PRESS RELEASE | April 2019

**THE CIRCLE**

Dutch Invertuals

09 – 14 April 2019

**Ten years old and yet young, the collective, Dutch Invertuals takes on a challenge.**

**Together, the designers set off on a journey to explore one of the most iconic shapes in the universe: the circle**.

„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.“ – *Wendy Plomp, founder, Dutch Invertuals*

This 10-year anniversary is a moment to look back and to move forward. From its humble but very sincere beginning in 2009, when a group of 9 designers joined forces for an exhibition in Milan, to the current collective of more than 70 designers, *Dutch Invertuals* has always embraced the exploration of new futures. This enables us to constantly reinvent ourselves and explore new fields of design.

During the Salone del Mobile in Milan, *Dutch Invertuals* will celebrate with an exhibition featuring a selection of emerging designers 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.

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 11 23 53 50

**NOTES FOR EDITORS**

**THE CIRCLE**

**Open**  
Tuesday 09 April till Sunday 14 April   
Daily 10:30 – 20:00 H  
Sunday 10:30 – 17:00 H

**Location**  
O’

Via Pastrengo 12

20159 Milan

**Invertuals Party**

Friday 12 April, 19:00 H

**Curator**

Wendy Plomp

**Designers**

Architects of Identity (Edhv), Bram Vanderbeke, Carlo Lorenzetti, Daniël de Bruin, Hongjie Yang, Nel Verbeke, Martens & Visser, Max Lipsey, Nina van Bart, Raw Color, Jeroen Wand, Jólan van der Wiel, Studio Joachim Morineau, Schimmel and Schweikle and more.

**Campaign visuals**

Raw Color

**Exhibition Design**

Daphna Laurens

**Copy**

Annegret Bönemann

**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.

W: dutchinvertuals.nl

I: @dutchinvertuals