



**PERMANENT EXHIBITION MATERIAL SENSE
First retrospective during Dutch Design Week**

Material Sense's travelling exhibitions are to acquire a home base. From now on, a regularly changing retrospective of inspiring materials will be on show at the ICSE – the International Center for Sustainable Excellence – in Eindhoven's Lichttoren (light tower).

This permanent exhibition will feature a selection of materials from the previous shows and continually provide examples of different aspects of sustainable product development. The first selection is based on the travelling exhibitions Rematerialize, D-Compose and Responsive.

The permanent exhibition will be open for the first time during the Dutch Design Week, from 17 to 27 October. Entry to the ICSE is free and it is open on weekdays from 9.00 a.m. to 5 p.m.

The exhibition is compiled by the internationally renowned materials expert Simone de Waart of Material Sense. As usual, examples from design, research and industry are brought together. In the future the results of projects initiated by Material Sense and their network will be shown here as well.

Rematerialize

The theme 'Rematerialize the future' is central and includes the categories Revalue, Recover, Remind and Refine. The permanent exhibition covers the reuse of materials, the revaluation of materials and techniques, the self-recovering properties of materials and making products 'lighter' by using less materials.

"It's about materials that have their own story to tell," says Simone de Waart. "They challenge thinking, stimulate product innovation and give us new insights into better use of materials. The examples show that sustainable use of materials and an optimal product experience can go together perfectly well."

The **International Center for Sustainable Excellence** in Eindhoven will be the first centre in North Western Europe to show visitors, participants and users how the future will take

shape by combining skills and knowledge in the area of sustainability. Visitors can experience sustainability in a broad perspective and using concrete examples. www.icse.nl.

Material Sense is a network for materials innovation and functions as an independent platform that is committed to materials-oriented product development. The organisation brings together designers, researchers and cutting-edge companies. With the term 'The sense of materials' the organisation refers to the specific sensorial properties of materials but also to the common sense idea that specific materials can be used to develop sustainable products. In their permanent exhibition, Material Sense also looks at our experience of materials, using (all) our senses. www.materialsense.nl

Noot voor de pers: (en niet voor publicatie!) Voor meer informatie kunt u contact opnemen met Simone de Waart, 040-2812000 of simone@materialsense.nl