

-FOR IMMEDIATE RELEASE-

## **Studio Hendrikx transforms the future with anemones and moss at Dutch Design Week 2022**

Two new living concepts make their stunning debut



EINDHOVEN, October 21, 2022 – **Building from the momentum of its first successfully launched design, Studio Hendrikx continues its pursuit to create everyday products that are, quite simply, alive. The Living Bin and The Living Roadblock will make their debut at this year's Dutch Design Week to be held in Eindhoven from 22 October to 30 October. This marks the studio's fourth consecutive appearance at the largest design event in Northern Europe, where they will share their vision for transforming the future with sea anemones and moss.**

Located in Delft, Studio Hendrikx is a Dutch design studio led by inventor, architect and biodesigner Bob Hendrikx. The Living Bin is their newest innovation that serves as a prime example of how the studio imagines a path towards a living future where humanity and nature thrive together. Inspired through research in the North Sea where resides the colorful Beadlet Anemone -- a marine creature which attracts waste from the ecosystem into their inflatable bodies, the concept offers a solution to meet the challenges of waste management. By growing these special organisms in a hand-blown glass shape, The Living Bin imagines regular waste bins as ecologically integrated products. Think never having to take out the trash.

[Dutch Design Week](#) is an annual design event which presents work and concepts from local and international designers with a Dutch approach. Miriam van der Lubbe, designer and Creative

Head of DDW22, elaborates on this year's event theme, Get Set: "We must get set for the challenges we're facing, but we must also get our setting right. We must forge smart coalitions and work together on the missions and the challenges we're facing...The most important message is that people must get activated. Doing nothing is not an option anymore. We have to act now...The only mistake we can make is just not to get started. So get set!"

Together with TU Delft and startup Respyre, Studio Hendrixx will also present its latest innovative solution at DDW22. The Living Roadblock is a sculptural beauty made of concrete specially conceived to grow moss rather than get rid of it as with normal concrete. Moss is one of nature's oldest creatures, having outlived the dinosaurs. Yet, humans have neglected this persistent plant's ecological value. Research indicates that moss can play a critical role in tackling climate change by cooling air temperatures, reducing traffic pollution, and improving air quality -- all for helping life to flourish in cities. The Living Roadblock asks one fundamental question: What if we empower nature?

Bob Hendrixx adds, "We are thrilled to return to DDW22 for the fourth time in a row. With our living products, we are looking to inspire and spark a conversation about how we can collaborate with living organisms to foster a symbiotic relationship between humans and nature. In order for us to fight climate change, we need everyday products to be alive."

#### **Event Information**

Hosted by Studio Hendrixx, The Living Bin will be at Klokgebouw Strijp-S, Hall 1, and The Living Roadblock will be at Ketelhuisplein Strijp-S for the entire week of DDW22.

#### **About Studio Hendrixx**

Studio Hendrixx is a design studio led by Inventor, Architect & Biodesigner Bob Hendrixx. The team consists of designers, engineers and scientists who focus solely on collaborating with living organisms, hereby striving for a new fundamental relationship with the natural world.

#### **Images / Video for publication:**

Download here all images via wetransfer: <https://we.tl/t-l9uqOR5BPG>

Video Living Bin: <https://www.bobhendrixx.com/livingbin>

Video Living Roadblock: <https://www.bobhendrixx.com/livingroadblock>

#### **NOT FOR PUBLICATION**

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Living Bin by Studio Hendrikx



Living Roadblock by Studio Hendrikx