



Welcome
to the world
of Kazerne



Call for Hopeful Perspectives

Behind every design lies a chain of choices, materials and energy. What may seem self-evident turns out to be inseparably connected to everything and everyone. At Kazerne Foundation, we take on the challenge of making that connectedness tangible, visible and practical. By taking steps together toward a future in symbiosis with nature. From a contagious sense of design optimism.

In the welcoming setting of the Kazerne heritage site, makers, thinkers and doers find each other between design, dinner and dialogue. Exhibitions and presentations, Radical Chains Challenges, the monthly EHV Innovation Café, restaurants and a hotel, bookable meeting rooms, talks, workshops and guided tours reinforce each other into one rich experience venue. The slowness of eating, drinking and staying together gives the content room to breathe; here each year over 100,000 visitors meet the work of more than 100 leading designers, established and emerging. Welcome to the world of Kazerne.

Are you, from your studio or company, working on beautiful, useful and durable alternatives? We invite students, design studios, organisations and businesses of all sizes to join Dutch Design Week (DDW) from Kazerne: in our curated group exhibition or in your own, exclusive space.



> 17-25 October 2026
 > 300.000 visitors DDW
 > 20.000 visitors at Kazerne

Common Ground for Collaboration

Together we shape the world and DDW. We invite you to present and activate your work by entering into dialogue with other makers, your stakeholders and the public. In doing so, we shift the emphasis from visitor consumption to encounter and activation. Concretely, we are curious about:

- **A next step toward nature-inclusivity.** Work that is increasingly CO₂ - and energy-neutral, or even regenerative, free of toxic substances, in mono, bio or living materials, products designed to be disassembled or repaired, and more than human-centred. What movement does your design make in material choice, process, chains and systems?
- **Artistic quality, originality and relevance:** where beauty, usefulness and durability come together as both justification and driving force. Whether something is artistically interesting, original and relevant matters more to us than a judgement of good or bad. Pioneers are given room, even if their work is not yet proven.
- **Strengthens the mix.** We present a varied impression of our time: local and international, generations (from recent graduates to established names), disciplines (collectable, speculative, social, industrial, craft, service, autonomous, critical), forms of expression (from poetic experiments to indigenous reinterpretations and usable prototypes) and types of organisation (independents and small studios alongside large multinationals).

Within the walls of Kazerne, the representation emerges from the combination of all selected stories together, not from a predetermined theme. The mix amplifies impact and reach: precisely the combination of generations, disciplines and perspectives gives rise to substantively rich and activating conversations. Please read the above as a guiding invitation, not as a threshold or checklist.



Guiding invitation
Not a threshold or checklist

Join DDW from Kazerne
Read the procedure further on and sign up



Co-creating impact

WHAT KAZERNE FOUNDATION OFFERS:

- A varied, curated exhibition, staged for more than 20,000 high-quality (professional) visitors and press during DDW.
- Space including lighting; electricity on request.
- High-resolution, royalty-free photography and video interviews for your archive and press.
- Name credit in all Kazerne communication (website, press releases, mailings, brochures, banner at the entrance, plus DDW website).
- On request, personal coaching on material choice, supply-chain research, presentation, entrepreneurship and alignment with our nature-inclusive vision.
- Thinking along with you on activating your goals, for example through personal invitations, guided tours, workshops, open talks, presentations, dealer and press gatherings, breakfast sessions, lunches, drinks, private dinners.
- A shared agenda of press and VIP tours, programmed by Kazerne, other participants and in collaboration with DDW, so you know when you absolutely need to be present.
- Access to the network of (international) fellow designers, commissioners, collectors, museums, galleries and press.
- Free access to the VIP dinner prior to DDW, the public opening on 17 October and the meet-the-designer afternoon on 24 October; three moments where the network gathers around your work too.
- Free entry to Kazerne for your guest list.

