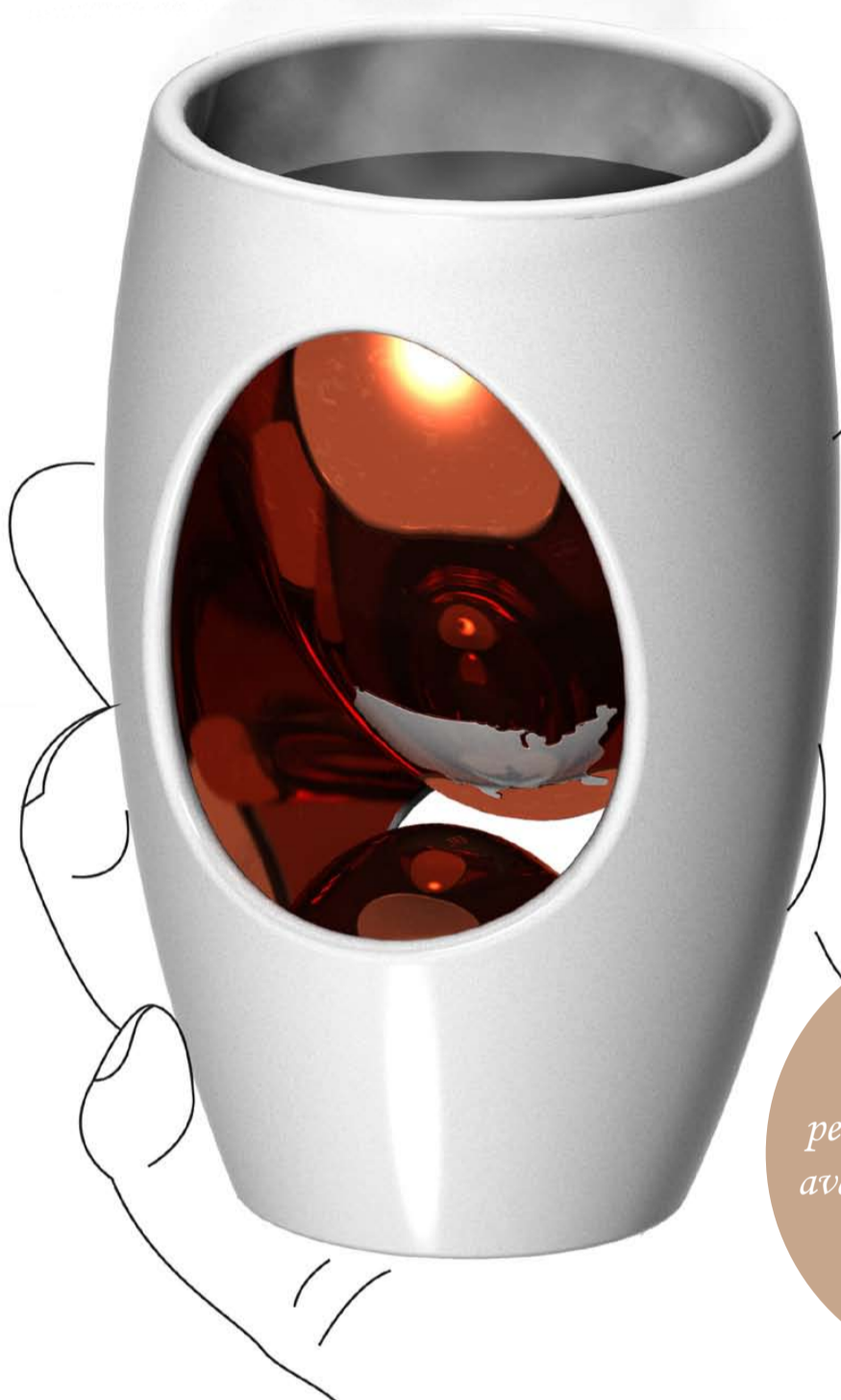


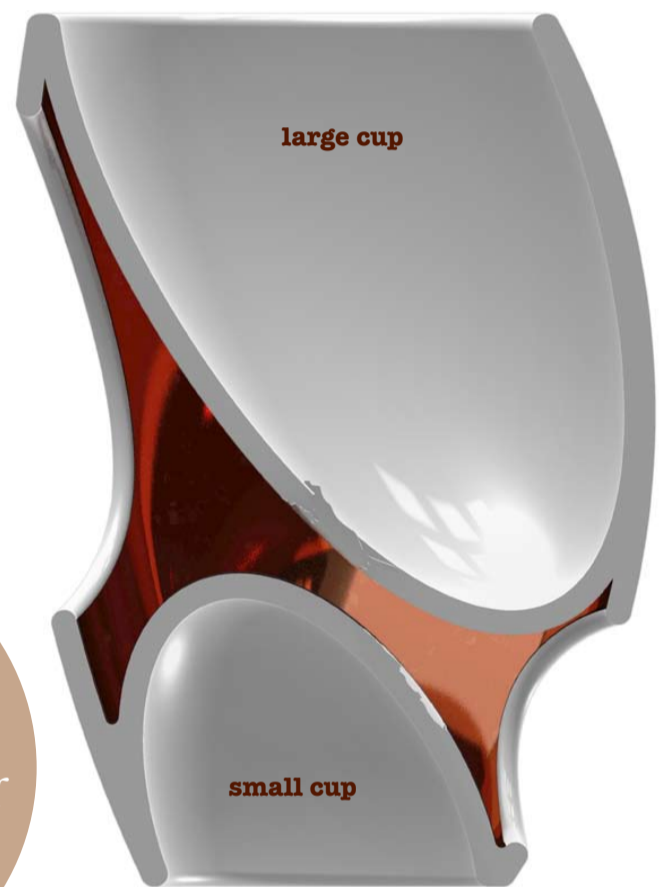
Open dialogue

coffee cup with a twist

“The coffee meeting is the Swiss Army knife of networking. It’s a way to meet new people, swap advice, and lay the foundation for a substantial relationship.”



“Shared meals and drinks connect people - which, in turn, avails everyone involved to greater opportunities.”



The U.S. partnership with the Netherlands is one of its oldest continuous relationships. Between the two countries, open dialogues are being held on politics, economics, education and culture.

Concept

An open dialogue often starts with a good cup of coffee. But just as it differs in country size, the Netherlands and the United States each have their own coffee culture. One loves a good espresso, the other just goes for a dash of milk and two lumps of sugar. Some like a small cup, others prefer an extra large cup of coffee.

