

Premiere platform for designers, CROWDY HOUSE, raises \$600k from marketplace angel investors

01 APRIL 2015, AMSTERDAM, THE NETHERLANDS

CROWDY HOUSE announces \$600k in seed investment from a group of international angel marketplace investors. This seed round is to go towards growing the platform to enable Europe's designers and makers to sell all over the world. They launched their new website this month and will be the exclusive online shop and retail point during Milan Design Week 2015.

Described as 'the premiere (launch) platform and marketplace for the world's best designers and makers'. Over 500 product designers and makers, from 30+ countries, sell directly to consumers worldwide. The \$600k seed round investment was raised from a group of marketplace angel investors. This group includes Jesper Buch (JustEat) and Arthur Kosten (Booking.com).

"I think CROWDY HOUSE and the people behind it can become number one in their sector. In this space you need to be on top of trends and CROWDY HOUSE has what it takes."- Jesper Buch (JustEat)

"CROWDY HOUSE has great traction in one well defined vertical. The passion of the team, their relationships with the designers and the understanding of the market was why I invested."- Arthur Kosten (Booking.com)

The platform has backing from influencers in the design industry, such as FRAME Magazine and ELLE Decoration. Last November, CROWDY HOUSE won the Accenture Innovation Award for (e)Retail in 2014.

"As an advocate of design, I believe the services that CROWDY HOUSE offers are very relevant right now for designers all over the world. For this reason I support their mission and team."- Robert Thiemann, owner of FRAME Magazine

"CROWDY HOUSE is not only a fantastic showcase for designers, it also opens the door for design enthusiasts with a modest budget."- Edine Russel, Editor-in-Chief of ELLE Decoration NL

The platform is entering a fast growing market. Homeware sales globally exceed 400 billion dollars but only 3-4 percent are made online. Euromonitor forecasts global e-commerce sales online in homeware will grow almost 10 percent a year to \$24 billion by 2015 from \$20 billion in 2013.

The new website launch introduces a new identity, optimized user experience and tools to allow designers to effectively run their sales campaigns. Additionally CROWDY HOUSE offers PR services to the designers when launching their designs. The investment funding will be used for further development of the platform, offering photography as a service, building a technology team in Bucharest and expanding their marketing and operations team in Amsterdam. [Read the press release about the new site here.](#)

“We believe in having one marketplace, where the best designers can be found and bought from by design fans all over the world.”- Mark Studholme and Suzan Claesen, founders CROWDY HOUSE.

Since November 2014 gross monthly sales have grown an average of 40%+ per month and the amount of products added by 30%+ per month.

An example premiere (launch) product on CROWDY HOUSE is the [Elkebana](#). Designers Fabio Milito and Paula Studio launched the Elkebana exclusively on CROWDY HOUSE to collect orders before they started production. Through using the tools and services CROWDY HOUSE provides, the campaign received over 1.1 Million views via 45+ article features and went viral on sites such as Inhabitat and BoredPanda.

For the first time during Milan Design Week 2015 there will be one online retailer for all the designers exhibiting at the event Ventura Lambrate. CROWDY HOUSE has partnered with Ventura Lambrate to provide the first exclusive online shop and offline retail point in Milan during the event. During the week CROWDY HOUSE designers will exhibit a collection of designs and there will be live demonstrations of designers at work. [Read the press release about this partnership here.](#)

END OF PRESS RELEASE (597 words)

Under EMBARGO until April 1, 2015.

Location during Milan Design Week:

Undai 5, Via Ventura 6, 20134 Milano

Opening hours during Milan Design Week:
Tuesday April 14th – Saturday April 18th: 10:00 – 20:00
Sunday April 19th: 10:00 – 18:00
Meet & Greet Wednesday April 15th: 20:00 – 22.00

Contact:

For further information and interview requests, please contact:

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RELEVANT LINKS

 **CROWDY HOUSE**
<http://crowdyhouse.com>

 **CROWDY HOUSE Designers**
<http://www.crowdyhouse.com/designers/>

 **Euromonitor Forecasts**
<http://uk.reuters.com/article/2014/03/10/westwing-idUKL6N0M71VF20140310>

 **Press Release about new website**
<http://crowdyhouse.pr.co/b7ac4c3ab8d4a1593e0636a8c02edc4bea44b2634ce8d5ae87330329c92ee2c1>

 **Press Release about the partnership**
<http://crowdyhouse.pr.co/fd965ee6641877747572368ff6fbc8cf59010cc56e3d288e0d2c504831f40090>

 **Accenture Innovation Award 2014 (e)Retail**
https://innovation-awards.nl/concepten#!/year=2014&industry_category=107&winners=240

 **Rockstart Accelerator**
<http://www.rockstart.com/accelerator/>

 **Elkebana**

Ventura Lambrate

<http://www.venturaprojects.com/partnership/>

QUOTES

"I think CROWDY HOUSE and the people behind it can become number one in their sector. In this space you need to be on top of trends and CROWDY HOUSE has what it takes."

