

‘BELONGING’

A MODERN FAIRYTALE BY SOCIAL LABEL

Social label-initiators Petra Janssen (studio Boot) and Simone Kramer (C-mone) are designing customized work and activities through ‘design by doing’ for people who are disadvantaged in the labor market. For a meaningful design collection that represents the world of tomorrow. Different groups of creatives work together in the ateliers craft, assembly, story and move. In the Social label Lab & shop we initiate debates and lectures. Socio economics.

In years of disparity, expansion and differences, we want to connect. For us it is about seeing each other, sharing and giving. We are proud to present Social label products and activities, visible in a moment, in a conversation. Together with people who don’t have as many opportunities in society.

Creating (working) communities where people belong and contribute meaningfully is important for everyone. You need the courage to stand on the other side, to empathize and move with them. With Social label, we cross the border, explore. We are guided by insights, feelings and conversations for a different perspective on participation. Looking for a bridge that is walkable for everyone. Barrier-free with a beginning and an end. We try to make the bridge more solid, with beauty, wonder, attention and respect for each other and for our natural environment. By working together we shape a better future where everyone can participate. Design can make this bridge. Design with meaning.

Collection & Community

Social label x various designers : Ilse Crawford & Oscar Peña, Piet Hein Eek, Dick van Hoff, Marc Mulders, Edwin Vollebergh/ Studio Boot, Borre Akkersdijk, Kiki van Eijk, Kranen/Gille, Joost van Bleiswijk, Studio Rens, Haiko Meijer / Onix, Roderick Vos, Edward van Vliet, Rianne Makkink / Makkink Bey, Brigit Vermeulen, Jana Slegers & Kelly Vanneste, Simone Kramer en Petra Janssen, students and people distanced from the labour market.

Social label movement with designers, makers (education, reintegration & healthcare organisations)

Come see us during Salone del Mobile at Via Pastrengo 12, Isola district Milan, Italy
www.sociallabel.nl

supported by Fonds Cultuurparticipatie



foto: Rene van der Hulst - artdirection Petra Janssen



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SOCIALLABEL.NL - SOCIALLABELSHOP.NL

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