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Design Academy Eindhoven  
Graduation 2013

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Self Unself

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Graduation 2013

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Graduation 2013

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## Self and Unself

*The following is a slightly extended version of the speech held by Thomas Widdershoven at the DAE Bachelors' graduation ceremony on 5 June 2013.*

Today is the Final Exam and Graduation ceremony. My first one. I just arrived. And you are leaving. It seems we meet in passing. You, fresh new Design Academy Bachelors, are moving on to other challenging situations, and I have come to this one. Most of you I haven't even met, and now you are leaving already. It seems a pity. But this school has strong relations with many alumni, so goodbye often means: see you soon.

And you aren't leaving unnoticed. This year's show is strong, with so many inspiring projects reflecting your personal stories, conflicts and fascinations.

When you decided on a creative career, you also decided to speak through your work. To reveal something of yourself in your work. This is one of the essential aspects of a creative career. So in seeing your projects I am getting to know you. A good design is a personal design.

At this school we try to teach you to be personal in your work. I detect three stages in this process. First there is self-expression. People often need a little help in triggering it. Self-expression is a bit like running: once you start you become more healthy. I really think that expressing yourself will improve your personal health. Then if you train harder you will see an immense improvement and then there comes a moment it becomes addictive. You just have to go on.

That is why you learn something else at this school: self-critique. Some teachers have cheered you on in your creativity, but others will have confronted you with their evaluations. Gradually you have learned to be prepared for this criticism, and learned to balance it with your own values. That is self-criticism. You internalise a critical mindset.

Having developed these contradictory forces, a few of you get slightly overwhelmed. And yet there is no time to lose, because we still have another stage to reach. It is the stage of self-initiative. I know that for many, this is the most difficult one. You have learned to be self-expressive, you have learned to be self-critical, but you have learned to do so in projects that have been handed to you by the school. In the final work you were asked to self-initiate a project. Most of you have been struggling with this over the last semester.

Seeing your projects today shows me that you have all succeeded. You speak to us through your projects. But the projects also speak for themselves.

What strikes me in the presentations is the un-self – which is funny since, so far, I have been talking about the self. I see social issues, and an interest in the collective, the group, togetherness. Human interaction, the human collective is at the centre of many of your projects. I think this is fitting in these times when the balance of power is shifting. The big institutions have failed us. The welfare state is crumbling. People are taking initiatives where institutions fail. Group initiatives are what many of these new designers are looking for.

The un-self in the sense of the social, the care for others, is exemplified in the projects for healthcare. 'Stages of Connection' by Sanne Ree Barthels focuses on dementia; a powerful attempt to reconnect those who are slipping away with their loved ones. Renee Scheepers helps patients by mapping cancer care, providing some light in the dense insecurity with which patients may find themselves overcome. Inge Kuipers' tea set 'Touch' helps people who have trouble lifting and pouring – and is a design with a logic of its own. For people in Northern Uganda who have been mutilated by machetes, Luc van Hoeckel has initiated a project called 'Single Spark'. It focuses on self-help for a group of people whose sense of self-worth has been harmed.

The un-self in the sense of the collective is apparent in Conor Trawinski's multi-dimensional platform 'WeCollaborate', with its loose, yet structured creative jam sessions for those who need some help in setting up projects, and for those who need a project to practise their skills. Elif Özbay has come up with a creative and funny character, the 'Blye Turk', to present her research into the language used by a generation whose lives are led between two cultures.

What happens to the self amid all this unselfishness? The self is implicit in Willem van Doorn's project 'Illumination by Digestion' which highlights and promotes effective ideas for self-sufficiency. There are projects which question the self and how it is perceived; Bart Eysink Smeets' 'Artificial Atmosphere Design' explores how people use fake items to add real atmosphere. Will the plastic man's smile add a touch of true happiness? Jan Pieter Kaptein has

developed a 'Second Self Laboratory' with grotesque costumes to allow people to try on new social roles. A new self is researched in Nina van Bart's project 'The Alchemist', too, as it offers users an opportunity to concoct their own perfect elixir. And of course the self is explicitly present, and in need of some care, in Dirk Smit's 'ESC: Off the Grid', an escape with which to steer yourself away from constant connectivity, to retreat and nurture the soul.

So the self and the un-self are intimately connected in these projects. Everything you have made is personal and, at the same time, transcends the personal. This is what makes this meeting at once personal and intense and the beginning of getting to know one another.

We will hear a lot more from these talented young graduates. Today is not a goodbye. Today is a beginning.

