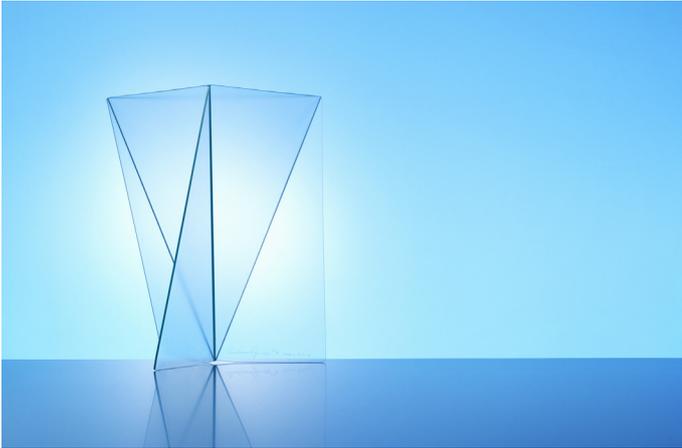


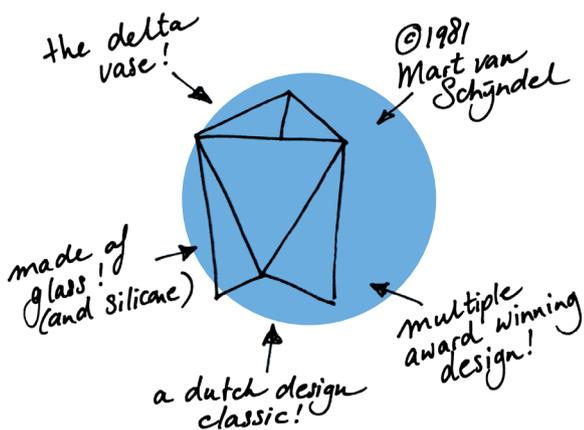
# PRESS RELEASE REINTRODUCTION OF THE ORIGINAL DELTA VASE!



## A DUTCH DESIGN CLASSIC IS BACK!

### DESIGN

Mart van Schijndel designed the Delta Vase in 1981 for an exhibition organised by Dutch jewelry designer Hans Appenzeller. Van Schijndel had two months time to design a vase and ended up having only one week left for production. Because of this time pressure he had to think 'out of the box' and this resulted in a wonderful and very innovative product. For glassblowing was no time, so Mart started designing with flat glass plates and gluing them with silicone.



### REVOLUTIONARY

Van Schijndel was the first to make a three dimensional vase out of flat glass, which was revolutionary at the time. The minimalist simplicity of the extremely copied Delta Vase has received numerous international awards and can be found in world renowned museum collections such as the MoMA in New York, the Neue Sammlung in Munich and the Stedelijk Museum in Amsterdam.

### PRODUCTION

In 1981 it was very rare that a designer self-produced. Van Schijndel made the first 1000 vases by hand in the basement together with his first wife Jetta. He used to sign all the vases by hand to avoid copying. They would set the glass plates together with tape and glue them with silicone. After drying and testing the vase was packed in a tubular detergent box. They also did their own sales and distribution.

The three identical glass plates of the Delta Vase have a slanted side. The polishing had to be done by hand, and as a result all the glass plates were a little different in size. The glass company did not know how to solve this problem. Mart's father, engineer Rien van Schijndel, designed and build a special polishing machine for the glass and it is still being used in the current production.

After one year the production was moved to a Social Enterprise (UW) in Utrecht. In the beginning Van Schijndel went there once a week to personally sign all the vases, but after a while his father made a mould for the signature, so the whole production could be done by the people at the UW.



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*As you can see, it is a real family product: dad, mom, grandpa and now me. The Delta Vase has been in the market for three generations. I enjoy hearing the stories people tell me of the memories they have related to the Delta Vase, there is always someone who's mother or aunt or grandmother used to have it. Over the years most people also saved the box because of the design! It's a real Dutch Design Classic with a special story."*



## REINTRODUCTION

The Delta Vase was reintroduced in 2014 by Mart's daughter, designer Meike van Schijndel. *"My father died of cancer in 1999. The production of the Delta Vase was stopped in 2003. In 2013 I went to the UW to ask for their help starting up the production again. I was introduced to the workers that had been working at the UW for over 30 years, and who had once started their career there by making the Delta Vase. They still knew how to make it and told me exactly what tools were needed and how it was done. It was great!*

*I also had a meeting at the glass company my father used to do business with. The sons had taken over the company. We used to go to school together. He told me that he still remembered our fathers puzzling over the possibilities and polishing of the glass. He had saved my grandfather's machine and had it restored so it could be used again. I had my father's real signature scanned and engraved in the glass plates by a computer; this is after all a posthumous edition."*



## A FAMILY AFFAIR

Meike van Schijndel is graphic designer and known for her Kisses urinal.

*"Over the past 30 years the box got a new shape and was developed to what it is right now. I decided to make a new graphic design for the packaging. The box is now made out of recycled cardboard.*

## EXHIBITION

To celebrate the relaunch of the Delta Vase Meike invited 26 designers and artists from different artforms to make a product inspired by her father's vase and his work. It was a very inspiring exhibit with a lot of different ideas from well known designers like Italian architect Alessandro Mendini, Dutch architect Hubert-Jan Henket, internationally known jewelry designer Hans Appenzeller, Dutch poet Ingmar Heytze and many others.

Check all the designs at: [www.deltavase.com](http://www.deltavase.com).

## MART VAN SCHIJNDEL (1943-1999)

Dutch architect and designer Mart van Schijndel had his own architectural firm from 1968 until his death in 1999. He also designed furniture and lighting. His work is characterised by geometric shapes and clear simplicity. Van Schijndel was always keen to experiment with new materials and techniques, often finding simple solutions to complex problems. In 1995 Van Schijndel received the Rietveld Award for his private home at Pieterskerkhof in Utrecht.

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Press pictures can be directly downloaded at:

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