— Jesper Buch, (JustEat)

"CROWDY HOUSE has great traction in one well defined vertical. The passion of the team, their relationships with the designers and the understanding of the market was why I invested."

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"CROWDY HOUSE is not only a fantastic showcase for designers, it also opens the door for design enthusiasts with a modest budget."

— Edine Russel, Editor-in-Chief of ELLE Decoration NL

"CROWDY HOUSE offers a desired solution for many designers. With Organisation in Design we have been working in the design industry for many years and the wish from designers to sell directly to customers is something we hear often. I have been following CROWDY HOUSE since the beginning and share their vision and I am very happy we can collaborate for the next edition of Ventura Lambrate."

— Margriet Vollenberg, founder Organisation of Design & Ventura Lambrate

"As an advocate of design, I believe the services that CROWDY HOUSE offers are very relevant right now for designers all over the world. For this reason I support their mission and team."

— Robert Thiemann, owner of FRAME Magazine

"Designers have more access to fabrication methods, such as 3D printers and CNC Machines, than ever before. This empowers them to produce their work independently, quickly and more economically. CROWDY HOUSE offers a platform for designers to present their designs to the market for zero risk. This accelerates the creation of new

design and the time it takes to be brought to the market."

— Mark Studholme, co-founder CROWDY HOUSE

"We believe in having one marketplace, where the best designers can be found and bought from by design fans all over the world."

— Mark Studholme and Suzan Claesen, founders CROWDY HOUSE

"When enough people order a product, the designer can put it into production without the usual upfront costs and associated risks."

— Design-Milk.com

"We're extremely impressed with the innovative methodology they have implemented in this particular market, it makes all the process so much easier for the designers."

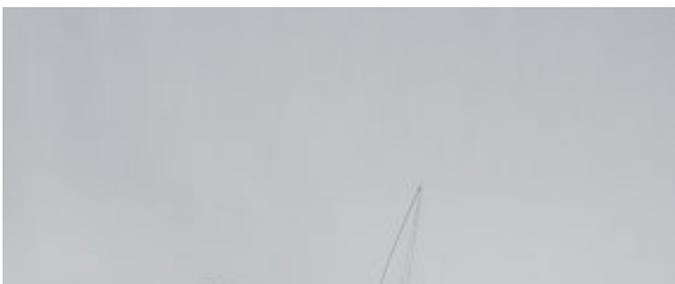
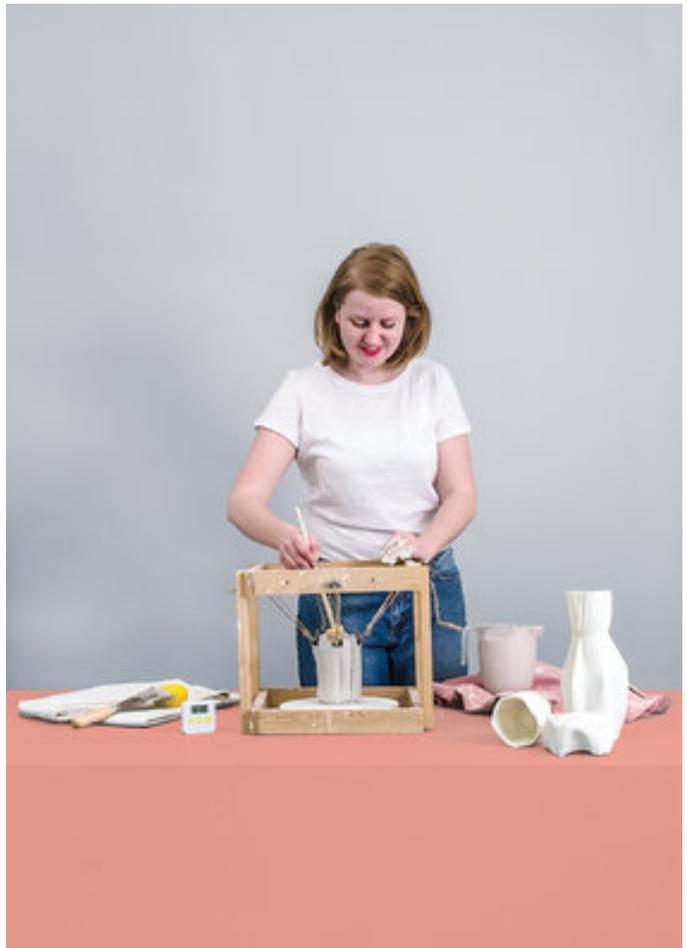
— Epiforma Design (Designer on CROWDY HOUSE)