Thomas Widdershoven  
Creative Director Design Academy Eindhoven

Self and Unself





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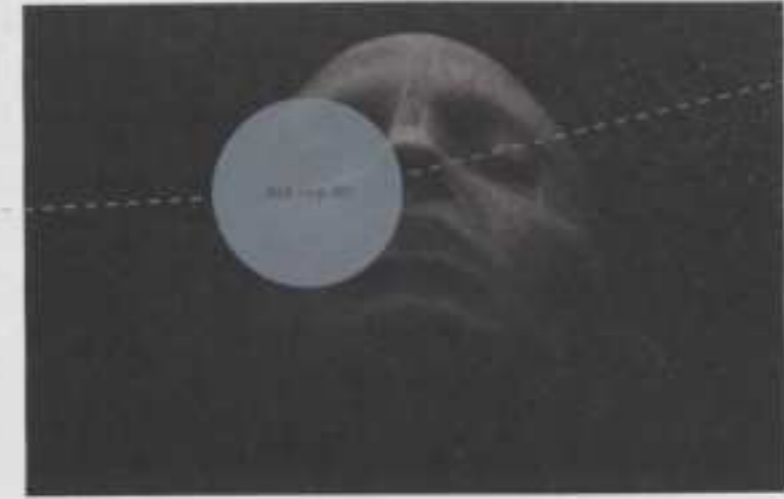


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...ik van de wijdevan



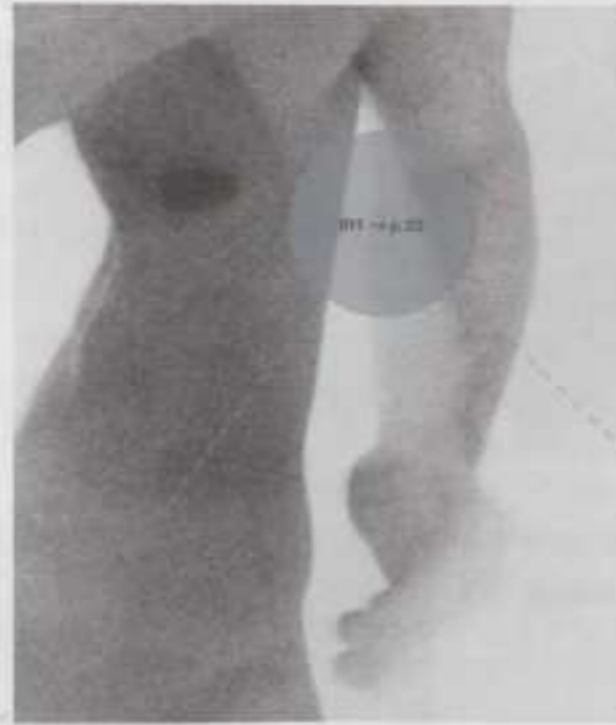
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isolated, but not alone

erik van de wijdeven



### Space for Otherness

While much design caters to physical well-being, Erik van de Wijdeven focuses on mental well-being. By voluntarily spending 22 hours in an isolation cell at a psychiatric institute, he confronted himself with the fine line between sanity and a mental disorder: "Any healthy person will become psychotic after spending long enough time in one of these cells," he says. To help others experience how quickly our sense of reality can be altered, Van de Wijdeven created a cube-shaped room with only a bare fluorescent light. The installation is designed to decrease the social stigma attached to psychiatric patients by allowing us all an insight into the complexities of the human mind.

Man and Well-Being Bachelor





**Tempo Rubato**

Living by the clock implies a lot of hurrying and worrying. "When we let go of our fixed ideas of time, we have considerably more control over our own tempo than we are aware of," says Kim Haagen. She designed a clock with a more natural approach to time. "Tempo Rubato" literally goes with the flow; the harder the wind blows, the faster time passes. And when there's no breeze at all, time stands still. On average, the clock will keep up with 'real time', but as the wind fluctuates, so do the minutes, finding a natural pace.

—  
Man and Leisure Bachelor



**ESC: Off the Grid**

The exponential growth in communication has brought us technological, economic and social advances. Good for us – but is it good for ourselves? Can we survive the constant media bombardment, escape the home videos gone viral, or the alarming interest rates? Dirk Smit recognises the need for an opportunity to withdraw from this world in which everything and everyone is always connected. Using found and second-hand materials, he has built an escape van that will literally take you away from it all and offer you an opportunity to be alone and appreciate life in the here and now – wherever that may be.

—  
Man and Communication Bachelor • Nominated for Keep an Eye Grant  
• Nominated for Milkweg Prize

daniel costa

touching ground

### Prologue to the Grounded Joys

The foot is a complex body part that carries all the human weight. It forms a bridge between our thoughts, emotions and intellect and the ground. The humble act of walking barefoot resonates with our desire to touch, our longing for freedom and our innate lust for life. A sensual and sexual act. This tapestry underlines the tactile importance and impact of floor covering by joining industrial knitting and weaving with beading, hand weaving and stitching. "Prologue to the Grounded Joys" is an invitation to bare your feet, dance freely and experience the pleasure and the pain.

