

iittala's Local Mug project in the Netherlands

DUS Architects created new city mugs for Amsterdam

DUS Architects has been iittala's partner for its Local Mug project in the Netherlands and has designed two limited edition mugs based on the Teema design created by Kaj Franck in 1952. The Local Mug project, which is taking place in a number of cities around Europe, is aimed at developing local reinterpretations of the Teema mug and encouraging debate, particularly among young people, on the role of design in our everyday lives.



In Amsterdam, the project resulted in two DUS designs, of which one, 'XXX', is based around the city's coat of arms, and the other, 'City-eyes', highlights the windows of the houses along the city's famous canals.
- See more of the project: www.city-eyes.nl.

Two designs

The Local Mug project is taking place in four cities across Europe: Helsinki, London, Stockholm, and Amsterdam. A local partner from each of these is working with iittala to create a local 'take' on the classic Teema design.

The distinctive houses along Amsterdam's many canals were a powerful inspiration for DUS.

"You can get a great introduction to the city's story by looking through the windows of its houses," says

Hedwig Heinsman of DUS.

"Amsterdam residents are well-known for not pulling their curtains in the evening, and they often place their most treasured items on display in their windows."

This local tradition, and the dialogue between public spaces, the street, and the very private spaces that are people's living rooms, which it represents is something that fascinates the people at DUS. Unfortunately, the tradition is gradually dying out.

"That's why we wanted to create two mugs, to draw people's attention to the city's 'eyes', its windows," explains **Hans Vermeulen**.

"The red 'XXX' mug features a map of Amsterdam and shows where the most traditional windows are to be found. The design also revisits Amsterdam's old city coat of arms and its three distinctive red crosses. The blue 'City-eyes' mug shows a selection of the city's most popular windows.

"Together, the two mugs tell a common story about the city, its windows, and where they can be found. Two mugs, and two people, make up the two halves of the story."

Events across the city

The DUS project also includes a number of 'secret' events around Amsterdam held close to the city's windows, which will test how easily public spaces and people's private spaces can be brought closer to each other.

The last stage of the project will take place at the Iittala store on Leidsestraat. All the events will be featured on the project's special Web site (www.city-eyes.nl), where everyone will be able to follow the window trail across the city. As the project progresses, more red crosses will be added to the map.

DUS Architects

DUS does not only design buildings, but also temporary projects. Architecture has an important social dimension, believes DUS, and this is clearly reflected in the office's work. DUS uses architectural 'gifts' to get people's attention and challenge them to begin a dialogue and let private and public spaces communicate with each other and stimulate people to interact with each other. DUS projects include a hanging lounge space made from bicycle inner tubes, an urban renewal initiative to breathe new life into Europe's largest municipal housing area, and a building for a publisher featuring built-in periscopes.

More information

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