

# About Materia

## Materia

- is an organisation of, for and by architects
- collects, records and analyses statistical information about the material needs of architects, interior designers and designers worldwide
- serves as a dynamic, effective and unique marketing channel for manufacturers
- offers a platform for meeting and cross-fertilisation between the manufacturer and the creative professional
- is consulted by tens of thousands of architects and designers from across the globe on a daily basis via [www.Materialexplorer.com](http://www.Materialexplorer.com)
- has 30,000 architects, interior and other designers as subscribers
- has selected some 1,500 international innovative materials in the past 8 years
- publishes the latest development trends via articles, lectures, publications and exhibitions
- has already provided a total of 1.5 million visitors with information through travelling exhibitions across the globe, such as 'Future materials for architecture and design' and 'Material Skills, evolution of materials'
- has in the past 8 years grown into a knowledge centre for material innovation in the world of architecture and design

## Materia

New materials present opportunities for fascinating innovations. Materia stimulates and inspires architects, designers and producers to apply these materials to their designs. The company is a knowledge centre for developments and innovations in materials, and their applications for architecture and design. Materia is familiar with many innovative materials from all over the world, as well having knowledge of their specific characteristics. This knowledge is published worldwide by Materia using various media.

**Materia's aim: to build together with creative professionals on a new vision for the future: materialize the future!**

Materia offers creative professionals a free use of the search engine [www.materialexplorer.com](http://www.materialexplorer.com), our complete knowledge bank of materials. We will also keep our members updated about innovative materials and their applications, and trends in architecture and design, through newsletters, publications, and presentations. We can also supply specialists to talk about specific materials in your field or sector. Materia activates its expertise via the Inspiration Centre, where the new materials can be seen and felt in real life. In this way, Materia offers a platform for knowledge development, interaction and cross-fertilisation. An inspirational experience.

## Our services

### 1. Material Explorer

New materials can inspire and optimise designs, but for this to happen you must be familiar with these materials and their range of applications. This is where Materia comes in. We have in-depth knowledge of the latest materials and we make this knowledge available via the internet. With our Material Explorer search engine we can offer creative professionals an advanced, user-friendly way of accessing the largest materials knowledge base, free of charge.

You can search for materials by sensory or technical characteristics. By zooming in on the characteristics of materials you can compare different materials with each other. And of course you can define your search using keywords, type of material, project or architect. A wide range of photographs and information on the properties and applications of your selected material will appear on your screen. Material Explorer is updated every month with specifications and particular features about the new material uses. These materials are selected on the basis of their unique sensory or technical characteristics and their innovative character.

Once you have registered as a member you will be sent a monthly newsletter describing the latest materials and up-to-date themes in the world of

### 2. Inspiration Centre

Materia also offers a meeting platform for professionals and producers from all over the world. At the Centre they can inspire and stimulate one another in the use of these innovative materials. You are also welcome to visit our Inspiration Centre and draw inspiration from over 1500 special materials. And marvel at the possibilities. New, specially-selected materials are added to the collection every month. These materials are assessed by a changing panel of architects and designers. You can also make use of our extended library of over 750 books and periodicals about architecture and design.

Besides knowledge about materials, Materia also wants to stimulate innovation and creativity, which is why specialists from Materia are more than happy to work together with you in organizing workshops, lectures, symposia and conferences.

### 3. Exhibitions

Materia wants to spread the knowledge of innovative materials to as many creative professionals as possible, all over the world. which is why travelling exhibitions have been set up which can be visited during trade fairs, in educational institutions, museums or architectural and design institutions. Material offers a range of exhibitions starting from 100 materials, which are selected after consultation with you.

Do you want to be kept up-to-date regarding the newest developments and trends in the world of materials? For architectural firms, educational institutions and manufacturers we have a continuous exhibition on site. A special permanent Materia display area shows samples of materials, and every month dozens of new materials are added to the display.

#### 4. Publications

Materia has a number of publications available which you can order via [www.materia.nl](http://www.materia.nl). The website also provides a complete overview of all Materia publications.

Former publications by Materia include 'Material Skills' and 'Future Materials', it also contributed to 'Skins for Buildings'.

Materia also shares its knowledge about innovative developments in the world of materials via articles in design and architecture periodicals. One such example is 'A10', an architectural journal specializing in European projects, less well-known, but impressive architecture. Each edition carries an article by Materia on materials. A10 and Materia share the common philosophy of providing a platform for inquisitive creative spirits where architectural inspiration and knowledge abounds.

#### 5. Presentations

Els Zijlstra, founder and creative director of Materia, and author of various books such as 'Material Skills' and 'Future Materials', regularly travels all over the world to share her knowledge with creative professionals and gives presentations to both small and large groups for this purpose. During these presentations, she brings Materia's view of the developments in innovative materials to the attention of creative professionals and industrial manufacturers in an inspirational manner.

#### 6. Consultancy

Materia has expert knowledge of materials and we keep in step with all the latest trends and developments. We are pleased to share this knowledge and so promote the use of material in future designs. This is why we work together with different parties. We work together with various clients, researching materials for architects and designers and providing advice about product development. We also assess the viability of the requirements and prepare reports about possible solutions. As well as carrying out market research and testing for producers, we also assess a material's market position and how it stands out from competitors. This enables Materia to offer advice for a successful marketing strategy.