A Designer’s Adventure in the Netherlands
October 23-30, 2016
Hosted by AIGA + Onward Travel

AIGA
@DDW.16

ONWARD TRAVEL
EST 2014
Join AIGA members from across the country for an exclusive immersion in the exciting Dutch design scene.

The Netherlands boasts a legendary history of graphic art and design, with creative game changers a part of the tradition as far back as the Renaissance with its infamous boundary-pushing Dutch Masters. In more recent years the country has cultivated movements such as de Stijl and CoBrA, along with masterminds of design from Piet Mondrian and Gerritt Rietveld to Maarten Baas and Marcel Wanders.

Let’s learn all about this proud tradition, firsthand, with local experts! The trip begins with three days in Amsterdam, visiting it’s legendary museums and cutting edge design quarters. Then we’ll travel to Eindhoven, to immerse ourselves in Dutch Design Week, the largest design event in Northern Europe. The work and ideas of over 2400 designers will be presented to more than 250,000 visitors from around the globe. In at least eighty locations across Eindhoven, DDW organises and facilitates exhibitions, lectures, prize ceremonies, networking events, debates and festivities. And DDW 2016 is particularly special because this year marks the 15th edition of the festival.

This exclusive tour for AIGA members is your opportunity to connect with peers from across the country, to get creative, explore and have fun, all in the name of design.
Welcome to Amsterdam!

DAY 1: SUNDAY OCTOBER 23

• Settle in at the fantastic Hotel de Hallen.
• Get to know Amsterdam from the perspective of a local architect.

Welcome to Amsterdam! After your arrival in the Dutch capital, make your way to Hotel de Hallen, your home for the next three nights. It’s easy to reach from the airport - Onward will provide directions. This high-concept design hotel has a fantastic location in a former train depot dating from 1902 and features blue steel and red brick along with vintage Scandinavian furniture and a handpicked contemporary art collection. You’re going to love it here!

We’ll meet at the hotel bar mid-afternoon for a little get to know you over a beverage. You’ll meet your traveling companions for the week - other AIGA members from around the country - and with a cheerful toast, friendships and collaborations are just beginning. Now it’s time to get to know Amsterdam, so our group will be met by local expert Giorgio Carella, an architect specializing in sustainable and performance-based design, to set out on a one of a kind walking tour of Amsterdam from a designer’s personal perspective.

Tonight we’ll unwind, chat and get to know each other better over a casual and delicious dinner at a bistro near the hotel.

DAILY ITINERARY

Meals Breakfast, Lunch, Dinner

Design & Gastronomy

DAY 2: MONDAY OCTOBER 24

• Enjoy a docent-led visit to one of the world’s top design museums.
• Lunch in an unusual architectural landmark building and experience a conceptual dinner event.

Let’s spend our first morning in Amsterdam together with a private tour at world famous design museum, The Stedelijk. Stylishly revamped after a long closure, the Stedelijk showcases modern and contemporary art, design, and applied art from a huge collection featuring major works from the CoBrA and De Stijl movements as well as from artists such as Mondrian, Kandinsky and Malevich.

Then the group will head to The Blauwe Theehuis (“Blue Tea House”) for lunch. This 1930’s Modernist ring-shaped pavilion in the Vondelpark, somewhat reminiscent of a flying saucer, has rijksmonument (national monument) status and is just the place for photo ops and a tasty European lunch.

Enjoy a little downtime this afternoon... check out another one of Amsterdam’s famous museums (the Rijksmuseum with its Dutch Masters, the Van Gogh Museum, Anne Frank House, etc.), go shopping, or simply enjoy some R&R. Then we’re off to a dinner that you won’t soon forget... De Culinaire Werkplaats is a design studio for contemporary and inspirational food concepts and narratives at the cutting edge of food and art. A meal at de Culinaire Werkplaats is called an "eat’inspiration" and in the words of the husband-wife chef-designer-owner team, “they discover new possibilities in a structured way by using regularly changing inspirational concepts (contextual themes) like black, memories or flowers, which are guiding their creative perspective on foods, the act of eating and life." We’ll enjoy a special four-course meal there tonight.