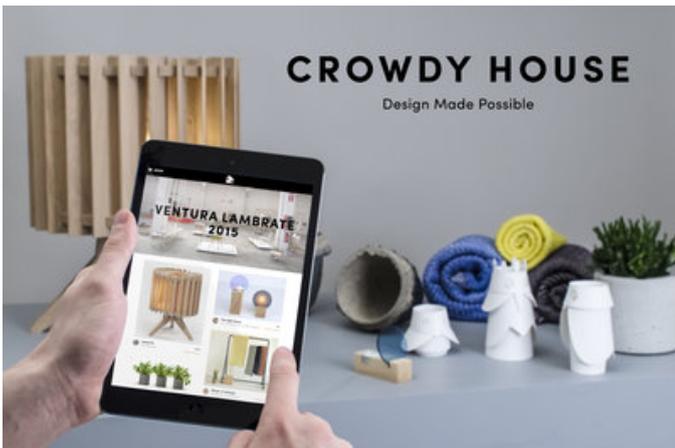
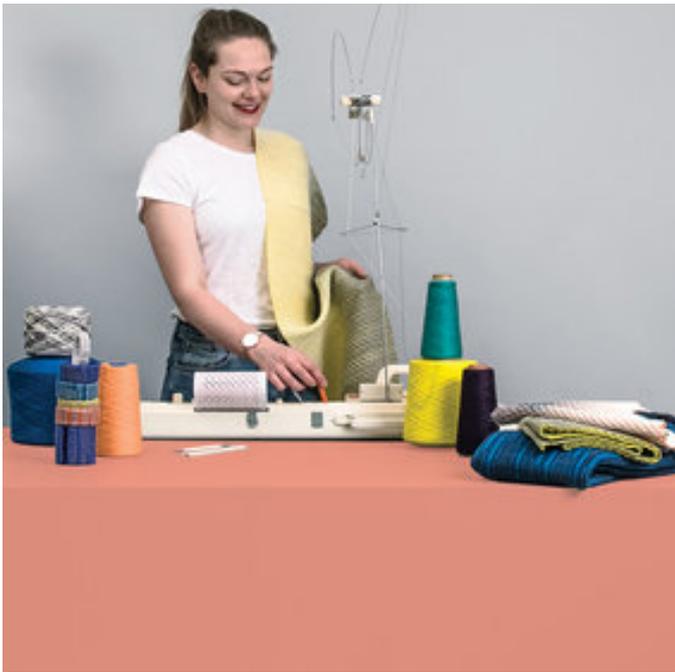
"A new platform that helps designers find funding for their products."

— Dezeen.com

IMAGES







CROWDY HOUSE

Design Made Possible



Armed with their passion for reupholstering sofas and a commitment for craft, LEONIE AND LUIS set out to refurbish old worn jeans into 'upcycling'. These upcycled jeans are being given different products like kitchen accessories (bowl) and interior products, lamps and vases, but the potential extends to home material to create furniture and even flooring.



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crowdyhouse.com

ATEUR AN is a design studio founded by Amber Rep. She develops and customizes her own methods of crafting porcelain. From these methods she creates products with delicate tactile forms.



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VAN TALLE AND JASPER have backgrounds in industrial design and woodwork, in their workshop in Amsterdam they produce carefully crafted furniture. Their designs are often geometric and realized using advanced woodworking techniques.



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ESBERD JONKERS develops his designs by first exploring primitive production methods, such as forming results with sand. Using natural materials he crafts his designs to create products that often have organic forms.



crowdyhouse.com

WINTER IN HOLLAND HIL studied with the Lyon hand. She all her designs on her own knitting machine. She chooses her own high-quality yarns and dye the fabrics herself. This allows her to create contemporary patterns and garments in her textile collection.



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Over van Eiel and Tom Sanders are the founders of the design studio SANDERS. They were influenced to start their own studio after searching extensively in the last of youth in South Africa. Their mission is to produce sustainable and innovative design that can be used for a lifetime.

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ABOUT CROWDY HOUSE

CROWDY HOUSE was founded initially in 2013 by Mark Studholme (CEO) and Suzan Claesen (COO) as a solution for bringing their own product designs to the market.

Initially launched as a crowdfunding platform for designers, CROWDY HOUSE has evolved to become the premiere (launch) platform and marketplace for the world's best designers and makers.

Their mission is to democratize the design industry through helping independent designers and makers sell directly to design fans all over the world. They do this by building the technology and providing the services that allows designers to make a better profit, develop new designs and fill the world with a wider variety of great design.

The team were accepted to the 2014 Rockstart Accelerator and are funded by international marketplace investors.

CROWDY HOUSE has offices based in Amsterdam and Bucharest with a total of 26 employees.

Join **CROWDY HOUSE** and receive the latest designs from the world's best designers.



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