WHAT KAZERNE FOUNDATION ASKS:

- Respecting and following the instructions regarding the presentation.
- Care for transport, insurance and set-up and dismantling of the work, including exhibition materials not on site.
- Promotion of the events at Kazerne in your own network: mentioning in mailings and social media, sharing of press releases and announcements.
- Active hosting: invite your network to visit Kazerne, to eat, drink and stay, and organise moments together with us, such as guided tours through Kazerne or along DDW highlights, workshops, open talks, presentations, inspiration days, dealer and press gatherings, breakfast sessions, lunches, drinks, private dinners. Your events enrich the programme for all participants; together we reinforce each other.
- A contribution to the costs, see the next page.

SAVE-THE-DATE

- 26–27 Sept set-up group exhibition
- 15–16 Oct set-up exclusive spaces
- 15 Oct VIP dinner
- 17–25 Oct DDW
- 17 Oct Public opening
- 24 Oct Meet-the-Designer
- 26 Oct dismantling exclusive spaces
- April 2027 dismantling group exhibition

Dates for tours, talks and workshops will follow; keep an eye on kazerne-designlab.nl

One Venue – Two Tracks

1. Group Exhibition Autumn 2026 / Spring 2027

PARTICIPATION FEE

- Students and recent graduates: € 600 + € 75/m²
- Design studios (< 3 staff, < 5 years): from € 1,000 + € 100/m²
- Small/medium business: from € 1,250 + € 125/m²
- Large business (> 50 staff): from € 2,500 + € 250/m²
- Institution, collective or non-profit from € 1,000 + € 100/m²
- 40% commission on work sold via Kazerne

PLEASE NOTE

- Kazerne Foundation creates spatial exhibitions, not trade-fair booths.
- Square metres are calculated including sightlines. Not every m² can be filled; depending on the design (wall-hung, plinth, floor, passage), more or less free space is needed. We make the final arrangements during the online intake call.
- Kazerne organises a schedule during DDW opening hours, so we staff the exhibition together and you don't need to be present the whole time yourself.
- Save costs by helping with the set-up, as an attendant in the exhibition or as a host at the entrance.
- Get the most out of DDW by being present as often as possible.

PROCEDURE

Send us more information about you and your work via [this link](#), also if you have doubts, want to sound out ideas or would like to be coached. You'll hear from us within 10 days whether we'd like to take it further. Parties selected for the longlist receive an invitation for an online intake call; finally selected parties receive a written confirmation.

2. Exclusive Space 17–25 October 2026

PARTICIPATION FEE

- Price on request. Space available from ±10 to ±90 m²; prices range from € 120 to € 250 per square metre.

PLEASE NOTE

- Participants with their own space design and install the exhibition themselves, in coordination with Kazerne Foundation.
- Participants staff their own room during DDW opening hours.

PROCEDURE

Send more information in image and text: 100 words about the work and 100 words about yourself, your organisation or your company to office@kazerne.com. You'll hear from us within 10 days whether we'd like to take it further.





1. Group Exhibition

On Show 1 October 2026 – Spring 2027

The starting point for the number of m² is that your work comes into its own optimally in relation to the other works presented.



2. Barrel Storage Exclusive

On Show 17–25 October 2026

Former barrel store. Raw and industrial; light from the skylight, plants growing inward.
± 35 m² exhibition space





3+4 Corridor Exclusive

On Show 17–25 October 2026

Self-evident junctions with unexpected sightlines. Passage and place at once.

3. ± 30 m² exhibition space between the former Garage, toilets and Paljas.

4. ± 10 m² exhibition space between the restaurant, courtyard, Paljas and Stables.



5+6 Paljas Exclusive

On Show 17 - 25 October 2026

Intimate yet spacious, with direct access to the outdoor bar and terrace.

