



## Design platform Onderstroom launched at Dutch design week

Sieuwert van Otterloo 24 October, 2013 News

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Onderstroom design, a new Dutch design startup, launched this week at the Dutch design week. The platform helps young designers launch their products through kickstarter-like campaigns where people can preorder exclusive designer items. At their launch event, they presented their initial four projects of four promising designers.



Dutch design week 2013 is a seven day event taking place in Eindhoven from October 19th. The event takes place for the 12<sup>th</sup> time and is the meeting place for Dutch design professionals. It is the ideal place for designer oriented startups to meet potential partners, and bring more relevant exposure than a typical startup event. "It is great to have a stand here and get reactions from design-minded visitors to our concept" according to founder Elmo

Diederiks, who is attending the event for the whole week.

Onderstroom design was founded in 2013 to help Dutch talented designers get their ideas realized. For designers, actually producing their designs requires a significant investment: for high quality material, the production costs can be significant. With Onderstroom, designers can collect pre-orders. If 20-40 preorders are placed, the design object is produced in a small series. Onderstroom also ensures that a larger share of the retail price goes to designers: 30% instead of the usual 5%.



So what do the Dutch design week visitors think of the startup? "People understand and appreciate the concept when it is explained to them. We do not present Onderstroom as a crowdfunding platform. It is pre-ordering items made by design talent. We do this by not just collecting pre-orders, but also finding a production partner and handling the logistics" says founder Elmo. The initial four products indicate that Onderstroom indeed focuses on high value, exclusive items. The most affordable item to pre-order is [Granny's lamp](#) by designer Nathaly Heesakkers for 95 euro, and the most expensive the LiCHTZiT for € 1950 (indicative prices). The required number of pre-orders is only 20-40 for each item. If the minimum amount is reached the item goes into production and can still be ordered from the Onderstroom website.

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