

DANIERA TER HAAR

My subject for research was Daniera ter Haar. Daniera ter Haar happens to be a designer that graduated last year at the Design Academy in Eindhoven. One can imagine that, for this reason, Daniera ter Haar has not build up a very big portfolio outside school. This fact, however, should on itself not be a problem, as long as the projects she did on the Design Academy were to be seen and researched. Since this was not the matter, information about her to be found on the internet was very scarce. A logical next step in this research would be to contact her herself. I have tried, but I have failed. This paper will mainly be about my attempts to contact Daniera, followed by the very few data I collected otherwise.

The first thing I did was to go to Platform 21, where she exhibited the project 'SAP', in cooperation with Cristoph Brach. The only thing I could get there (even though I asked for some underlying information about the project) was her email address. So I emailed her, both asking for a meeting and for some information. After one week I had no response and I emailed her again, kindly, though with pressure, asking her for the same things.

Except for that I also called the Design Academy that she was on. After speaking to a lot of people I finally got to talk to the right person. The woman knew Daniera, and could give me her other, personal email address and website, which could not be found through Google. Also she said she would give me some information on the graduation project that Daniera did. However, she could not give me more than the information that I could find on the internet. For underlying thoughts or papers, I should ask Daniera herself.

I first send her a third email to her personal address. Right after that, I called her, without any result. After sending him an email, I decided also to call her partner in the SAP project, Cristoph Brach, whom I did reach. He promised me to send some information about the project, and to ask Daniera to call me back. I never received any information from him, neither did Daniera call me. Then, after another week, finally I got an email back from Daniera, saying that she was busy and she couldn't meet me. I send her a final email whether in that case (as I had asked her thrice before) she could maybe send me any information at all. She never answered it. I could have pushed it even further, but I guess this is where the ethical aspect comes in.

So the situation is as follows: I have no personal information from or about Daniera. All the information I have, is available on the internet. As I said, this is not much. To show the scarcity of this information, I will hereby give a list of websites with information on Daniera ter Haar.

www.daniera.nl

<http://press.designacademy.nl/doc/mil2007/images/icons.htm>

<http://www.galleries.nl/mnkunstenaar.asp?artistnr=39910&vane=1&em=&meer=&sessionti=582995062>

<http://www.culiblog.org/2008/02/cooking-and-constructing-food-as-a-real-design-platform/>

<http://www.ed.nl/uitcultuur/cultuur/2054626/Moeder-Natuur-als-kiem-voor-design.ece>

<http://www.premsula.org/brand/-/project-23/en>

As you can see, on most of the websites are critics on a show in which she participated. However, none of them actually says anything about her in specific. These are not the only websites. There are other websites on which Daniera's name is mentioned. You click the links and jump from one to another, but none of them goes any further than mentioning her name.

I could of course pick a subject Daniera ter Haar is dealing with, for example the dealing of mankind with nature. This is a broad subject in which I could easily find my way and specify my research. But this would have nothing to do with Daniera anymore, and so I could as well write an essay on any other subject, which we will do for our theory class, coordinated by Wim Kroep. Therefore I will leave this project to be a desperate though learn full attempt.

As far as my own opinion concerned, I'd wish I could develop my opinion by talking or reading about her projects more. At this point i find the projects she did very literal translations of the problems or topics she is dealing with. For example, the 'Beleaf' project, in which she wants to give a new interpretation on plants and vegetables. One of her solutions is to paint a plant black, refering to Dark Magic. Also the SAP project is not so much interesting for me. I would like, as said before, to have some counter arguments from Daniera, but unfortunately this is what i have to do with.