PRESS RELEASE
Makkum, October, 2006

Opening on November 18th in Makkum:

Porcelain colour research by Hella Jongerius

In Royal Tichelaar Makkum's craft store, an exposition of Hella Jongerius' newest work is due to open on November 18th. The results will be presented of comprehensive research, carried out by Jongerius and Royal Tichelaar, into the effects of porcelain colouring techniques.

Hella Jongerius is a designer with whom Royal Tichelaar works regularly. This cooperation has brought forth a rich assortment of products: the B-set (1999), the Big White Pot and Red White Vase (2000), the Soup Set (2003) and the Majolica Set (2005). Royal Tichelaar also produces limited series and unique copies, exclusively for the JongeriusLab.

In Jongerius' view, each cooperation project with a company must lead to new insights and she consequently was barely interested in exhibiting just another overview of her work. The challenging idea, however, of extending her oldest design, the B-set, in a wide ranging colour research project with Tichelaar, appealed to her as worthy of an exhibition. In the project, Jongerius' colour preferences are highlighted, with red and green in glazing and hand painting, and pigment coloured clay for shades of grey and brown.

Royal Tichelaar Makkum, the Netherlands' oldest company with an unbroken lineage back to 1572, is a dedicated champion of Dutch industrial art and hauls it into the limelight with expositions twice a year. Too often these days, production of anything is lost to low cost countries, and with it goes traditional craftsmanship, which has often needed ages to mature. As a result, Dutch made glass, textiles, pewter and earthenware have become increasingly rare. Royal Tichelaar Makkum resists this decline of diversity and is a platform for the preservation of craftsmanship.

Royal Tichelaar Makkum is quite famous, even in remote corners of the globe, for its varied assortment of traditional and modern tiles and earthenware. These products belong to the Dutch industrial heritage. Royal Tichelaar therefore makes them exclusively in the Netherlands and is the last surviving manufacturer of original Delft earthenware, with Frysian marine clay and tin glazing.

Exposition: porcelain colour research at Royal Tichelaar Makkum.
Opening on November 18th 2006 at 1500 hrs with Hella Jongerius in attendance.
The exposition runs until January 18th 2007.
Open on workdays daily from 0900-1730 hrs, on Saturdays from 1000 hrs to 1700 hrs, closed on Sundays.

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