**PRESS RELEASE**

**Dutch Invertuals Celebrates 10th Anniversary**

Eindhoven, March 2019

**Dutch Invertuals, a daring design collective inspiring change in the world at large, is celebrating its 10-year anniversary.**

*Dutch Invertuals*, which has grown from 9 to more than 70 designers since inception, was set up by chance in 2009 during its first show in Milan. Today, the collective continues to work with uprising talents that look at reality and contemporary issues within our society from an original, playful and new perspective.

“In the past 10 years, we have realised and produced over 100 works and 25 exhibitions with over 70 designers,” says Wendy Plomp, founder, art director of *Dutch Invertuals*. “Moving forward, our focus will remain on an exploration of new futures to constantly reinvent ourselves and explore new fields of design”.

**Diverse and Future-Proof**

Since its foundation in 2009, *Dutch Invertuals* has been providing radical concepts and investigations into possibilities of new futures. Each year, a selection of designers deal in their work with global themes and the impact that these will have on humanity and design. As they explore new forms, colours and materials from new angles, they create physical and tangible results.

In 2011, *Untouchables* reminded of the vulnerability of western, highly developed and well-resourced societies, as a direct response to an outbreak of food borne illness in Germany. Seven years later, in the context of the ecological crisis, *Mutant Matter* explored the urgency to consider the complications caused by ongoing and potential ecological changes. At all times, *Dutch Invertuals* embraced the ability of design to identify and address societal changes with new perspectives and ideas, and has proven to have their fingers on the pulse of current global affairs.

**Focus on Experiment and Exchange**

Unconventional minds are the key to *Dutch Invertuals*’ current and future positioning and success. In a collective effort, pioneering designers engage with topics such as the role of body and senses in an increasingly virtual and therefore untouchable world (*Body Language* 2015). At another time, their works searched for identity and togetherness in conflicting times (*Revaluate* 2013, *No Static* 2015, *Advanced Relics* 2016). In either case, *Dutch Invertuals* has always welcomed the experiment and was ready to set off into the unknown with determination, curiosity and a good dose of courage.

While the tension between the collective and the individual dominated the artistic and public debate during the past decade, *Dutch Invertuals* embraced cooperation and coexistence (*Matter of Time* 2010). Understanding the collective as their engine for a constant flow of creative ideas, the designers find their way of managing the complexity of today by sharing knowledge and “thinking together” in steady dialogue with each other.

**Entering New Realms**

This 10-year anniversary is a milestone for *Dutch Invertuals*. While it feels flattering to look back at the accomplishments achieved in the last ten years, it is exciting to look forward to the many new challenges and shows that lie ahead. In 2019, *Dutch Invertuals* will celebrate this milestone with an exhibition featuring a selection of emerging talents next to pioneering designers such as Architects of Identity (Edhv), Daphna Laurens, Raw Color and Martens & Visser, who played a significant role in the genesis of the collective.

To mark our 10th anniversary, the designers set off on a journey to redesign one of the most iconic shapes in the universe: **the circle.**

The ultimate symbol of unity, perfection and infinity. By envisaging and challenging its shape, the Invertuals give insights into their unrestricted approach. We offer our personal take on something that is already perfect.

**About Dutch Invertuals**

Dutch Invertuals is a design company of radical minds in design. Established in 2009 by Wendy Plomp, Dutch Invertuals has developed into a strong brand, well known for its unrestrained creativity. Our activities consist of self-initiated and commissioned projects, not limited by any commercial demands. Within our international network we constantly welcome new talents, who share our unorthodox vision, innovative nature and love for experiment. This enables us to constantly reinvent ourselves and explore new fields of design.

For more information on *Dutch Invertuals* and their works please visit [www.dutchinvertuals.nl](http://www.dutchinvertuals.nl) or contact press@dutchinvertuals or on +31 6 11235350