

PRESS RELEASE

Amsterdam, March 2018

Academie Artemis goes Milan Design Week!

AMSTERDAM - Academie Artemis will be exhibiting at Milan Design Week for the first time this year. Following a successful exhibition at Dutch Design Week 2017 in Eindhoven, the academy has been invited by the Italian organization behind **DIN-Design In** to give a presentation together with alumni, in an industrial hall located on Via Massimiano 6 in the district of Lambrate. This year Lambrate will once again be the spot where design lovers from all over the world will gather in a creative, innovative and unconstrained setting to indulge in everything under the sun in the world of design.

About the exhibition

During Milan Design Week, six **Academie Artemis** alumni will provide a visual interpretation of the most important developments in society, and show how these can translate to innovative and applicable solutions. Yeelen Tavilla, Stephanie Morianner, Hannah Braeken, Sandra Benningen, Angelique Kuijpers and Willie Janmaat will all present their personal views on what is relevant for the future of interior design, fashion, media and society as a whole.

Yeelen Tavilla / Sicilia: la patria del cuore

Yeelen has always felt strongly connected to the island where her father was born and she has always been proud of her origins - a characteristic of Sicilian culture. But even though Sicily feels like home, growing up in the Netherlands has made her want to explore and learn about her Sicilian side even more.

Her projects embody the search for identity and origin in its broadest sense – getting to the bottom of what this connection really means. The result consists of two collections translated into ceramics and textile, reflecting the diversity and beauty of Sicily and her appreciation of where she comes from.

Hannah Braeken / TEXTORIES

Throughout the course of history, textiles have been used to communicate and pass along stories. Old tapestries showcase battles, political views, traditions and family histories. This inspires Hannah to make contemporary textile objects that convey personal stories and memories. No tales about kings and queens but stories about ordinary people, everyday events and experiences that shape our lives because we feel connected to them.

Stephanie Morianner / TRANSNATURA

TRANSNATURA is a trend inspiration book for a sports brand. Her graduation project started with her fascination for jellyfish. These beautiful creatures don't only have splendid colours and textures, but also many of the qualities we humans strive for. They are immortal, live without systems, clone them selves, go with the flow and have all the freedom one could want. Mankind longs for an ideal life: freedom, health and longevity being principal parts of this.

In Stephanie's opinion we must embrace nature in a new way – not only in sustainable materials, but also by exploring the strengths of nature.

"I translated my vision into textures, colours, shapes and clothing. All inspired by one part of nature: the jellyfish. With this I hope I can inspire people to look at nature in a different way. "

Angelique Kuijpers / ODE | OLD & ERUDITIO

Her graduation project tells a story of knowledge and acceptance through the reintroduction of the historic Enlightenment period. Through illustrations and photography she once again wants to enlighten our contemporary society with a visual manifest called "Eruditio".

Inspired by society's insatiable appetite for NEW and the never-ending reintroduction of old designs in contemporary contexts. What is new if nothing is original? Here are the objects of your past visualized in 16 collage prints that were inspired by 8 photographs of intriguingly beautiful unwanted objects I found. This is an "ODE to OLD".

Sandra Benningen / UNWIND

Unwind is a new material line made for the brand Technogym. With Unwind, Technogym wants to encourage people to practice sports for mental health. This creates a new sports movement called Unwind, which literally means to become free of nervousness and tension. In a world where it is all about digital, will physical become more and more important. Fitness is focused on the standards of the current performance society and lacks the depth of relaxation and freedom that people need right now. Unwind responds to this need by applying natural materials in the sports and fitness industry. Practicing sports in nature stimulates relaxation and provides a healthy spirit. By bringing nature inside the gym, Unwind creates a new feeling of relaxation during fitness sessions.

Willie Janmaat / KIK

Right now, 2018, we're standing on a crossroad. On our left we witness the

knowledge and craftsmanship, gained over centuries, slowly getting 'invisible'. Worldwide we are developing an enormous shortage of craftsmen, caused by the aging of society, a lack of successors and the upcoming modern technology.

On our right we see another phenomenon rise. Hundreds of thousands youngsters getting invisible for the government and therefore no longer part of our society. They're called 'Ghost Youngsters'. Living in 'No Man's Land' because they do not meet our social standards.

KIK brings both together in an unique program based on the ancient 'Master & Apprentice' principle, adjusted to modern needs. Trust, structure and the exchange of knowledge are the essence of KIK and the seedbed of promising future perspectives.

Milan Design Week 2018

DIN-Design In

From 17 to 22 April 2018

Via Massimiano 6 / Via Sbodio 9 – Milan

17/21 April 2018 from 10:00 AM to 8:00 PM

22nd of April 2018 from 10:00 AM to 6:00 PM

Special Opening: 18th of April from 10:00 AM to midnight

Press Preview: 16th of April from 14:00 PM to 18:00 AM

FREE ENTRY

#academieartemis #artemisgoesmilan #din2018

Academie Artemis (Amsterdam) is the only bachelor allround styling academy in the Netherlands and offers high-quality education and a broad perspective for the future.

THE FUTURE IS OUR CREATION.

Note to the editor, not for publication

Feel free to share this press release! More information, high-res images of the presentation and/or Academie Artemis and any other media inquiries are available via Eva van Vuuren e.vanvuuren@academieartemis.nl / +31(0)20 6895100

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