



ATTACHMENT PRESSRELEASE 2018, SECTOR PRODUCTS

Material Xperience 2018: meet the future of products!

Naarden, 29 January 2018 – Wooden nails, 3D printed plugs, rattan with coloured capillaries... During Material Xperience 2018 (13-15 March in Ahoy Rotterdam, the Netherlands) the R&D and design professional will fancy themselves in the future!

With an extensive speaker programme, put together along with met Marcel Vroom (*industrial designer at NPK Design*), a large collection of materials from the independent Materia collection and fascinating exhibition pieces, Material Xperience is once again a source of inspiration!

Which trends does Materia see within the sector Products?

From furniture to laptops, from tableware to streetlights, and from penholders to television sets: the throughput of innovation is nowhere as present and visible as in the products that we use on a daily basis. Products that are replaced at an increasing speed create a surplus of waste on the other side. This means a new look on the design process, the material application and the use of new raw materials and processes is necessary.

Circularity demands recycled and biobased materials. But nanotechnology, smart materials, sensors, generating energy, loss of materials, digital production processes and user-friendliness are also themes that improve the performance of products, both in the work environment as well as in the residential environment.

Chances for material innovation lie with technical, aesthetical, haptic, conceptual, sustainable and cost-effective developments.

What can the industrial designer expect at Material Xperience?

This year, visitors can look forward to an impressive 6 independent Materia exhibitions. There will be 6 pavilions on the exhibition floor, containing special exhibits and installations from each sector.

Materials from the independent Materia collection

During this three-day event, Materia will show the newest materials from its independent collection, which were scouted during the past year. A small selection of materials:

Bahia Denim (ONA682)

Bahia Denim, named after a Brazilian blue marble, is a material characterised by its visual illusion to marble. It is designed using denim production waste from the fashion industry. These textile offcuts are layered, adhered and carved to create intricate patterns.

Find out more about this material at materia.nl/material/bahia-denim/

Govaplast (PLA1114)

Govaplast is a type of plastic lumber, but containing no wood at all, as a replacement for wood and concrete. The material is turned into solid, high-quality recycled plastic profiles, both for interior and outside uses.

Find out more about this material at materia.nl/material/govaplast/

Karuun (ONA678)

Rattan's structure is comparable to a bundle of tubes. The rattan palm can transport water up to 200 metres through its long capillaries. When the capillaries are injected with various bulking agents, rattan is transformed from a wood with limited use into a versatile, innovative material.

Find out more about this material at materia.nl/material/karuun/

Large exhibition pieces

Material Xperience is for 140 exhibitors the annual platform to present their materials at the trade fair. Aside from the presentations by exhibitors and the independent material exhibition, several large exhibition pieces – often never shown to the public before – will be exhibited during the trade fair, showing the visitor a glimpse of the future. What can you expect?

LignoLoc

LignoLoc, developed by Beck Fasteners, are birch wood nails, strengthened by resin. The wooden nails are just as strong as their aluminium counterpart. Although they can be hammered into wood, it is better to use a specially developed nail gun, which generates heat through friction, melting the resin and welding the nail into the surrounding wood.

Find out more about this material at materia.nl/article/lignoloc-nails-wood/

3D printed plug

Making a production mould very time consuming and takes up a lot of material. First, a 1:1 model is milled out of polystyrene, which is in turn covered by glass fibre and epoxy paste. From this plug, the production mould is made, and then the plug no longer serves a use. Instead of making a plug in this way from composite, Nedcam is working on a way to 3D print plugs from thermoplastic instead, to make the process more sustainable.

Black Wave

This coffee table is the first item in our Black Wave series in which the beauty of organic curves are emphasised. The table is made from carbon fibre that is wound around a CNC milled mould using a robotic arm.

Speaker programme Products

Material Xperience is known for its high-profile speaker programme, which includes renowned (inter)national architects, scientists, designers and other experts. For the first time in the history of the fair, there will be two simultaneous theatre programmes running on the exhibition floor, providing a line-up of 55 speakers who will share their knowledge and experience with audiences.

Tuesday 13 March, the speaker programme "The Future of Products" takes place in the Material Xperience theatre. Speakers are **Marcel Vroom (NPK Design)**, **Anouk Groen**, **Ronald van Straten** and **Caroline Prisse (Tetterode)**, amongst others.

Visit us

Material Xperience 2018 takes place from Tuesday 13 March until Thursday 15 March, in Ahoy Rotterdam. For more information and a free ticket, go to www.materialxperience.com.

Opening times

Tuesday (13 March) 10:30 - 18:30

Wednesday (14 March) 10:30 - 20:30

Thursday (15 March) 10:30 - 17:30

About Marcel Vroom

Marcel Vroom – our ambassador of the sector Products

New business manager and senior industrial designer at NPK Design

Marcel Vroom is a renowned industrial designer and acknowledged for his technological insights and future product visions. He holds a degree of Master of Science in Industrial Design Engineering of the Delft University of Technology.

At the moment Marcel Vroom is new business manager and senior industrial designer at NPK Design, a leading Dutch design consultancy based in Leiden. He is also partner of MVAVD, a Rotterdam based networked design office, which he co-founded in 1997. At the industrial design office of Landmark, which he co-founded in 1987 and joined for 10 years, he was director and design manager, responsible for a company of 10-20 employees. Between 1983 and 1987 he was partner of Concepts designers and head of the industrial design department.

During the last 30 plus years, many of Marcel Vroom's professional and consumer products have been rewarded with awards for outstanding design. In 1995 he received the Kho Liang Ie award, the most prestigious design career award in the Netherlands.

About Materia

Materia is the leading international platform in the field of material innovation and stimulates global shared innovation for a more beautiful, more sustainable and high-quality built and decorated environment. Through an independent and continuously growing collection of more than 2,900 inspiring materials, Materia brings building professionals together: annually at Material Xperience, periodically on current themes and events, and daily via www.materia.nl. Find out more at: www.materia.nl and www.materialxperience.com.

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