



Holon Design Week 2012, Day One



This is the first year Design Museum Holon has hosted the city's Design Week, a three-day event held mainly at the museum itself, the Ron Arad stunner that lies a short twenty minute drive south of Tel Aviv. While every city does design week a little differently, Holon's puts a special emphasis on bringing twenty of the

Drumm, Perrin. "Holon Design Week 2012, Day One", *Core77*, April 11, 2012

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world's design week directors and cultural ambassadors to spend time with one another in an intimate setting, and to meet one-on-one with emerging Israeli designers in a series of panels.

On day one we spent the entire morning and afternoon split up into three groups that saw presentations from a diverse body of young talent, from fashion to graphic design to product and furniture. There were several standouts, whom you'll meet in the coming days, as well as several that raised questions in a larger discussion about the role of design education, what it means to design in a country that lacks a design history and how IKEA just might be paving the way for good design here in Israel.

On day two we'll meet more up-and-coming Israeli designers, including the 42 featured in the museum's new exhibition "Designers Plus Ten," which surveys the work of a juried group of designers who completed their degrees ten years ago, at the dawn of two important local events—the country's first IKEA and the arrival 10-year anniversary of Google Images in Hebrew. This is the first year Design Museum Holon has hosted the city's Design Week, a three-day event held mainly at the museum itself, the Ron Arad stunner that lies a short twenty minute drive south of Tel Aviv. While every city does design week a little differently, Holon's puts a special emphasis on bringing twenty of the world's design week directors and cultural ambassadors to spend time with one another in an intimate setting, and to meet one-on-one with emerging Israeli designers in a series of panels.

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