

L A N D !

**PIONEERS
OF CHANGE**

**11 OFFICERS'
HOUSES**

**AT NOLAN
PARK**

**GOVERNORS
ISLAND**

**GOVERNORS ISLAND
NEW YORK
SEPTEMBER 11-13/18-20**

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 a 100 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



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, with 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

House 5A:
**Staten Island /
Staten Eylandt**

100 dollars and less: Marcel Schmalgemeijer; store powered by Droog New York and Wabnitz Editions
This house designed by Marcel Schmalgemeijer features a pop up store of small Dutch design items, each priced under a hundred dollars. Design quality does not exclusively apply to expensive items.

House 5B:
**Bowery /
Bouwerij**

The luxury of silence and care: Driessens & Verstappen, Arthur Elsenaar & Taconis Stolk
Enjoy being caressed in the Tickle Salon. You will be surprised by the robot that can carry out sensitive movements over the skin with variation, unpredictability and flexibility. The inside of this room is a bubble of silence, where all signals of mobile phones and data service are eliminated (but don't worry they will resume upon exiting). You will feel pleasantly isolated, even if it's crowded. Silence and care are true luxuries.

People love to be caressed, preferably by a beloved one. But when a person strokes another person's body, eventually fatigue takes over. Variation, attention and unpredictability are important for an enjoyable stroking sensation. Spaces without omnipresent connections to the outside world are increasingly becoming scarce. BuBL Space creates serenity in a world of mobile communications.

House 6A:
**Harlem /
Haarlem**

Platform21 = Repairing: Platform21
Don't just throw away or recycle worn or broken goods... repair them! Enter four "broken" rooms of this house,

roll up your sleeves and get creative using all kinds of tools and mending 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 origin 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 /
Boswijk**

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 places of food production shorter?
Can we give agriculture a visual role in society and even make it attractive?

House 7B:
**Flushing /
Vlissingen**

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 of 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 café 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 tiny 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 café shows that slowness is a true luxury.

House 8B:
**Gravesend /
's Gravesande**

Drawn from Clay: Atelier NL
Nadine Sterk and Lonny van Ryswyck (Atelier NL) used clay from different plots of soil in a polder area of central Netherlands to create ceramic pieces with a great variety in color and texture. Their exhibition is literally drawn from clay. For Pioneers of Change they also dig in the grounds of New York. Come see how they make tiles from it.

By digging they discover a great variety of clay in different areas; it is their conviction that earth contains rich stories of place and its history.

House 16:
**Brooklyn /
Breukelen**

RealTime: Maarten Baas
Maarten Baas creates clocks by projecting footage of people in action, so that their recorded movements become the clock hands, moving minute by minute. A minute passes as a pencil is shifted or as a pile of dirt is swept forward with a broom.

Time is a human-made construct, that when you stop to think about, is abstract. Maarten Baas makes us aware of time by showing it passing in "real" time.

House 17:
**Coney Island /
Conyne Eylandt**

Dutch fashion collective Painted (Saskia van Drimmelen, Margreet Sweerts and Desirée Hammen) in collaboration with Pascale Gatzen and IDC fashion students of Parsons The New School for Design in New York, Native American bead masters Joyce, Juanita and Jessica Growing Thunder, and local lace makers.

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

Imagining a new first meeting between Native Americans and people from Europe, Painted 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; Franck Bragigand; Dutch Profiles
Dutch and American designers and architects are discussing in a house furnished and painted by Franck Bragigand 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 now 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?

Lawn:
**Greenwich /
Greenwijken**

Boombench: Michael Schoner (NL Architects) for Droog
Michael Schoner of NL Architects transformed a regular piece of street furniture into a sound system and called it Boombench. This seemingly normal street bench reveals its hidden gimmick when it is activated via Bluetooth, allowing you to play your music on your mobile phones. Street furniture becomes ghetto blaster and you become the DJ.

Public furniture can become even more public by inviting interaction beyond being just a convenient place to sit.

Plaited fence: Martín Azúa for Droog

Go ahead and plait that plastic bag you were going to stuff under your sink into this fence. See what other discarded material you can find to make the fence the color, texture and transparency that you please.

Dealing with street rubbish can incorporate the public, especially if there is some fun and creativity involved.

Over Here / Over There graphic sign system: Experimental Jetset
Referencing the original meaning of the word 'pioneer' – a person who is among the first to explore or settle a new area – Experimental Jetset have created a graphic identity for the festival with a collection of words, slogans and phrases that refer to the discovery, the exploration, the claiming or the mapping of land.

For your leisure on the lawn, don't miss:
AVL – Skull: Atelier Van Lieshout for Lensvelt;
Rhino: Richard Hutten for NgispeN;
Zzzidt: Richard Hutten for NgispeN;
Shadylace Parasol: Chris Kabel for Droog.

Colophon:

Travel:
Ferry departs from Battery Maritime BLDG, 10 South Street, next to the Staten Island Terminal.

For more information and ferry schedule:
www.pioneersofchange.com

Sponsors:
Pioneers of Change is supported by the Dutch Design Fashion Architecture programme, which aims to strengthen the international position of these sectors through a joined-up approach.
www.dutchdfa.nl

dutch ▶ design ▶ fashion ▶ architecture

We thank our sponsors: The Premsel Foundation, Fine paints of Europe, Wijzonol, Lensvelt, NgispeN, and KetelOne.

premsela
.org/



LENSVELT
dare 2B different



Production:
Droog Design Foundation www.droog.com
Droog New York www.droogusa.com
Formavision www.formavision.info

FORMAVISION

Graphic design: Experimental Jetset
Printing: Lenoirschuring

PIONEERS OF CHANGE

GOVERNORS ISLAND NEW YORK SEPTEMBER 11-13 / 18-20

