



Amsterdam, 25 October 2010. p. 1 van 2

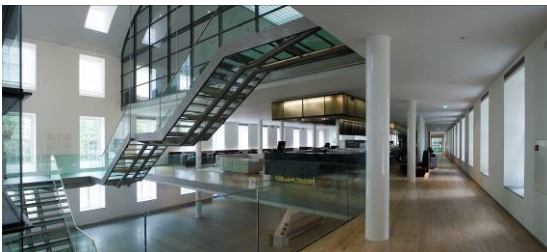
## Dutch Design Award • Hermitage Amsterdam Best Cultural Interior • Category 'Spatial'

The design for the new museum Hermitage Amsterdam is winner in the main category 'Spatial' as 'Best Cultural Interior' of the Dutch Design Awards competition 2010. During the festive Award Show in Eindhoven on 23 October, the 17 Dutch Design Awards (DDA) were presented in the presence of an international audience of design professionals. The award for 'Best Cultural Interior' is shared by the three design studio's who teamed up for this project:

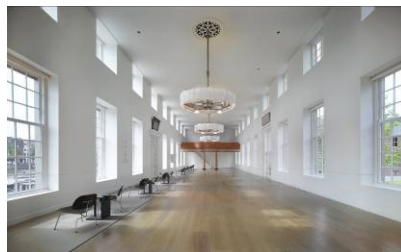
**Hans van Heeswijk Architects**, restoration building Amstelhof to museum

**Merkx+Girod**, interior design public spaces and design opening exhibition

**Michael van Gessel**, landscape architect, design public space and courtyard



Photographer : Luuk Kramer



Bram Saeyns



Luuk Kramer

According to the international jury, chaired by Frans Timmermans, the design of Hermitage Amsterdam is: 'A design that employs elegant, fresh, comprehensive thinking which relates to the other spaces in the building. Its execution is convincing and users are sure to enjoy experiencing the space. An unselfconscious design, concentrating on making "the work" the absolute focus.'

### Dutch Design Awards

Dutch Design Awards are the prestigious awards for the best of the best in the field of Dutch design. The awards comprise the competition, the international travelling exhibition and the production of the Dutch Design Yearbook 2010. In this way, an annual platform is created where the best of Dutch design – across its full width - is recognised and exhibited. The Municipality of Eindhoven has entrusted Design Connection Brainport, part of Brainport Development NV in Eindhoven, with the project management of the Dutch Design Awards.

### Exhibition and Dutch Design Yearbook 2010

During the Design Week the designs of all finalists and winners will be exhibited in the Brainport Greenhouse in Eindhoven. This is also where the winner of the DDA Public Award will be announced on October 30 at 17:00. For more info: <http://www.dutchdesignawards.nl/en/home/>. After this date, the exhibition will travel internationally.

The Dutch Design Yearbook is published by NAI Publishers: ISBN 978-90-5662-755-3.



## **Selection procedure contest and international jury**

The selection committees consisting of professionals from the fields of Communication, Product and Spatial have appointed the finalists per subcategory from the total supply of scouted work and online entries. In 2010, the international jury led by Frans Timmermans (chairman, The Netherlands), was comprised of Annina Koivu (Italy), Cara McCarty (USA), Hans van der Markt (the Netherlands), Marcus Fairs (UK), James Woudhuysen (UK), Oscar Pena (UK), Paolo Navone (Italy), Rajesh Kejriwal (India), Ravi Naidoo (South-Africa), Ruedi Baur (France), Timo de Rijk (the Netherlands), Vincent van Baar (the Netherlands), Will Erens (Belgium) and Walter Van Beirendonck (Belgium). They have decided who was called forward to receive a Design Award.

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## **Note for the editors** (not for publication)

For more information about the designs, please contact:

- Hans van Heeswijk Architects or log on to [www.heeswijk.nl/press](http://www.heeswijk.nl/press)

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- Merkx+Girod, or log on to [www.merkx-girod.nl](http://www.merkx-girod.nl)

Contact: Jeannette van den Akker, [jeannettevandenakker@merkx-girod.nl](mailto:jeannettevandenakker@merkx-girod.nl)

- Michael van Gessel, or log on to [www.michaelvangessel.com](http://www.michaelvangessel.com)

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