



Press release

[www.materialstories.com](http://www.materialstories.com)  
[info@materialstories.com](mailto:info@materialstories.com)

**Over 400 visitors thrilled by „Material & Identity“ / An exhibition at the Phoenixhof during this year’s Design Festival Hamburg featuring cult brands such as FREITAG, Koziol, Kahla / Almost 200 Euro raised for the Viva con Agua aid organization**

Arnold van Bezooyen

Material Stories  
Phoenixhof c/o PARK  
Ruhrstrasse 11  
D-22761 Hamburg

Phone : +49 162 7390423

Hamburg, October – lifestyle bags made out of old truck tarps, lighting featuring translucent plastics, beer bottles made out of aluminum – Materials are playing an increasing role for the design of everyday products. At the Design Festival Hamburg the “Material & Identity” exhibition ([www.materialidentity.com](http://www.materialidentity.com)) from 6-7 October focuses on the role of materials in contemporary products by ten leading brands.

“Material & Identity” by Material Stories was a two-day exhibition at the former factory building of the Phoenixhof (Hamburg-Ottensen). The exhibition offered an interactive overview of some hundred product examples with extracts of interviews that Arnold van Bezooyen conducted with design directors and brand managers to create new insights in the different strategies for the use of materials in design. How did the Freitag brothers turn truck planes into a lifestyle brand? What is so smart about the smart car? And, how does a traditional German company such as KAHLA (Thüringen) become a trendsetter for the porcelain industry?

“With ‘Material & Identity’ we are creating more awareness for the strategic role of materials for product design and its potential in building brands”, says Material Stories founder Arnold van Bezooyen about the exhibition concept. “The great response to the exhibition shows that the interplay between materials and design is also getting more important for consumers and their product perception.” The exhibition gathered over 400 interested visitors. To support ongoing dialogue, Material Stories will develop the website [www.materialidentity.com](http://www.materialidentity.com) into a portal with ongoing writings and resources on the strategic role of materials in design.

During the “Material & Identity” donations were gathered by the sales of refreshing drinks. The almost 200 Euro raised will be donated to Hamburg’s organization Viva con Agua de Sankt Pauli for the current drinking water project in Ruanda.

*Dutch designer Arnold van Bezooyen (31) founded “Material Stories” in 2005 to bridge the gap between companies, creative professionals and the material industry with an independent, conceptual and highly inspirational approach. He brings together his experience in industrial design, design management and passion for materials to supports clients such as Royal Philips Electronics, The Fraunhofer-Gesellschaft, Hyundai/KIA, PARK and P&G in creating strategic, technological and innovative concepts for tomorrow’s products.*

Contact:  
Material Stories  
Phoenixhof c/o PARK  
Ruhrstrasse 11  
D-22761 Hamburg  
Phone : +49 162 7390423  
E-Mail: [info@materialstories.com](mailto:info@materialstories.com)  
Web: [www.materialstories.com](http://www.materialstories.com)