

NEW LABEL SOCIAL LABEL >WARM

DESIGNER EDWARD VAN VLIET WITH STICHTING VROLIJK WERK, THE HAGUE

Dutch Design Week, Eindhoven 22-30 October 2016
The Social label – Socio economics Collection & Community
by Petra Janssen & Simone Kramer

Social label designs work

Social Label's initiators, designers/design thinkers Simone Kramer and Petra Janssen, design customized work. In their unique collaborations they bring together designers and sheltered workshops, to offer people in socially and economically disadvantaged positions an opportunity to enter the job market. With a product design by a Dutch designer as the key, people learn a trade and acquire a meaningful job. Social label has asked designer Edward van Vliet to come up with a design that would fit in with the work done by the people at the Stichting Vrolijk Werk in The Hague. The first prototypes of the Social label product >WARM have been manufactured by Stichting Vrolijk Werk, a small-scale, sustainable sheltered workshop for women in (social) care in The Hague. The project could be started with support from Stichting Doen.

The Manufacturing Process

Under supervision from professionals and with the help of a group of entrepreneurial volunteers, women work here within a safe and familiar environment, creating felt products. The women work with the sheep out in the field, and in summer they shear them and wash and card the wool. This wool is turned into handmade felt products in the workshop. Some of the wool is dyed using dyes extracted from the plants in the workshop's garden, which they tend themselves. Every season offers its specific jobs, and the women work with their hands within a cheerful setting. The approach frees women from social isolation. They work on tackling their psychosocial issues and recovery, and develop a sense of faith in their own abilities.

The founder of Vrolijk Werk, Sandra Burggraaf

'Working with your hands, in nature, has a positive influence on people. It helps you really get in contact with yourself again.'

Supervisor/volunteer Diny

'In wool felting, every step in the manufacture is important, from washing and carding to felting. Our beautiful products develop by taking each of these steps with great care. It's a wonderful thing to see the women's work gain meaning and come out in the open.'

Product: felt tea cosy

For Social label >WARM, designer Edward van Vliet was inspired by the name of the foundation: Vrolijk Werk means 'cheerful work', and with their laughter and teamwork the women who

work here really do create a cheerful workspace. Based on the material they work with, felt made from the wool from the workshop's own sheep Van Vliet designed a cheerful felt tea cosy that keeps the tea nice and warm. >WARM comes in two sizes (20 cm and 25 cm) and can be used with the storytelling tableware from the >KOM series, offering insulation and a lovely presentation. To highlight the cheerfulness, a 'warm nose' will be added: a stepping stone to work towards the craftsmanship needed in felting, so that all the participants can be involved in Social label >WARM.

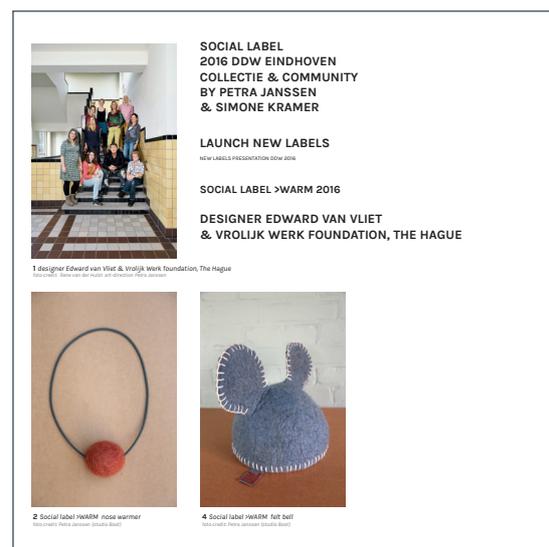
Daphne (25) has only recently started working at Stichting Vrolijk Werk.

'I am a professional daydreamer she says when we ask her what typifies her. My brain does not distinguish the relevant stimuli from the irrelevant ones, so I let everything in. Which is very exhausting. Felting helps me focus and what's more, I like doing it. My dream is to be a set dresser for the theatre or the movies. During my first visit to an opera I sat and watched the sets for hours.'

Designer Edward van Vliet

With his design studio Van Vliet works on a wide range of projects. From designing furniture to compete hotel or home designs. He has been working with the very best people in design and hospitality for 25 years. And now he is attaching his name to Social label. Because he supports the idea and wants to help use design as a tool in a social mission.

'I really believe in this idea and would like to do my share in placing a hidden group of manufacturers in the spotlight.'



Editor's Note:

If you would like to join the official launch of Social label >LICHT this Sunday October 23 at 11.00 AM at the PHE factory, please send an email to mail@sociallabel.nl.

Temporary location:

Factory PHE/Strijp-R. For further information or to obtain high-res images of the Social label – Socio economics collection, go to www.sociallabel.nl or contact us: mail@sociallabel.nl.