

bloomframe®

creating outdoor space

**BLOOMFRAME® BALCONY RECEIVES THE RED DOT DESIGN AWARD 2008**

*Amsterdam 25<sup>th</sup> of March 2008*



red dot design award  
winner 2008

*photography Matthijs van Roon*

The Bloomframe® balcony designed by Hofman Dujardin Architects and manufactured by Hurks geveltechniek received the **red dot design award 2008** in the category product design. The Bloomframe® balcony was amongst the winners selected from 3203 products from 51 nations. The international jury awarded the Bloomframe® balcony for its innovative and outstanding design. The international “red dot design award” is one of the largest and most renowned design competitions worldwide. This award is only conferred to particularly creative, innovative, and high-quality products. The festive awards presentation will take place on 23 June 2008 in the Aalto Opera Theatre in Essen Germany.

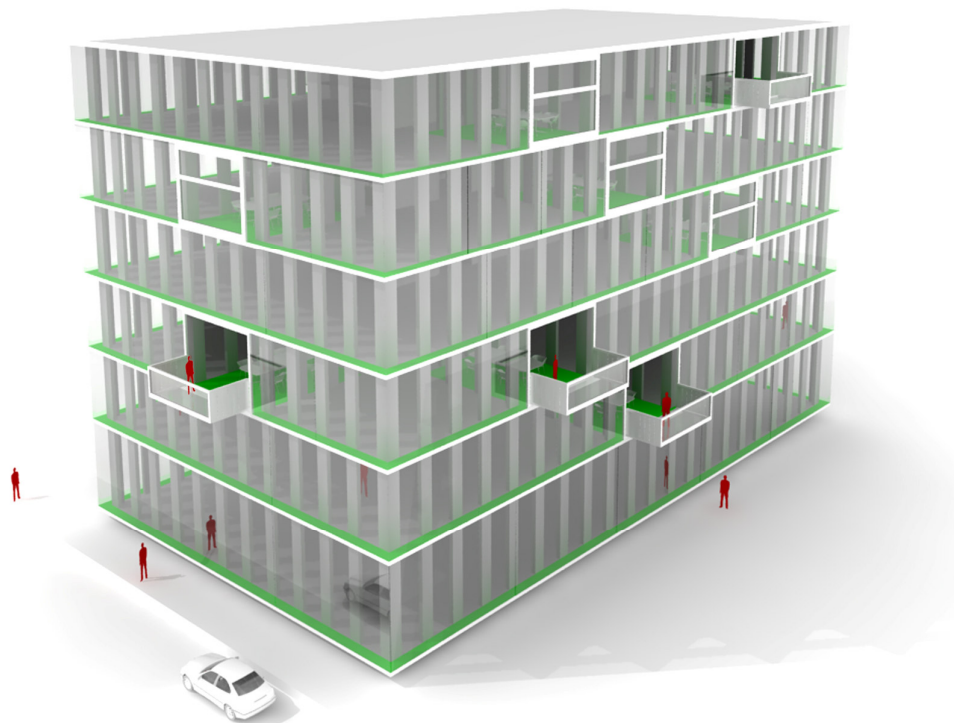
### **Bloomframe® balcony**

The Bloomframe® balcony is an innovative window frame that can be transformed into a balcony. It offers the user a flexible living environment. By opening the window frame, it is possible to walk out through the façade and enjoy outdoor space. The Bloomframe® balcony can be operated automatically with a single push of a button. The user will add light, air and space, providing him with a genuine outdoor feeling. The drive consists of an electric motor that operates the balcony at two points using drawbars. The fully open position is limited mechanically, which guarantees optimum safety of the converted balcony. The application of a combined powered/mechanical movement makes the system user friendly and easy to open and close for everyone.



*photography Matthijs van Roon*

Creating interactive façades is a key topic at the moment. In addition to functionality and solidity, architects are also looking for ways to translate both internal and external factors to the overall picture of the façade. The Bloomframe® balcony, a proprietary development of Hurks geveltechniek enables the creation of interactive façades. The Bloomframe® balcony transforms the façade into a balcony, indoor space becomes outdoor space. A closed and abstract façade in winter opens up like a flower in summer. The Bloomframe® balcony adds a new dimension to the design of outdoor spaces of new constructions and renovation projects. The dynamic balcony offers an opportunity to add outdoor space to compact apartments, offices or hotels in inner city areas. The range of application options is wide and diverse.

