

Holland has mastered the art of connecting creativity to business

For centuries, Dutch creativity has inspired and instructed others. Geniuses like Rembrandt and Van Gogh transformed the world around them. Today's masters are icons like fashion designers Viktor & Rolf, architect Rem Koolhaas, designers Marcel Wanders and Adriaan van Hooydonk, Miffy illustrator Dick Bruna and DJ Armin van Buuren. They exemplify the strengths of Dutch design: pragmatic, open-minded, conceptual, out of the box and adhering to the 'less is more' principle. Dutch design also fuses innovation, creativity and business. Dutch creativity proves that creativity makes business more innovative, competitive and prosperous.



Source: OMA © Philippe Ruault

Today, Dutch creativity is changing architecture, design, music, TV, gaming and fashion. Amsterdam is a creative melting pot of communication, interactive design and fashion. Rotterdam is the city of architecture and urban planning. Delft hosts the largest and oldest academic program in industrial design. Brainport region Eindhoven, the technological heart of the nation, is home to the Design Academy and host of the annual Dutch Design Week. Utrecht hosts the Gaming Institute and the ArtEZ Institute of the Arts in Arnhem is known for its Fashion Biennale and internationally successful fashion designers.



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Key aspects and strengths

- The Netherlands is known for its integrated approach to urban development and building projects. In addition to the architectural design, the spatial design, sustainability aspects and the social context are taken into account.
- Dutch architects have been awarded prestigious assignments such as the design of the Mercedes Benz Museum in Stuttgart, the CCTV Headquarters in Beijing, Battery Park in New York, the Dutch pavilion at the World Exhibition in Hanover, and the Technical University Library in Delft.
- Dutch designers are strong in visual communication, particularly in brand design, interactive design and way finding such as at major airports like Amsterdam Airport Schiphol and New York's JFK.
- Holland is the 'jeans country' and Amsterdam is the 'jeans capital' of the world: it counts the most jeans companies per square kilometer in the world.
- There is a long tradition of interior design in the Netherlands, epitomized by Rietveld's furniture designs.
- Dutch TV producers have conquered the world's channels with original formats, including the Voice, Deal or No Deal, Obese and So You Wannabe a Popstar.
- A crucial strength of the Dutch gaming sector is the wide-spread adoption of broadband (highest penetration level worldwide) and mobile technologies. The Netherlands also has one of the most active online game markets in Europe, accounting for 35% of total spending. Serious games are a forte of Dutch game developers.
- The Netherlands is a pioneer in the area of dance music and large dance events such as Sensation.

Facts & figures

- Holland's creative industry is in the top ten in the world. With regard to trade figures, job opportunities or registrations of brands and patterns, Holland ranks consistently between fourth and tenth place internationally. For example, on the global ranking of creative exporters, the Netherlands is in the eighth place.
- In 2011, the Dutch creative industries employed about 172,000 people (including the culture and arts sector). 66% of these are self employed. The annual turnover of Dutch creative industries is € 7.1 billion, representing 1.9% of the Dutch economy.
- The Netherlands counts roughly 57,600 designers, of which 83 percent work in communications design and interactive design, 10.5 percent work in product design (including industrial design) and 6.5 percent work in interior design.
- There are some 1,300 fashion companies in the Netherlands.
- There are some 10,500 architects in the Netherlands.
- The Netherlands is the 2nd largest exporter of television formats in the world.
- In 2010, the value of Dutch music exports was € 81 million, a 24 percent rise from 2009.

Websites

www.dutchdfa.com - Dutch Design Fashion Architecture programme
www.bno.nl - Trade association of Dutch designers
www.premisela.org - Dutch Platform for Design and Fashion
www.dutcharchitects.org, www.bna-international.nl - Royal Institute of Dutch Architects
www.bni.nl - Association of Dutch Interior Architects
www.modint.nl - Trade association for fashion and interior textiles
www.dutchfashionfoundation.com - Dutch Fashion Foundation
www.bumacultuur.nl - Foundation for the promotion and support of Dutch music copyright
www.dutchgamesassociation.nl - Dutch Games Association

Sources: UNCTAD, CBS, BNO, Buma Cultuur, Hollandhub.com, DutchDFA, BNA, NAI, BNO, Premisela,