Photography & the Future

DAY 3: TUESDAY OCTOBER 25

• Take part in a special portrait photography workshop.
• Kick back over high tea at futuristic design center Hôtel Droog.

This morning we’re off to one of Amsterdam’s most exciting museums: Foam Photography Museum. With a mission to contribute to the development of photography by presenting, collecting, and stimulating education and research in both a national and international context, the organization not only presents comprehensive museum programming but publishes a quarterly photography magazine. We’ll enjoy a private docent-led tour of their fantastic collections followed by a real treat: our own photography

Meals Cocktail hour, Dinner

You’re sure to love the stylish digs at Hotel de Hallen.
portrait workshop. In this workshop you’ll learn to make a special portrait inspired by the exhibitions in the museum. During the workshop you are both model and photographer.

Lunch today is a high tea at Room Service, the café at the Hôtel Droog, complete with an exclusive tour of the complex. Co-founded and directed by curator and author Renny Ramakers, design company Droog creates cutting edge products, projects and events around the world in collaboration with designers, clients and partners. Droog has been pioneering new directions for design since the early nineties, redefining international notions of luxury in design. Droog is situated in the heart of Amsterdam—at its own revolutionary hospitality concept Hôtel Droog – and has a branch in Hong Kong.

Enjoy the rest of the afternoon and evening in Amsterdam as you wish!

Meals Breakfast, Lunch

Off to Eindhoven

DAY 4: WEDNESDAY OCTOBER 26

- Receive a warm welcome from the organizers at Dutch Design Week.
- Go behind the scenes with an exclusive AIGA DDW tour.

This morning we’ll depart Amsterdam by train for vibrant Eindhoven, the host city of Dutch Design Week, located just over an hour south of Amsterdam. Upon our arrival the group will be met and welcomed by the Dutch Design Weeks organizers and given an exclusive overview of the event.

Then we’ll set out for the first of two days we’ll spend with a local designer leading us through the exhibitions and events of DDW 16. This experience has been created exclusively for AIGA members in conjunction with the festival organizers, and will have our group up close and personal with the most exciting exhibitions and the designers and artists behind them as well as a special visit to the Design Academy Eindhoven. Both today and tomorrow we’ll break for lunch, where we’ll be joined by local and exhibiting designers for a chance to chat and idea-swap in an intimate, festive setting.

Our exploration of the festival will continue until the early evening, with an afternoon break for coffee. Then it’s time to retire to the Inntel Arts Hotel Eindhoven - set in the former Phillips Factory, this funky, artsy pad is the place to be for Dutch Design Week and we’ll spend the rest of our time in the Netherlands with this centrally located hotel as our home base. Tonight you’re on your own to enjoy the evening as you please - don’t forget there’s live music every night of Dutch Design Week, and your festival pass is your ticket!

Meals Breakfast, Lunch, Afternoon Coffee Break

On the Town at DDW

DAYS 5-7: THURSDAY OCT. 27 - SUNDAY OCT. 30

- Explore the countless exhibitions of Dutch Design Week.
- Attend lectures, events, and enjoy an amazing design dinner.

On Thursday morning we’ll continue our behind the scenes immersion in Dutch Design Week with a designer guide, concluding with lunch. From Thursday afternoon through Friday night, you’ll enjoy free time as well as structured group activities.

The final schedule for the festival has not yet been announced, but the Design Week organizers will provide AIGA members with a list of must-sees, and those who wish to visit the festival as a group may do so while others may wish to explore on their own. Expect to attend at least one ticketed workshop or seminar event, as well as a very special design experience dinner on Thursday or Friday. On Saturday night we’ll enjoy a farewell dinner together. Onward will help to arrange transfers back to Amsterdam Schiphol Airport on Sunday.

