Welcome to **Pioneers of Change**, a festival of Dutch design, fashion and architecture celebrating 400 years of a Dutch-American friendship that takes place in and around eleven former Officer’ houses at Nolan Park, Governors Island, New York. This event was conceived and curated by Renny Ramakers, co-founder and director of the Dutch conceptual design company, Droog.

Over the course of two long weekends, discover on-going creative projects, which are forming new collaborations between Dutch and New York parties. Listen and debate, watch and participate, relax and think, eat and drink, play music, be inspired, connect and, simply, enjoy. Don’t miss the pop-up store of affordable Dutch design ware, all under a100 dollars.

Pioneers of Change, as part of the celebrations during NY400 week, encourages a more responsible and sustainable approach to living by celebrating the blurring of low- and high-brow, establishing new collaborations, encouraging involvement, emphasizing sustainability and valuing handcraft and the local context. It does not apply the luxury tag to an ethos of riches as such but to qualities now hard to come by, including space, fresh air, respect, care, silence, slowness and time. For more information and daily updates visit [www.pioneersofchange.com](http://www.pioneersofchange.com)

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**Pioneers of Change** was initiated by Han Bakker under the authority of NY400, the result of an initiative by the Dutch Government in close co-operation with Dutch local and provincial authorities, New York City and New York State, and with active participation of a great number of organizations from the private, cultural and non-profit sectors. More information: [www.ny400.org](http://www.ny400.org)
roll up your sleeves and get creative using all kinds of tools and method supplies, and some guidance from the designers. Repairing requires creative improvisation, so not only do you save what you would otherwise get rid of, you can also enjoy the process. Besides, you might end up with something better than the original, and you can take the credit.

House 6B: Hempstead / Heemstede

**Knitting: Christien Meindertsma**
Using six-foot-long needles, Christien Meindertsma— or her assistant—is knitting a big woolen carpet from three different species of Dutch sheep. Her book PIG 05049 shows all kinds of products that have been made out of a single pig.

Meindertsma is interested in the origins of things, raw materials and the history of techniques. The knitting project is part of her quest to discover unique colors and textures available from sheep in the Netherlands today. By following one raw material in her book, PIG 05029, she unravels the lack of transparency in the world of products.

House 7A: Bushwick / Boswijck

**Urban farming: MVRDV and The Why Factory with Work Architecture Company**
Visit this film house to catch screenings that explore the possibilities of urban farming, also right here in New York. How can we make the distance between our cities and the place of food production shorter? Can we give agriculture a visual role in society and even make it attractive?

House 7B: Flushing / Wissingen

**Harvest Map: 2012 Architecten**
Enter the house to see a month of left-over building materials spotted in New York, and be inspired to build something with it, with some guidance from the architects and the New York Green Worker Cooperative.

2012 Architecten believe that the growing scarcity of raw materials will encourage us to mine local materials and to put them to use in multiple cycles. This renewed appreciation for what is available locally could become a breeding ground for new trades and region-bound architecture. What can be done with the left-overs from New York?

House 8A: Bloomingdale / Bloemendaal

**Go Slow: Droog with Marije Vogelzang, sloom.org**
(Rianne Makkink and Herman Verkerk) and Hansje van Halem.

In Go Slow cafe many ordinary processes are accentuated for a renewed appreciation. Elderly people of New York prepare food with attention and care and serve it slowly. The setting is serene and requires your active participation and upkeep. Tea bags are sewn on the spot. Even the distance the food took to get here is revealed, with ingredients coming from distant places served in small portions and food from the local garden served generously.

Slowness has become a rare quality in our modern, urban world which is dominated by speed and instant consumption, of nearly anything from anywhere. The Go Slow menu questions the big scale consumption of food that has been transported from all over the world. The Go Slow cafe shows that slowness is a true luxury.

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The empty house is seen as a body and the various makers are dressing it by making "couture" doilies—little treasures to protect, to heal, to ornament, and to accentuate it. The new collaboration of makers consider the house a present and their gift to the house is their work.

Imagining a new first meeting between Native Americans and people from Europe, Pioneers envisions an encounter through the beauty of their traditional techniques and mutual respect.

House 18: Rhode Island / Roode Eylandt

**Open Talks: Pioneers of Change in collaboration with the Cooper-Hewitt, National Design Museum in New York, Fransk Briggand Design Profiles**
Dutch and American designers and architects are discussing in a house furnished and painted by Fransk Briggand using second hand chairs and tables. One of the rooms features the first edition of Dutch Profiles, a series of documentaries about architects, graphic, produce and fashion designers in the Netherlands.

Towards a New Notion of Luxury

Since the economic downfall the notion of luxury has come under attack. Pioneers of Change does not apply the luxury tag to an ethos of riches as such but to qualities new hard to come by, such as space, fresh air, respect, care, silence, slowness and time. Can we reach a new notion of luxury: luxury of content and experience over luxury of expensive materials?

New Collaborations

Pioneers of Change celebrates the blurring of low- and high brow, questioning the difference between the “design world” and the “normal world”. How can non-professionals play an intricate role in realizing creative projects?