

## Press Release

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**Dock 36/Enter, 2 November 2006**

### **Materia inspires at Entry 2006 use of innovative materials**

**Inspiration Centre from Materia: all the new materials from around the world**

How will we live and work in the tomorrow? How will we be using public space? What requirements do we have for our personal environment? At the Entry 2006, from 3 to 14 November, Materia presents innovative materials that provide inspiration for our future way of living. The application of new materials is essential to improve our perception of the quality of our environment. More than ever materials are the topic for architects and designers in their design process. They need transparency in the ever faster growing number of new materials. Materia inspires creative professionals and manufacturers to apply new and innovative materials. Els Zijlstra, architect and founder of Materia, will be debating with creative professionals in Halle 5 on 6 November.

#### **Zollverein complex**

The Zollverein complex, which was designated a UNESCO World Heritage Site in 2001, is a unique industrial monument in the north of the city of Essen. For good reason, this city - and indeed the entire Ruhr Area - has been declared European Capital of Culture for 2010. The design event 'ENTRY 2006' gives a taster of what we can expect in 2010. The focus of ENTRY 2006 is on design, the driving force behind the creative sector in Europe. The main exhibition, spread over a 100-day period, shows a range of perspectives and visions for future design: 'Wie werden wir morgen leben?' ('How will we live tomorrow?'). The entire event is taking place in the setting of what was once Europe's largest coal mine, which has now been transformed into a paradise for design and architecture.

#### **ENTRY 2006.NL**

From 3 to 14 November the theme in Essen will be ENTRY 2006.NL. During these 11 days, the Dutch border provinces, have the opportunity to put together an exhibition in Halle 5 (the Dutch Pavilion) that will act as a platform for design, the creative sector, and innovation. The 11-day exhibition will see a deepening of the level of cooperation between the Netherlands and Germany in the field of design and innovation with great examples of Dutch product design and innovation, and more than 40 participating companies and 8 universities from the Netherlands.

For more information about the Entry 2006: [www.entry2006.de](http://www.entry2006.de), for more information about Materia: [www.materia.nl](http://www.materia.nl)

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