

## PRESS RELEASE INSIDE DESIGN AMSTERDAM 2010

The most fun design event of the year is fast approaching! Inside Design Amsterdam, from the 24th to the 26th of September 2010, at different up-and-coming places throughout the city. For three whole days, it's all about the latest design, from the manufacturing process to the finished product.

### Lloyd Hotel & Culturele Ambassade

Again, this year, the Inside Design headquarters is the Lloyd Hotel. Leading interior brands and trendsetting designers show their best work in the hotel rooms. Brands like Moroso, B&B Italia and Gelderland, and designers like Kiki van Eijk, Scholten & Baijings, Christien Meindertsma and Richard Hutten. There are also presentations by the Design Academy Eindhoven, the Zuiderzee Museum, the Central Museum Utrecht and the Textile Museum Tilburg. ELLE Wonen will also be arranging an exhibition of exceptional work by ceramics designers.

### And lots more!

You won't just be looking in the Lloyd Hotel, there is more than enough to do and experience! Experts provide free interior design advice. In the ELLE Wonen Café, the most delicious dishes will be served, and throughout the hotel designers show how they work.

### ELLE Wonen Store

Under the motto GOOD PRODUCTS = GOOD LIFE, the most fun design products have been selected for the unique ELLE Wonen Store. The overdyed dinner service by Jeanine Keizer, bags with a subtle paper look from Japan, wallpaper to colour in yourself, felt plants, a wooden desk lamp, the latest from design brands like Iittala, Royal VKB and Vipp... Only open during Inside Design Amsterdam (24th, 25th and 26th of September) in het Lloyd Hotel, so come and see, see and buy! There will be special offers too: a few must-haves will be available at a Special Event Price!

### Design Bastions

There is even more to discover outside the hotel, at surprising locations beyond the city centre. At four Design Bastions – Design020, Loods 6, Cruquiuskwartier and IJm – there are exciting collaborative projects and exclusive Inside Design exhibitions on show. It is easy for visitors to reach these locations with the shuttle buses and boats that leave from the quayside at the Lloyd Hotel.

### ELLE Wonen Design Talent Award by Montis

A first this year: the presentation of the ELLE Wonen Design Talent Award. A new design competition for promising talent, with the assignment of designing a real Montis+ product: an occasional table. A professional jury will assess the entries, and the finalists will be on show in one of the Lloyd Hotel rooms.

### Go-as-you-please ticket

A go-as-you-please ticket is valid for three days and costs € 12.50. This gives you access to the Lloyd Hotel and all the participating locations. The online advance sale starts soon with a € 2.50 discount. Keep an eye out at [www.insidedesign.nl](http://www.insidedesign.nl) for the latest updates!

### NOT FOR PUBLICATION:

For more information and images, see [www.insidedesign.nl](http://www.insidedesign.nl) or please contact the event producer Heleen Hartong, via [Heleen.Hartong@hachette.nl](mailto:Heleen.Hartong@hachette.nl) or via 020-5353600.



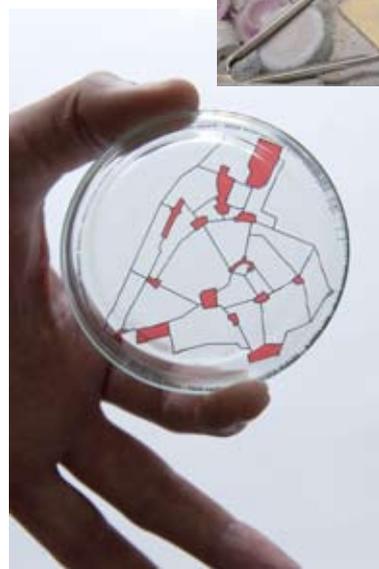
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