

Auping Opens Dream Lab During Antwerp Design Week

In a world full of noise, Auping chooses silence.

During Antwerp Design Week 2026, from May 30 to June 3, Auping will take over Kloosterstraat with the Auping Dream Lab: an interactive concept where rest, beauty, and sleep come together.

BETWEEN THE CITY AND THE BEDROOM

Antwerp Design Week has grown into one of the city's most influential design events. Rather than a traditional fair with formal booths, it offers a vibrant journey of discovery throughout Antwerp. Showrooms, ateliers, flagship stores, and creative hubs open their doors to a public of design professionals and interior enthusiasts who come not just to observe, but to explore.

This is precisely where Auping finds its natural fit. The Dutch brand approaches design not merely as aesthetics, but as something that can tangibly improve everyday life. For more than a century, Auping has operated at the intersection of design and wellbeing, driven by the belief that good design does more than beautify a space: it brings calm, creates order, and influences how we live, feel, and sleep.

DESIGNED FOR LIFE

Since 1888, Auping has been creating sleep solutions based on one clear belief: **designed for life**. This philosophy rests on four pillars: a distinctive design signature, quality that lasts for generations, deep-rooted sleep expertise, and a strong commitment to sustainability.

For Auping, the bedroom is not just a functional space, but an environment that shapes how you feel. In a world that is constantly switched on, everyone deserves a place to slow down. With clean lines, warm materials, and characterful colours, **Auping designs beds** that are not only visually appealing but also bring a sense of calm.

Auping also stands for **long-lasting quality**. Its beds and mattresses are designed with craftsmanship, comfort, and durability in mind, made to be enjoyed for generations.

This quality is built on **more than 135 years of knowledge** in support, ventilation, comfort, and recovery, continuously deepened through research and innovation. The result is sleep solutions tailored to what the body truly needs.

Sustainability is deeply embedded in the brand as well. With carefully crafted products made in the Netherlands, a strong focus on circularity, and a clear ambition to reduce impact, Auping is working towards a well-rested world.

AUPINGS DREAM LAB

During Antwerp Design Week, the Dream Lab becomes a temporary, tangible expression of this world. Visitors can explore a selection of Auping beds and experience the brand's broader design vision, while also finding a moment of rest, both literally and figuratively, within the rhythm of the city.

"The Dream Lab brings together knowledge, technology, and design to understand how people truly sleep and what they need to recover and recharge. Auping doesn't just design beds, but a complete sleep experience that evolves with people's lives." — Auping

PRACTICAL INFORMATION

Dates: May 30 – June 3, 2026

Location: The DOT House - Kloosterstraat 152, 2000 Antwerp

Opening hours: 10:00 AM – 6:00 PM

Admission: Free upon registration via [Antwerp Design Week](#)

In addition, Auping is part of a broader creative context within The DOT House. Other brands will also be present at the same location, including Thibault Van Renne (<https://www.thibaultvanrenne.com>) as part of a curated collaboration by Dorothy Declerck (ConnectingDots – <https://connectingdots.ooo>).

ABOUT AUPING

Auping, designed for life. With over 135 years of knowledge and experience, Auping stands for innovative, stylish, and sustainable sleep solutions. In a world where we are constantly "on," a good night's sleep is essential—for both physical and mental wellbeing. Auping offers sleep comfort and quality for a conscious lifestyle. Through continuous innovation, Auping responds to the sleep needs of today and tomorrow, always with attention to detail, design, and sustainability. An Auping bed is built to last—sometimes for generations. From its factory in Deventer, the Netherlands, Auping produces beds and mattresses that are both high-quality and responsibly made. As a pioneer and driver of the circular economy, Auping—B Corp certified since 2020—aims to achieve a fully circular product range by 2030.

ABOUT ANTWERP DESIGN WEEK

Antwerp Design Week is a city-wide design event that brings together Belgian and international design brands in and around Antwerp. Spread across showrooms, ateliers, flagship stores, and creative hubs, visitors discover design where it truly comes to life. With more than 80 design

brands, 35 locations, and 50 events, Antwerp Design Week has become a compact yet impactful meeting point for design lovers, architects, interior professionals, and retailers.

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