This design for an inviting cup of coffee is called **Open Dialogue**. Depending on his taste, the coffee drinker can choose which cup size he prefers: the large one, or the small one on the flip side. And just as in the real world, the siblings mirror each other.

The coffee cup leaves room for differences, but also connects the two countries by inviting them to share a drink. This cup will evoke questions, the starting point for a good dialogue which, in turn, will lay the foundation for a continuation of the flourishing Netherlands - U.S. relationship.

Dutch design

This cup brings coffee and questions to the table. It raises questions: how do I use it, which side is up, how is it made? But apart from being a conversation starter, it also brings a smile to the face of the users. Functionality is combined with quirkiness: by turning the cup over, it can be used in different ways depending on the user’s taste. Or let’s put it this way: this cup has no downside.

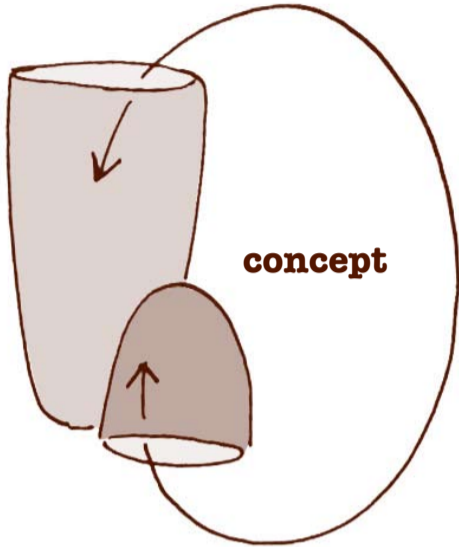
The materialization invites people to touch the exterior of the cup, and to have a look at the warm bronze glow on the inside, mirroring themselves.

