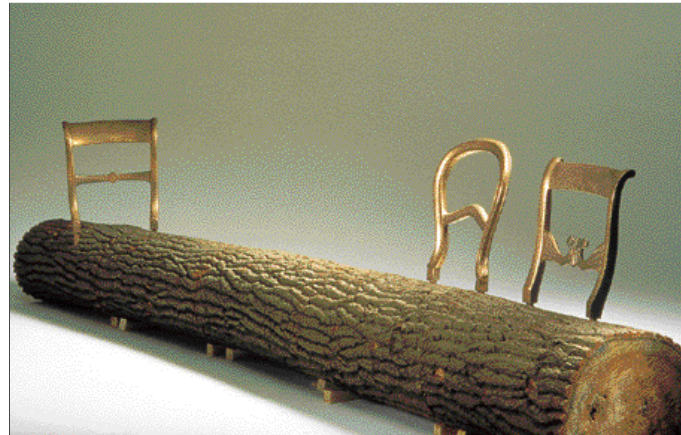


(Droog)

(Oranienbaum)



Bread Oranienbaum Viereck
Marcel Wanders
400

Tree Trunk Bench
Jurgen Bey, 45 x 40 x 100cm
(Oranienbaum)

가 가

1993 (Gijs Bakker) (Renny Ramakers)

1999 (Oranienbaum)

(Oranienbaum) (Couleur Locale) (1999 4)

20

17 가 (城)

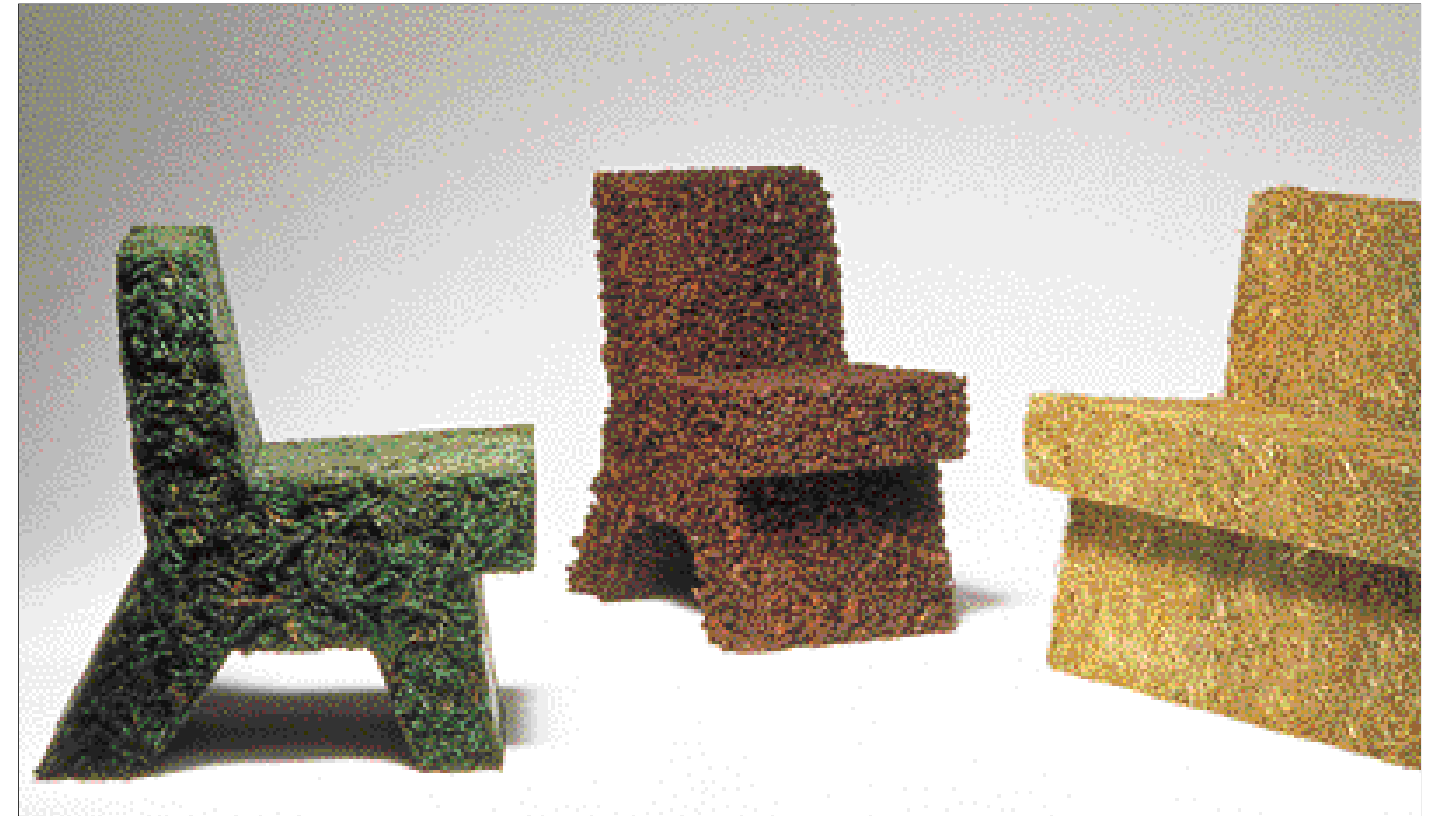
(Dessau Wlitz)

(Marcel Wanders) (Marti Guix)

(liqueur) (Hella Jongerius) 가 (cigar bands)

(Jurgen Bey) 가 18

가 .www.droogdesign.nl



Gardening bench
Jurgen Bey, 200 x 75 x 78cm
(Oranienbaum)

Customer Experience Application to Brand Concepts Droog Design's Oranienbaum Project

Founded by the two partners Gijs Bakker and Renny Ramakers in 1993, the Dutch Droog Design has set its main project issues since 1999 on the consideration of brand concepts and its application to design. Exhibited at "Couleur Locale" show in April 1999 in Milan, 'Oranienbaum Project' proposed a bold concept for a facelift of Oranienbaum, a Dutch-built 17th century castle located in former Eastern Germany. As the Dutch government has considerably invested for the renovation of the site in the past years, Dessau Worlitz Cultural Foundation has commissioned Droog Design for a revitalization strategy for the historic landmark. In collaboration with the region's designers, including Marcel Wanders, Marti Guix, Hella Jongerius, and Jurgen Bey, Droog Design developed some 20 concepts to turn Oranienbaum into a rich natural park. It is valued to be th Droog Design's spirit of design to and that is to benefit fit users and user environment. www.droogdesign.nl



Disposable cutlery and bowl
Marcel Wanders, 12 x 12 x 5cm

(Droog Design)

90 (Voorburg) DMD

(Rosenthal) (1997); (1997) 가 (1998) (Couleur Locale)(1999)to creat(2000) (Dedalus) (1998),

4 (Klopfer) (1999) .1998 2 ,90 010'

1991~1996 1996

(Salvati), (Mandarina Duck), & (Vali & Vali), & (Bang & Olufsen), (Fiera Milano), (Sottsass Associati), (KesselsKramer), WE, DMD, (Levi Strauss)