

# 2021 Drempelprijs (Threshold Prize) for Commercial Practices

27 October 2021

## Jury:

Rachid Naas

Anne van der Zwaag

Mark Kuijpers

Secretary: Marieke den Dulk

## **Robin van der Laan – *Wie niet weg is wil gehoord worden***

Presents work that shows a great deal of commitment and has been visualised with integrity. Dementia is almost literally given shape here, making the experience more tangible and recognisable, while the work can also be described as abstract. The jury sees it as it crucial that the experts involved have indicated that they can recognise themselves in the work. In the jury's opinion, however, the current form does not yet do full justice to the quality and richness of the work, yet the 'game' of confusion in chronology, memory, language and form serves as a powerfully acquired source of strong creative talent.

## **Oriane Palacio – *Los que faltan / The Missing Ones***

With her books, she has shaped a story that few could have told. Through reflection upon a very personal family history, she manages to make a complex story accessible. The relevance of the work becomes clear in the support it might offer to those whose story is still hidden within a broader historical context. The jury was impressed by the balance between emotion, history, design and expressiveness, and by the work's potential. The jury is convinced that the work can further grow artistically by combining this potential with her ability to present and apply in-depth research within a clear and concrete form.

## **Marle Rodenburg – *Bonnie and Irene Getting Lost***

Her book is the result of pure physical making. The jury admires the challenge she took up with this work process; the experiment which she knew would result in a complete book, as it indeed did. The challenge of allowing a story to emerge in this way has resulted in a very beautiful book, one for which the panel can definitely envision an audience. A remarkable project that can be developed much further, providing the work with even more artistic power and substance. The jury also appreciates the cliffhanger at the end of the book; we know there will be another book, and are looking forward to it.

## **Roeltje van de Sande Bakhuizen – [HU] MAN**

The jury was impressed by her enormous creative drive.

[HU] MAN's commitment to break through 'pigeonholing' allows the work to touch upon various contemporary topics within the field of gender. The ambition to present a diversity of perspectives upon this theme could, in the opinion of the jury, be further strengthened, for example by also including diversity within the creative process, or through collaborative approaches to arrive at a more diverse visual language. Through visible links with earlier works, [HU] MAN also shows potential for further development.

### **The jury's top 2:**

2: Youp van Terheijden

1 & winner: Joppe Soons

The jury considers these two very different projects as close contenders for the top spot.

### **Youp van Terheijden - RotterDAM**

RotterDAM surprises through its fresh and radical way of reflecting upon the future of the city. The work includes a suggestion, a conversation piece, and a powerful statement, all of which invite new ways of thinking and looking. The jury appreciated the audacity of coming up with such a big, radical idea, and the importance and power of the work in allowing a truly new voice to be heard within the discourse of urban design. The design, in the form of a grid superimposed upon the existing city, was the product of data analysis as well as the artist's own experiences with the city, making the work both topical and relevant, and resulting in a design that encourages us to consider serious changes on a city-wide level. The design, individual as it may be, still manages to never turn inwards; on the contrary, the jury sees in RotterDAM a distinctly open project. In the relatively short time of his stay in this city, Youp has developed a sharp eye for the relevance and multiplicity of urban issues. It's refreshing to think about the place where you are, and to leave something of significance behind. We hope your work will find the public support and acceptance it deserves, and that your ideas will be picked up in the world of spatial design and beyond.

We certainly expect to hear more from you.

## **Joppe Soons - *De Nieuwste Amsterdammer***

The jury admires the integrated approach and the huge perseverance for the project 'De Nieuwste Amsterdammer'. A platform for residents of asylum seekers centres, about whom much is written and said, but whose voices are still too seldom heard.

With 'De Nieuwste...' , Joppe was able to motivate a large community; not by predictably amplifying his own voice, but rather by creating a design that provides a platform for others to take centre stage. Although the project has been physically materialised in a variety of forms (for example, as a newspaper and website), the resulting community transcends any physical end product. The newspaper shows how commerce can be combined with social involvement, while also bringing us closer to this community. The project exemplifies a new attitude, a changemaker; Joppe, as the initiator of this project, is convincing in his role as creative catalyst, connector and community maker.

The jury congratulates Joppe and all those involved in 'De Nieuwste...' with the 2021 Threshold Prize for Commercial Practices, and hopes that the foundation envisaged by 'De Nieuwste...' will actually come into existence and guarantee the continuity of the project.