Last but not least, it uses the innovative possibilities that 3D printing is offering. This cup would not be possible if moulded by traditional ways of casting ceramics. By combining the age-old tradition of ceramics and the 21st century 3D printing, a new interpretation of the typical *cup of joe* and *bakkie leut* is born.

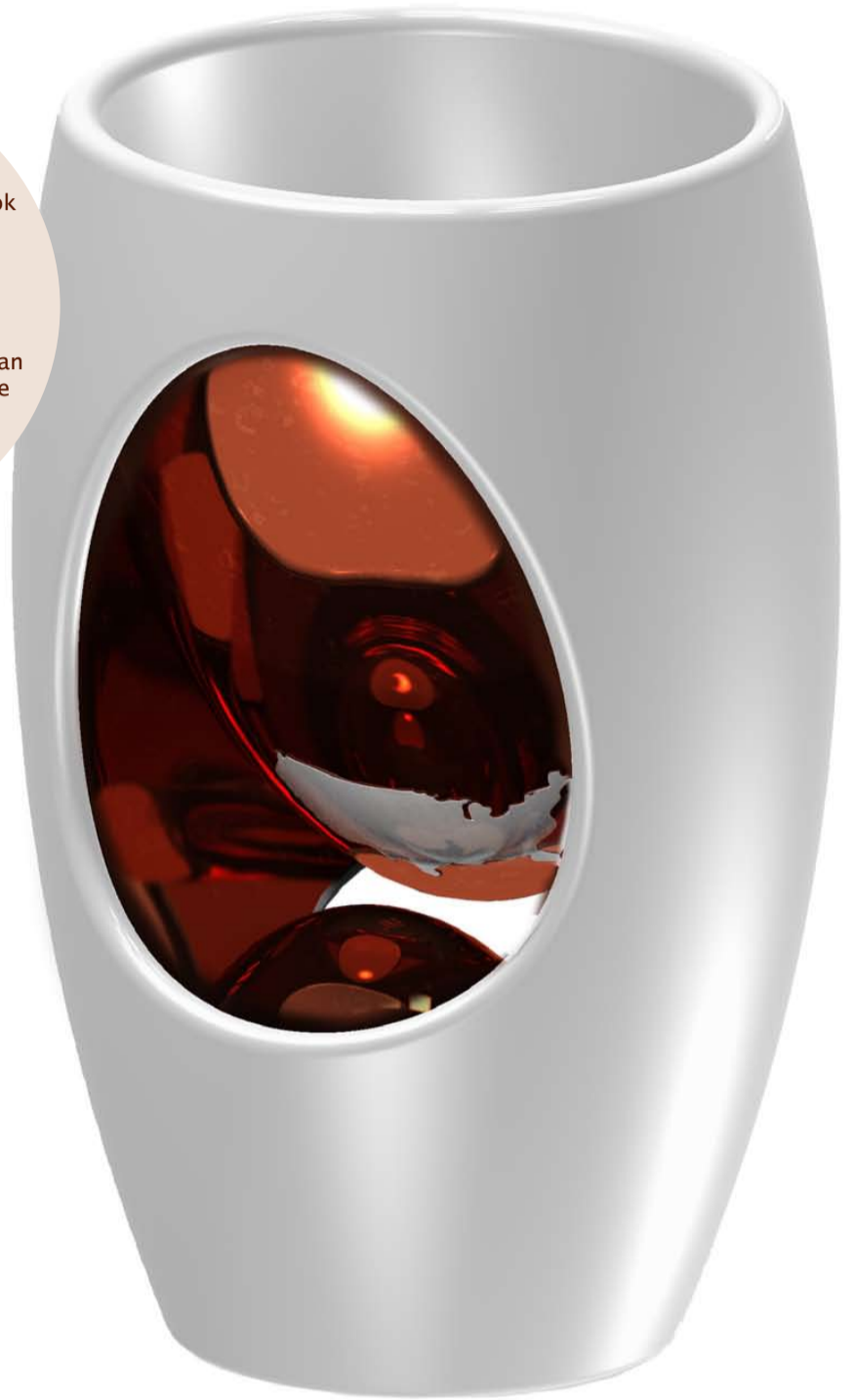
© butter, cheese & eggs

Open dialogue

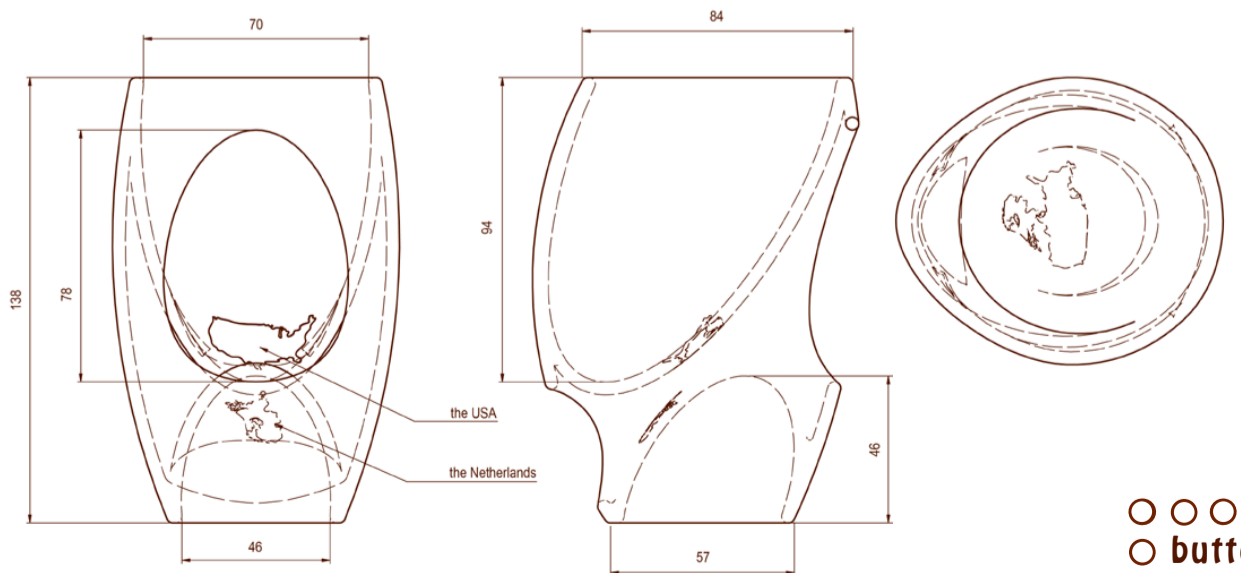
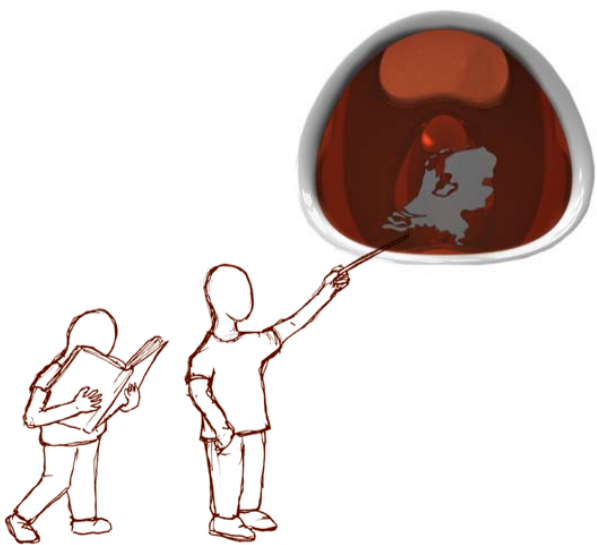
coffee cup with a twist



"The coffee is a prop, giving you something to look at when you need to think, which is a key to communication, whether workplace or not. Rather than saying something ridiculous, you can focus on the cream. And the caffeine, of course, keeps you alert."



The Netherlands are one of the largest coffee drinking nations of the world. By absolute volume, the United States is the largest market for coffee (on average, U.S. coffee drinkers consume three cups of coffee per day).



○ ○ ○ ○
 ○ butter,
 ○ cheese
 ○ & eggs