5. ± 50 m² indoor exhibition space

6. ± 20 m² outdoor exhibition space

IN OPTION





8 Fire Station Exclusive

On Show 17 - 25 October 2026

Former coach house. Luxurious, light and intimate, with a shop window onto Paradijslaan.
± 90 m² exhibition space

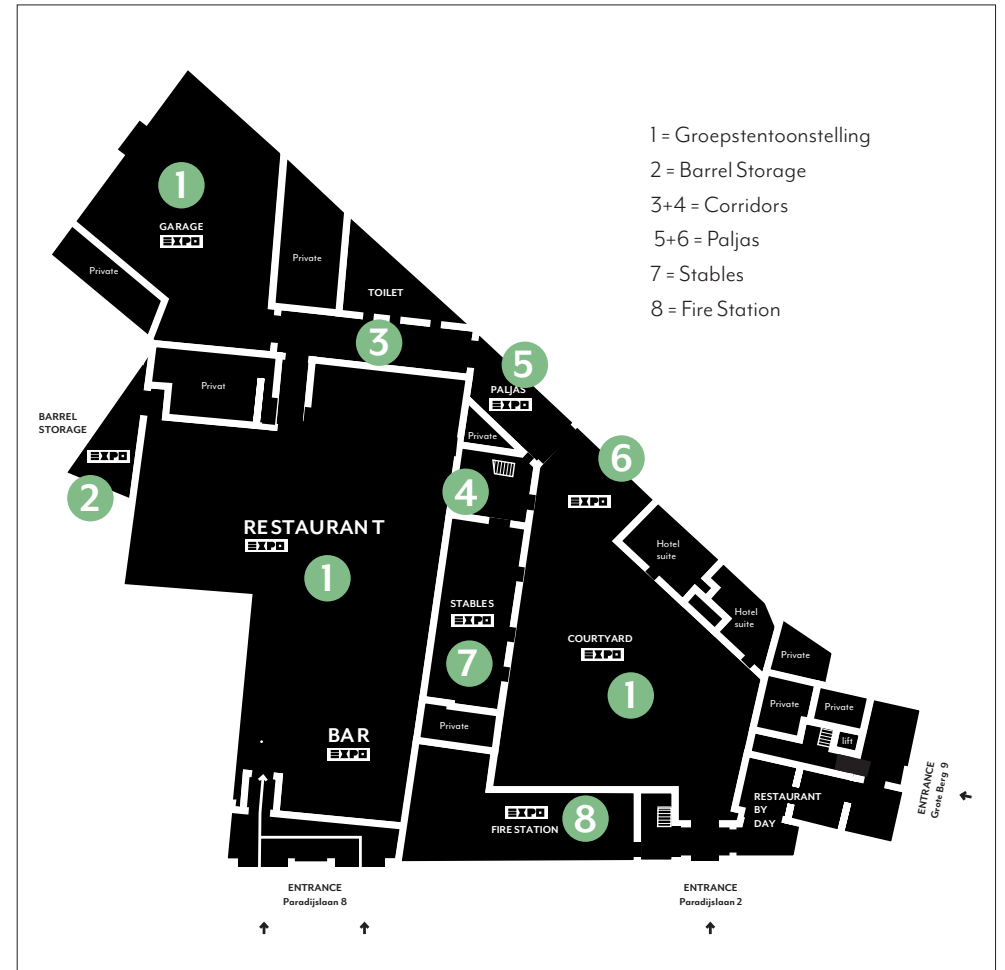


7 Stables Exclusive

On Show 17 - 25 October 2026

Former horse stables. Light and open, overlooking the leafy terrace.
± 80 m² exhibition space





KAZERNE

All prices are excluding VAT © Kazerne Foundation

DESIGN LAB - ROOMS & SUITES - FOOD & DRINKS - EVENTS & MEETINGS

Paradijslaan 2-8 | 5611 KN Eindhoven | The Netherlands

office@kazerne.com | www.kazerne.com | www.kazerne-designlab.nl

1 A MEMBER OF DESIGN HOTELS