

# Annual Report 2023: Foundation Design Promotion in Europe and China

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## Introduction

In 2023, Foundation Design Promotion in Europe and China continued to promote design innovation and collaboration through various activities and events. This year the foundation focused on supporting the Design Intelligence Award (DIA) and enhancing its international presence. Despite not having long-term programs or fixed housing, the foundation successfully organized exhibitions, workshops, and meetings, fostering international collaboration and innovation in design.

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## Organization

**Structure and Governance:** The foundation maintained its organizational structure, with key personnel continuing to support its mission. The team adapted to the evolving conditions, ensuring that communication and planning remained uninterrupted.

**Funding and Resources:** The foundation achieved success in fundraising and resource management, enabling the continuation of its programs and initiatives.

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## Personnel

**Team Contributions:** The foundation's existing team and volunteers played crucial roles in various projects. The contributions of volunteers and interns were particularly noteworthy in supporting the foundation's activities.

**Volunteer Contributions:** Volunteers and students were integral to the foundation's success, providing valuable support across different areas.

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## Projects

**Project Summaries:** The foundation undertook several projects throughout the year, including:

- **Design Promotion in Hong Kong and Suzhou:** In July, Design Promotion visited an exhibition during the DesForm 2023 conference in Hong Kong and a partner (Bobo tech.) in Hangzhou. Bobo tech. participated in several exhibitions organized by Design Promotion in 2019, Yantai, and in 2022, Eindhoven.
- **United Nations – Dutch Colorful Design Exhibition:** The Design Intelligence Award (DIA) Exhibition in Shaoxing, China, showcased design talent and cultural heritage from across the globe. The Netherlands highlighted the innovative work of seven Dutch designers in the Design United Nations Exhibition Area.
- **MeetUp #2 – DIA – Recording:** Mathijs Hoekstra hosted an online Meet-up to answer questions from potential entries for the DIA award. The recording provided insights into the DIA process, category selection, and crafting a winning entry.
- **Dutch Design Week 2023 – Design Intelligence Award:** During the Dutch Design Week 2023, the DIA showcased a diverse array of contenders, featuring 18 projects (8 tangible artifacts and 10 conveyed through visual media). The exhibition drew approximately 45,000 attendees.
- In Nov, Design Promotion visited **education exhibitions** in Beijing and Shanghai, promoting Dutch Design Education to Chinese students.

**Impact and Outcomes:** The projects had a positive impact, fostering international collaboration and promoting design innovation.

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## Short-term Activities

**Event Summaries:** Short-term activities included organizing exhibitions, workshops, meet-ups, and promotional events to support the DIA and foster international collaboration.

**Adaptations to Challenges:** The foundation adapted to the challenges posed by the dynamic nature of international collaboration by leveraging digital tools for communication and planning. This ensured that the foundation remained active and prepared for future activities.

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## Financial Overview

**Income and Expenditure:** The foundation's financial performance was stable, with careful management of expenditures to ensure sustainability.

**Financial Health:** Overall, the foundation maintained a healthy financial status, enabling it to continue its operations and prepare for future activities.

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## **Future Plans**

**Upcoming Projects:** The foundation plans to continue promoting the DIA and organizing events and workshops to foster international collaboration and innovation in design.

**Strategic Goals:** Strategic goals for the upcoming year include expanding the foundation's reach, fostering new partnerships, and continuing to support design research and education.