

# INVITATION

# THE NEXT BIG THING

# IS NOT A THING

## THE NEXT BIG THING IS NOT A THING SURVEYING THE DESIGN DISCIPLINE

We cordially invite you for the opening  
of *The Next Big Thing is Not a Thing*  
on Saturday 5 March, 17:00.

The exhibition *The Next Big Thing is Not a Thing* relates the evolving field of design to the science of anthropology. Using the gaze as a metaphor, the exhibition surveys the evolution of the design discipline and examines new fields of knowledge and critical practices.

The exhibition questions the underlying myths within design, deconstructs its emerging signs, and examines how technology determines the future landscape of design.

The exhibition acknowledges the designer's perspective as a critical aspect of any research and design undertaking, viewing design as an inherently relational field. *The Next Big Thing is Not a Thing* opens dialogue and aims to understand design culture far beyond its horizons as a product-oriented practice and places it within the subject of a discipline in cultural developments.

The works of more than 45 international visual artists, designers, and anthropologists illustrate and elaborate on hypothetical concepts and expanding design views. The invited contributors include Adbusters, Uli Aigner, AO Clouds, Atelier NL, Maarten Baas, Roger Ballen & Die Antwoord, Artur Beifuss, Marc Bijl, Zach Blas, Pierre Bourdieu, James Bridle, Ingrid Burrington, Emma Charles, Cucula, Dries Depoorter, Theo Deutinger, Heather Dewey-Hagborg, Ines Doujak / John Barker, Jalila Essaidi, Forensic Architecture, Forma Fantasma / Droog Design, Dave Hakkens, Massoud Hassani, Susanna Hertrich, Manon van Hoeckel, Dirk Vander Kooij, !Mediengruppe Bitnik, Monobanda & DUS, Fabrice Monteiro, Jasper Morrison, Geert Mul, Eli Noyes, Alicia Ongay-Perez, Ruben Pater / Jaap van Heusden, Eline van der Ploeg, Julien Prévieux, Re-Do Studio,

Jan Rothuizen, Safecast, ScanLAB, SchilderScholte Architects, Lalage Snow, Philippe Starck, Studio Drift, Gudrun F. Widlok, The Yes Men, Liam Young and TeYosh.

Inspired by the research and publication *Design Anthropology* by Dr Yana Milev, the exhibition aims at building on the three pillars upon which the expanded design concept is based: *Segno*, *Mythus*, and *Techne*, to aggregate new views on design culture.

The exhibition is curated by Pauline Doutreluingne, Agata Jaworska, Yana Milev, Niels Schrader and Saskia van Stein. The graphic identity has been developed by Mind Design, Amsterdam.

**Alderman for Culture Mieke Damsma will open the exhibition.**

*The Next Big Thing is Not a Thing* runs from 5 March 2016 to 10 July 2016 at Bureau Europa, Platform for Architecture and Design, Maastricht.

Kind regards,

Saskia van Stein  
Director

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Platform Architecture and Design  
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The exhibition is generously supported by the Creative Industries Fund

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