



All details and results around hOLAnDA 2005

hOLAnDA 2005 was a large exhibition Organized by LADF (Latin American design Foundation) in Amsterdam. LADF is a project that was initiated in 2001 by Gabriela Bustamante (Mexico) and Jeroen Nas (Netherlands). In this exhibition 152 products from 83 designers from were exhibited. This was done on 2200 m² in [the Posthoornkerk](#) (built in 1860) in Amsterdam, from 1- 4 December 2005. More than 340 designers applied for H2005, from 11 countries in Latin America.

The set up of the exhibition was coordinated by the Mexican Museographer Valeria Vallarta living in Amsterdam and museographer Ricardo Pineda who traveled all the way from Munich to asses and coordinate the arrangement and details.

Around 3500 visitors visited the church during 4 exhibition days and two evening events: the opening and the Latin American design dinner. The opening ceremony was headed by the ambassador of Mexico in the Netherlands Mrs. Sandra Fuentes Berain, the Design dinner was organized by the Design Store Metro Sur (www.metro-sur.nl) and was attended by 120 people.



The Most Popular Products



The most popular products (most visitor questions/requests) were the products from Mexican designer Natalia Porter, both her pencil-products as well as her jewelry. Many visitors are left disappointed because they are unique pieces, so not available for many. Close

to this, popular products were the handbags from Brazilian Escama, Mexican Pintando Pasos (handpainted Converse Shoes), the ceramic vases from Brazilian designer Carolina Harrari, the Ravello chair from Ricardo Antonio, the unexpected sink from Gustavo Bertolini and all the great furniture from Brazilian Marcus Ferreira, especially the giramundo chair, made from 15 colors of yarn. Also attention was high for the [Renderia Seat](#) from Flavia Paggotti and the noticable red Medusa Lamp from Super Limao from Brazil. Emiliano Godoy with his bench Z1 and Mauricio Lara with the Chac Seat surprised again the audience with their sense of humor and their capability to express their culture the Mexican culture through their designs. The work of the brazilian Carla Tennenbaum again trapped people´s attention with her new techniques and colors. The amazing handwork of the furniture from Argentinean Arte Pampa always makes the audience gazing at the paper collage techniques. Visitors were very charmed by the products of Uruguyan handbag designer Quiana and the wooden puzzles of Designo from Argentina. Suzanna Sanchez T-shirts raised questions and discussion, just as she would like it. The three very cute, but to some slightly shocking, crucifixes by Bala Studio from Mexico had the same impact. The t-shirts from Frank Laurenc generated big smiles. Luis Pons from Venezuela brought in many pieces, all with its own fans. The girl's best friend (an (almost) diamond necklace) was indeed a good friend... Finally, Escama's handbags from Brazil from thousands of recycled can plugs were touched by almost every visitor.



hOLAnDA 2005 Awards



During the opening, the H2005 design awards were given to Mexican resident Alcides Fortes for jewelry design, to Argentinean Rodrigo Bertotto as most promising young designer, to Super Limao from Brazil for the best design while recycling waste and to the Mexican [Project Pintando Pasos](#), sponsored by Converse for the project with the best community impact. This award was handed out by [Sra. Sandra Fuentes, ambassador of Mexico in the](#)

[Netherlands](#), the others by Valeria Siemelink, partner of design store [Metro Sur](#), Gabriela Bustamante, Chairwoman of LADF and Minister Carlos Cascón from the embassy of Argentina in the Netherlands.

