

## WEST 8 PRESENTED IN DUTCHDFA DUTCH PROFILES

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The [Profile on West 8](#) was published online at the DutchDFA: Dutch Profiles website in July 2013. The profile features an interview with Adriaan Geuze, who talks about West 8's design and its deep relationship to the water. The film crew took a special trip to our Madrid RIO project earlier this year, and their footage reveals vivid pictures of the project in its current and fully realized state.

The Dutch Profiles are interviews developed within the framework of DutchDFA (The Dutch Design Fashion Architecture) programme which are aimed to strengthen the international position of the most prominent sectors of the Dutch creative industries – design, fashion and architecture – from a collaborative perspective. The four-year strategic DutchDFA programme (2009-2012) was aimed at an international audience, and intended to showcase the work of major Dutch designers and explore their rich ideas and design backgrounds.

These high quality personal interviews have made the Dutch Profiles an important document on Dutch contemporary design. After four years, although the project has drawn to a close, it has achieved significant success in the international promotion of Dutch design from a multi-disciplinary approach. As of June 29, 2013, the collection was transferred to Dutch Profiles Museum Boijmans van Beuningen and ARTtube, and can now be seen on their online channel: [www.arttube.nl](http://www.arttube.nl).