

Dear gallery owner,

It is with great pleasure that we send you the registration form for OBJECT Rotterdam 2012, the international fair for contemporary design in the Netherlands. The fair will be held from 8 - 12 February in Las Palmas. This location is opposite the Cruise Terminal where, at the same time, the international art fair of the Netherlands Art Rotterdam will take place.

I am proud to introduce myself as the new director of OBJECT Rotterdam. The previous years I visited OBJECT with great interest and pleasure, as a professional and collector. OBJECT Rotterdam is a distinctive fair on a characteristic location and with vast potential. It is my ambition to firmly reposition OBJECT this year. The focus will be on the quality, diversity and international ambition of the fair. To stimulate innovation and experiment, we are embracing design studios and design institutions. With new partners and an exciting side program OBJECT Rotterdam will take a fresh shape in 2012.

OBJECT Rotterdam is a platform for the latest limited editions and one-offs from well-known and upcoming national and international designers working in different design disciplines and various materials. OBJECT is the place where the cutting edge between design, crafts, fashion, architecture and art becomes evident and a must see for collectors, professionals and other design minded people. OBJECT Rotterdam attracts almost 10.000 visitors yearly. It is the ideal place to introduce a new design because of the large-scale international press programme.

We teamed up with Frame, the leading magazine in the field of interior and product design; with a worldwide circulation of 45.000 magazines, as well as the pioneering furniture firm Thonet. A Committee of Recommendation is installed with famous artist Joep van Lieshout, top architect Ben van Berkel and internationally renowned designer Marcel Wanders. In the hall of Las Palmas we organize a design/art book fair and in collaboration with the Rotterdam Design Prize several debates. With Art Rotterdam an elaborate (international) VIP and press programme will be offered, various receptions take place in cultural institutions in Rotterdam and leading Dutch designers open their studio doors for this special occasion.

Special offer

OBJECT Rotterdam supports foreign participation and offers international applicants a special discount of 20%. Each foreign participant will also receive a complimentary (single) hotel room in the Rotterdam Hilton Hotel for 6 nights. We stimulate participants to invite prominent collectors and art professionals to the fair and we provide important foreign guests with hotel accommodation.

I look forward to welcome you as a participant to the fair. In case you have any questions or comments, please do not hesitate to contact us.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Anne van der Zwaag'. The signature is stylized, with a large, sweeping 'A' and a long horizontal stroke extending to the right.

Anne van der Zwaag
Director OBJECT Rotterdam