The Design Dinner

The [Latin American Design dinner](#) was attended by 120 people and the delicious dinner was served by Mexican [Restaurant Los Pilonos](#) from Amsterdam and the Argentinean and Chilean wines were served by [RedCork.nl](#). With dessert, delicious Biological Fair Trade Coffee was sponsored by ["Café de Origen"](#). During dinner we all enjoyed Jewelry Catwalk show organized by "Casa Alvin" in Amsterdam, 6 Beautiful models walked around the tables showing jewelry collections from



Puerto Rican Auroriza Mateo, Mexicans Fiorenza Cordero, Studio Bala, Andres Quiñones and Cape Verdian Alcides Fortes whom at the present time lives in the South of Mexico. The Music for the event was sponsored by "DJ Pepe" and Pre Hispanic music was played by Rafael Guel and Jose Luis Fuentes. A great Tango performance sponsored by Argentinian Amsterdam tango studio [Si o Si](#) Jorge Fatauros and Claudia Jackobsen closed up this great night.

The money that was raised from the dinner €4,000 was used by LADF to cover the main costs for the set up, location of this exhibition and design dinner event. Through these events we have been able to promote the work of 83 designers and artisans who are involved in different social and ecological projects in their countries of origin.



These projects and products have been especially selected for their excellent design. Some of the projects on display during hOLAnDA 2005 were:

[Pintando Pasos](#) - Hand-painted converse shoes from Oaxaca, Mexico.



[Dzitnup](#) - Clothes from Yucatan, Mexico



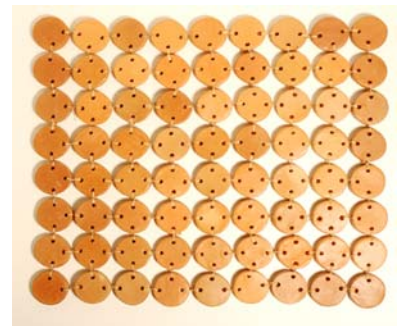
[Escama](#) - handbags from Brasilia, Brazil



[Carla Tennebaum](#) - Tapestries from recycled materials from Sao Paolo, Brazil



D&D Design & Natureza- Social and environmental responsibility Sao Paolo
Brazil



Volunteers of hOLAnDA 2005

All this could not be organized without the help of 5 [sponsors](#), [the support of the Mexican](#), [Brazilian](#) and [Argentinean](#) embassies in the Netherlands and 33 volunteers in and from the Netherlands, Italy, Mexico, Argentina, Germany, Greece, Malaysia and Brazil who spent a few hours, but also for some a few months of their time, to help setting this up without any fee or compensation. Again we are very happy to confirm that we can make things happen through a professional and collaborative attitude.

Logistics and cifers

During the setup, LADF has sent 7.300 e-mails, had around 40 international Skype calls, 25 international landline calls and has sent 16 letters on paper. We used over 330 liters of gas in the preparations and received for over € 280,- on parking tickets with the whole team. We received 83 [Fedex](#) shipments, 4 through TNT, 3 through UPS and 5 by other courier companies.

The heaviest product of H2005 was supplied by Marcus Ferreira from Brazil (a couch of 178 kgs, incl. packaging) and the lightest product was the elegant shoulder jewelry piece from Lila Colpachi from Buenos Aires. Frank Lourenco from Argentina was the first one to bring their product to Amsterdam, and we will diplomatically not say who was last, but it was fierce competition in this category.

The LADF-website part where H2005 was announced was visited 14.547 times, and 247 new subscriptions for the LADF newsletter were received during those days. So far, we counted 1 TV news item, 2 newspaper articles, 3 magazine articles, 45 website listings and 5 blogs that paid attention to H2005.

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The near future

Visitors to hOLAnDA 2005 were very enthusiastic about the content of the exhibition. For many people Latin American Design is still very new and are looking forward for more refreshing design proposals like the ones presented in this exhibition. We have received interesting requests from London, Belgium, Germany, and Japan to bring at least part of the exhibition to any of these countries, hopefully we will find the budget and support we need to make one of these opportunities happen. In the mean time, we prepare a few smaller exhibitions in Holland. We would like very much to publish the catalogue for hOLAnDA 2005 but this will depend on the possibilities to find the budget for printing or another sponsor. Let us know your comments about this exhibition and ideas and possible contributions that will help us reach our goals.