Co-organisers:

**Stedelijk Museum
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venue sponsor:

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About Ingeborg de Roode

Ingeborg de Roode (Beverwijk, 1962) is curator of Industrial design in the Stedelijk Museum Amsterdam. From 1990 till 2004 she has been a freelance correspondent on twentieth-century design for the national financial newspaper, Het Financieele Dagblad. From 1993 to 2001 she was design curator in the Netherlands Textile Museum. She has published on GDR design, the cooperation between designers and industry (e.g. Amsterdamse School Textiel 1915-1930 [Amsterdam School textiles], 1999), the application of new materials and technology (in the fashion and interior design sectors), international furniture design from ca. 1850 till now (e.g. co-editor of The Furniture Collection. From Michael Thonet to Marcel Wanders, 1850-2000, The Stedelijk Museum, 2004, and 'I want to make new things, Innovation in the work of Ron Arad' in exh.cat. of Centre Pompidou and MoMA, 2008/2009) and other subjects. Her current research is on Dutch furniture design in the Amsterdam School Period and international industrial design.

About Gilian Schrofer

Gilian Schrofer started his early career in the hotel and catering industry. Back then he owned a patisserie and provided cuisine goods for institutions like the beurs van Berlage. More than ten years ago he started off his career as a designer. He co-founded his company called Concrete (1997 - 2004), and made furore with several interior projects such as the Lairesse pharmacy (Amsterdam), Laundry Industry Fashion (Amsterdam, London, Berlin), the Supperclub (Amsterdam and Rome) and the Australian Homemade Shops. In 2004 Schrofer started running independently, to focus more on cultural assignments. His office Concern, set up in 2005 with business partner Cindy Bosma, today works for clients like Stedelijk Museum Amsterdam, hotel de l'Europe, Lostboys, Dutch cultural broadcasting fund, BPF bouwinvest, mustsee cinemas and Amsterdam University College.

The new Stedelijk Museum Amsterdam by Benthem Crouwel Architects

In 2004 the Amsterdam-based firm Benthem Crouwel Architects won the competition to renovate and extend the Stedelijk Museum Amsterdam with its striking design. The white volume suspended above the entrance was quickly dubbed the 'bathtub'.

In 2007 the Municipality of Amsterdam awarded Midreth BV the contract to start construction, which is now in full swing. The museum is scheduled to reopen its doors to the public in December 2009 with 7,000 square metres of galleries for the museum's extensive collection and exciting programme of temporary exhibitions.

Benthem Crouwel is a multidisciplinary architectural practice that employs thirty years of experience to conceive innovative solutions. The practice's designs are often characterised as functional, sober and efficient, in line with the Dutch tradition, and have won admiration for their aesthetic qualities. The practice works on a varied portfolio of commissions at every scale, often drawing little distinction between urban planning, infrastructure, architecture and interiors.

Their projects over the last few decades include Schiphol Airport; the RAI Exhibition and Congress Centre in Amsterdam; the conversion of Las Palmas in Rotterdam; the Villa Arena shopping centre in Amsterdam; high-speed railway stations in Amsterdam, Utrecht, The Hague and Rotterdam; and urban-planning projects in Frankfurt, Munich and Düsseldorf. The practice has considerable experience of rebuilding and extending museums, including the Mining Museum in Bochum, the De Pont Stichting in Tilburg, the Anne Frank House in Amsterdam and the Nederlands Fotomuseum in Rotterdam.