

False Flat
Why Dutch Design Is so Good

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2837-7825



5-46 Introduction: Surfing the False Flat

79-118 Vroom-Vroom in the Boom-Boom Years

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HAPPY CHAOS

Optimists view the constant flux of The Netherlands's burgeoning multicultural society as a fertile ground for continuous creative development, conceiving a world in which the pursuit of culture is accepted as a viable economic engine.

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BRILLIANT ORANGE

Finding freedom in limited space is a skill the Dutch learn early on. For some designers, the constraints of this densely populated and highly regulated country are the inspiration and foundation of their creative activity.

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DO NORMAL

"Normalism" is a term that could be used to characterize the particular strand of modernism one encounters in The Netherlands: no matter what modern innovation brings, it must make itself relevant in the arena of popular culture and fit the mold of everyday life.

241-264

CHICKEN & EGG

Is it possible to envision a contemporary "Dutch Master"? Or does today's genius rest not in a single person but rather in collaborative networks and the schools of thought they spawn?

305-328

DOORS OF PERCEPTION

The Netherlands is a "lab(oratory)-land," a country with the wealth and social agenda to appropriate knowledge and inventions from around the world, and experiment freely with their implications. It is a country that has the luxury to focus on process, rather than on end product.

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WE ARE THE WORLD

In a shrinking world of internationalized mass media channels, Dutch design transcends national boundaries and successfully incorporates universal influences to posit a model and attitude in which all voices can be heard.