

Press release

Stedelijk Museum 's-Hertogenbosch changes its name to Design Museum Den Bosch

's-Hertogenbosch, The Netherlands, 21 February 2018

On 1 June the Stedelijk Museum 's-Hertogenbosch will change its name to become the Design Museum Den Bosch. Since the appointment of Timo de Rijk as director at the end of 2016, the museum programme has been concentrated exclusively on design and applied arts. The change of name is the next step in the direction that has been charted. It communicates more clearly with the public and contributes to the further positioning of the museum.

Timo de Rijk: "Design Museum Den Bosch targets the impact of design on our daily lives. We do not focus on design itself alone, but we also tell the story behind it. We throw light on its cultural significance. We place design in the context of the past, the present and its significance for the future".

The course taken by the museum is the continuation of a long tradition. Ever since the 1980s the museum has been presenting design with successful solo exhibitions by Dutch designers as Bart Hess, Wieki Somers, Maarten Baas and Scholten & Baijings. Nor has it turned its back on international design, witness the recent exhibition of ceramic designs by Ettore Sottsass. This programming matches the international collections of applied arts and crafts (ceramics and jewellery).

The new name puts design right at the heart of the museum. The first exhibitions to place design in context were organised last year - such as radical Italian design from the period 1960 – 1980. On 17 March 2018 the museum will present the next major exhibition in line with its new course: *California: Designing Freedom*, a survey of fifty years of Californian design and its great influence on our everyday lives.

Note to the editor

Media contact: Martijn van Oostroom, manager marketing and communication Stedelijk Museum 's-Hertogenbosch / Design Museum Den Bosch via: +31 6 50813115 or: m.van.oostroom@sm-s.nl