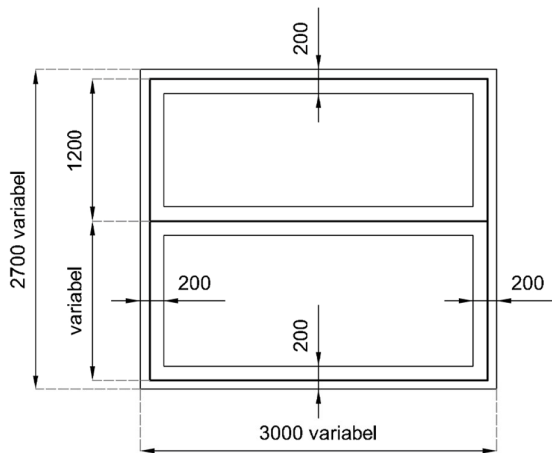


reddot design award  
winner 2008

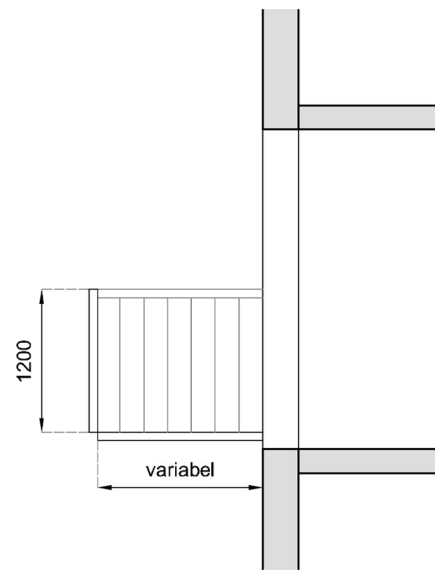
*illustration Hofman Dujardin Architects*

The Bloomframe® balcony is made from steel, glass and aluminium. The system offers a considerable bandwidth and freedom for dimension, colour and material variations. The Bloomframe® balcony can be customized and designed as an integral part of the façade.

*front view facade closed position*



*section facade open position*



reddot design award  
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The final product is expected to be presented around the summer of 2008. All the technical and commercial information will be available at [www.bloomframe.com](http://www.bloomframe.com). The Bloomframe® balcony is patented. Bloomframe® is a registered trademark.

## Red dot design award

Today, the red dot design award, the origins of which go back to 1955, is one of the largest and most renowned design competitions worldwide. It consists of the individual disciplines "red dot award: product design", "red dot award: communication design", and "red dot award: design concepts", which has been held annually in Singapore since 2005. In 2007 the competition recorded more than 7,000 entries from 60 nations in total.

Products submitted to the red dot design award are assessed by an international jury consisting of renowned design experts. They examine and test the products and assess them according to criteria such as degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function. This year companies from 51 countries with a total of 3,203 products faced the judgement of the jury.

Together with the other award-winning products, the Bloomframe® balcony will be on display from 24 June to 27 July 2008 in the exhibition "Design on stage – winners red dot award: product design 2008" at the red dot design museum on the premises of the 'Zeche Zollverein' World Cultural Heritage Site. With approximately 1,500 products on more than 4,000 square metres, the red dot design museum houses the largest permanent exhibition of contemporary design worldwide.

## HofmanDujardin

### *concept and design*

The office of Hofman Dujardin Architects based in Amsterdam is responsible for the concept and the design of the Bloomframe® balcony. The two principal architects of the firm are Barbara Dujardin and Michiel Hofman. The office focuses on architecture, interior design and product design. Main feature of the office is the ability to transform innovative ideas into inspiring and powerful buildings, interiors and products.

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*development, production and sales*

Hurks geveltechniek is an innovative organisation. The parent organisation, Hurks groep of Eindhoven (NL), is the strong bond that links the 13 Hurks companies, all specialists in specific construction fields. The companies can call on each other's expertise and experience. Hurks geveltechniek specializes in the design and production of façades. For this, it uses section systems of renowned producers that include such names as Schüco and Alcoa. Hurks geveltechniek also produces its own range of products. The Bloomframe® balcony is one of these. Hurks geveltechniek's objective is to be involved in the design of a façade at an early stage. This allows immediate translation of professional expertise to practical applications. The end result will be façade optimisation combined with guaranteed wind- and water tightness. And with the use of the Bloomframe® balcony, the façade also generates additional floor space.

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## **Press**

Contact Hofman Dujardin Architects for high resolution images.