Meals 4 Breakfasts, 1 Lunch, 2 Dinners
### TRIP INFORMATION

**aiga @ ddw.16**

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<tr>
<th>BEGINS</th>
<th>Amsterdam, the Netherlands</th>
<th>14:00 on October 23</th>
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<td>Hotel de Hallen</td>
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<th>ENDS</th>
<th>Eindhoven, the Netherlands</th>
<th>October 30</th>
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<td>Inntel Art Hotel Eindhoven</td>
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<tr>
<th>MOBILITY</th>
<th>This tour includes walking for 30+ minutes at a time, plus stairs. If you have limited mobility, we can accommodate you, but it is essential to let us know at the time of registration. Travelers may always opt out of activities they deem too physically challenging but refunds will not be provided.</th>
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<th>TRIP LENGTH</th>
<th>8 days, 7 nights</th>
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<th>LODGING</th>
<th>Boutique lodging with an emphasis on design has been selected for AIGA @ DDW.16.</th>
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<tr>
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<td>Hotel de Hallen</td>
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<td>Inntel Art Hotel Eindhoven</td>
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<tr>
<th>TOUR DATES &amp; PRICE</th>
<th>October 23 -30, 2016</th>
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<td>Double Occupancy</td>
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<td>Single Supplement</td>
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Contact Onward if you are interested in a room upgrade. A variety of suites are available. Discounts may be available for triple & quadruple occupancy. Please note that air travel is not included and a current passport is required for travel to the Netherlands.

### Trip price includes the following:

- Train from Amsterdam to Eindhoven and ground transportation to/from scheduled activities.
- Three nights accommodations at Hotel de Hallen and four nights accommodations at Inntel Art Hotel Eindhoven.
- Most meals: daily breakfasts, four lunches, and four dinners. Expect fantastic gourmet experiences, wine included, of course!
- Local guides throughout the tour, and an Onward Travel professional at your service!
- Activities, tours and workshops as detailed in the itinerary, including an exclusive DDW experience for AIGA.
- A pass for full access to Dutch Design Week 2016.

Visit onwardtravel.co to complete the registration form and submit payment. $1000 deposit due upon booking, balance due by August 23, 2016.

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**A NOTE ABOUT AIR TRAVEL:**

The tour will start in Amsterdam and end in Eindhoven. The closest airport is Amsterdam Schiphol Airport. Onward will provide travelers with easy directions to the hotel in Amsterdam and assist with a train or taxi transfer to Schiphol airport at the end of the tour. Eindhoven is one hour and fifteen minutes from the airport and there is a direct train.

It is also our pleasure to assist you in finding and booking the best air itinerary for your trip!
TRIP INFORMATION  aiga @ ddw.16

About Onward Travel
Onward Travel is a boutique travel planning company that carefully crafts itineraries to create an authentic, engaging trip that exposes the destination and roots travelers to the place. Onward was founded by two sisters, inspired by their family’s cooking school on a farm in Bucks County, PA that has offered culinary-focused travel to customers for over two decades. This is Onward’s fourth design-themed trip in association with AIGA.

The Netherlands in October
In October the peak tourist season is over, so you can experience Amsterdam and the rest of the country without the thronging crowds. Weather is mild, with temperatures in the 50’s, and the leaves are changing colors. This time of year can be wet so be sure to pack a rain coat!

For more information about Dutch Design Week, please visit www.ddw.nl

Miscellaneous Travel Information
- Passports are required for American citizens travelling to the Netherlands. Visas are not required. Note your passport should be valid for at least six months beyond the date of travel.
- To determine the current exchange rate, Google “USD to EUR.”
- Travel Protection: Onward Travel recommends that you purchase a travel protection plan to help protect you and your travel investment against the unexpected. Travel protection plans include coverage for Trip Cancellation, Trip Interruption, Emergency Medical and Emergency Evacuation/Repatriation, Trip Delay, Baggage Delay and more. For more information on the recommended plans or to enroll, contact Travelex Insurance Services at 800-228-9792 and reference location number 32-0704.
- For a summary of plan details on benefits, coverages, limitations and exclusions, please refer to the applicable Description of Coverage. Travel Insurance is underwritten by Transamerica Casualty Insurance Company, Columbus, Ohio; NAIC #10952. 1308294

#springbreykjavik

Want to see what travel with AIGA + Onward Travel is like? Hop on Instagram and search #springbreykjavik to see photos from the last three years in a row that we’ve visited Iceland’s DesignMarch festival together.

Get in Touch!
Contact Kat with any questions or special requests.
katerina@onwardtravel.co
215-272-9968