

A Digital Nature – DEMO at the Design Museum Den Bosch. Beginning 15 October at the Design Museum Den Bosch

The Young Design Team is proud to present *A Digital Nature - DEMO at the Design Museum Den Bosch*. The presentation shows a selection of animations themed around digital nature: wondrous underwater worlds, alien plants and dream landscapes with digital flowers. They are enticing images that also force you to think: have we entered an era where digital nature has become part of biodiversity? Are we looking at beautifully colourful digital corals in the same way we look at faded reefs in Australia? Does the experience of digitally designed nature create a stronger connection to physical nature? The work of leading studios, designers, budding talents and art school students from around the world takes you by the hand, then shakes you up.



Still from Printed Nature van Angelina Toros

We see it every day on the news: forest fires, floods, droughts and heat records; we live in a time when the climate is in a serious emergency and we know all about it. In order to save nature, there are more and more nonsensical but well-meant design solutions: from paper straws, to a sunshade in space and from 3D printed meat substitutes to ice machines at the North Pole.

The presentation has its origins in DEMO, the Design in Motion Festival. DEMO is the largest *motion design* festival in the world, taking over 5000 digital screens in public spaces in the Netherlands for 24 hours with the best motion design (digitally designed moving images). From a total of 5300 submissions by designers and artists from 81 countries, DEMO curators have selected works for the festival.

In collaboration with DEMO, the Young Design Team presents the exhibition *A Digital Nature - DEMO at Design Museum Den Bosch* (from 15 October to 8 January) and uses motion design to showcase digital nature. Indeed, the future is largely digital - we are increasingly moving into the metaverse. This obviously involves a digital expression of nature. A new world created by designers in which the concepts and laws of nature are overturned.

Have we entered an era in which digital nature has become part of biodiversity? Are we looking at beautifully colourful digital corals in the same way we look at faded reefs in Australia? Does the experience of a digitally designed nature provide a closer connection to physical nature? Is the digital realm the new geography for nature to flourish, and will real nature then recover?

"Our digital and physical worlds are merging. DEMO is integrating the new digital world into the city's environment. DEMO shows how digital screens can be used for public space with respect." (Liza Enebeis, co-initiator of DEMO and creative director of Studio Dumbar/DEPT)

"Motion design used to be mainly used for corporate applications, but is now developing more and more autonomously. Showing motion design in a museum context finally gives it the status it deserves." (Koos Breen, DEMO curator)



Still from Peace Does Not Equal Freedom van Timo Lenzen

What are you going to see

The Young Design Team of Design Museum Den Bosch is proud to present *A Digital Nature - DEMO at Design Museum Den Bosch*, in which the outdoor space is literally brought into the museum. On digital mupis (French for *'mobilier urbain pour l'information* and translated as *'street furniture for information'*), we are showered with advertising messages every day, but these screens can also be used for a better purpose: to inspire and make you think. The presentation replaces advertising with the motion design of wondrous underwater worlds, alien plants and dreamscapes with digital flowers.

Featuring work by: ALANKO+NUOTIO, Tunay Bora, Butt Studio, convivial studio, Chris Golden, Dirk Koy, Timo Lenzen, Jonny Ostrem, Etto Pacoste, Nadia Piet, Ada Sokół Art Lab, Bertran Suris, Angelina Toros, ENDLESS WORK, Gao Yang and Andrew Zhandarov, our current expectations of nature are transcended and the digital designs show an alternative nature.

This freely accessible presentation can be seen in the Young Design Space, is curated by the Young Design Team and a collaboration between Design Museum Den Bosch and DEMO. The Young Design Team develops exhibitions, presentations and public programmes for young audiences. In the process, they are cutting new themes and bringing a breath of fresh air to the museum.

Colophon

A Digital Nature - DEMO at Design Museum Den Bosch is a collaboration with DEMO, an initiative of Studio Dumbar/DEPT®. The theme, concept and selection for this presentation was created by Bao Yao Fei, with assistance from Isabeau van Maastricht and with an audience programme developed by Jim van Geel. The entire programme of DEMO, which can be seen throughout the Netherlands on 6 October, has been put together by Liza Enebeis, Connor Campbell, YONK, Tim Roderbröker and Koos Breen. Young Team Design is made possible by Fund 21 EXTRA.

About DEMO

On Thursday 6 October, the second edition of the world's largest motion design festival will take place on every digital screen in the public space in the Netherlands. DEMO showcases the best motion design from the leading studios, designers, budding talents and art school students from around the world. For this edition, 5,000 screens will be taken over for 24 hours, at stations, shopping malls, airports, along motorways and on the streets. This turns the whole of the Netherlands into the largest open-air exhibition.

About Studio Dumbar/DEPT®

Studio Dumbar/DEPT® is an international branding agency specialising in visual identity, design, sound & motion and creative coding. The agency works for clients such as Spotify, Apple, Facebook, Adidas, MTV and D&AD. Studio Dumbar/DEPT® was founded in 1977 by Gert Dumbar and is known in the Netherlands for the striping of police cars (and other emergency vehicles), the design of the 'Rijkshuisstijl', NS and Transavia. Studio Dumbar has been part of digital agency DEPT since 2016. Studio Dumbar/DEPT® is producer and co-initiator of DEMO.