Man and Leisure Bachelor • Cum Laude



elemental tools

evelien nijenhuis



### Weather Scales

Modern science may be able to explain the forces governing the sun, the wind and the rain, yet we are still able to marvel at a magnificent sunset or a fierce downpour. And so Evelien Nijenhuis aimed to visualise our wonder at the natural phenomena defining the skies above us in a series of objects designed for all weathers. A large dish with a special coating changes colour when exposed to sunlight, a 'wind spoon' gives way to even the slightest breeze and a sculptural funnel with a floating needle reveals how much it has rained.

Man and Activity Bachelor

bastiaan rutgers

a unique driving experience

### Rutgers 1

The 'Rutgers 1' is a vehicle without compromise. It has been designed to serve a single purpose: to offer one person the unadulterated experience of moving from one place to another. This car forces the driver to focus on the act of driving, which is why it has been stripped of all secondary elements: no doors, no additional seats, no boot. Instead of seducing you with a sense of freedom, its unique steering mechanism and its imposing yet elegant shape command a certain respect, perhaps even fear, to make sure you are there, intent and focused, for the whole unique journey.

Man and Mobility Bachelor



see what happens outside

iskander van wagtendonk



### Re-Charge

Feeling locked up and sealed off in an office where the windows don't open? 'Re-Charge' reconnects you to the world outside and prevents your energy from fading away after motionless hours behind a computer. A sensor on top of the roof measures the wind and light intensity and sends a signal to an elegant desktop weather station. Soft feathers start to swirl when there's a breeze, and the light comes and goes with the sun outside. Re-Charge brings natural dynamics indoors to revive the spirit.

Man and Activity Bachelor



**The Alchemist**

Grown crystals exfoliate the skin, slippery matter massages the feet and drifting mist cleanses the face – these are just some of the possibilities portrayed in Nina van Bart's vision for the wellness industry. In her trend forecast, we become alchemists, mixing minerals, powders and liquids into our own body care products in a quest for the ultimate treasure of well-being. The bathroom is a laboratory where substances react with each other to give new super-sensory experiences. "After leading hectic lives in the fast lane, now the economic crisis is making us reassess what is important. We will choose to take better care of ourselves," says Nina.

—  
Man and Identity Bachelor



**Primal Skin**

For many women, cosmetics and make-up are part of their daily routine. But the number of men who use some form of care product has been steadily on the rise. And men's make-up is becoming more accepted. Primal Skin is a make-up range for men: foundation, facial powder, eye pencil and eyeliner. The kit offers a new bonding experience, making make-up accessible to the modern man. The natural ingredients used in the Primal Skin range – coal, clay and mineral stones – are applied with specially designed rough and sturdy tools aimed specifically at male users, offering better grip and maximum effectiveness.

— Man and Activity Bachelor



**Identity Violence**

Fashion is a force, inflicted on the body. Its symbolism and significance is more than just aesthetic; fashion is, before everything else, a way to communicate, a language that helps groups of people to claim their convictions and revolt against an authoritative power or a context of social injustice. Fashion is politics. Fashion is humour. Fashion is engagement. Fashion is freedom. Fashion is everything you want and trust. Fashion is not even visible. It is a way of thinking the body – your way of thinking about your body. We have created many revolutions to gain independence for our life and our body. What new change might be waiting? My project is directed towards a new revolution.

— Contextual Design Master



### Screw Yourself

There is a mechanic inside every man. Boys love to play with toy blocks and as they reach adulthood, their fascination for building and machinery continues. However, it may never occur to a man that he can find similar joy from playing with his own face: the face as a playground for grown men. "Screw Yourself" is a collection of facial jewellery, inspired by toy blocks and held in place with screws. Discover this new dimension of manly fun and let your inner mechanic run wild.

Man and Identity Bachelor



Delat heien



Wafje



anatomic





## analysis of commercial culture

jeannette petrik

### Loopholes

Loopholes is the result of a process of reflection upon myself as an actor within society and the responsibilities of the roles I choose to embody. It is based on the analysis of myself as a consumer within commercial structures which seem to underlie large parts of what I consider as the basis of 'my daily life' – food, housing, clothing, education, entertainment and culture. It is also based on the analysis of a variety of actions considered as 'extremist' by the majority of society: the expression of an outsider's perspective within those structures. These explorations and reflections have helped me to question the extent to which my life is connected to and, therefore, directed by the spectacle of 'the commercial'. This research explores strategies of expression and action of individuals or groups with marginalised ideas of society, specifically the system of commercialised culture. By critically reflecting upon myself and the discipline of design I try to find a niche to act within. This may contribute to current discourse around the social responsibilities of art and design. I am a designer.

Contextual Design Master





samuel bazeley

the power of chaos



### Earthquake Technology

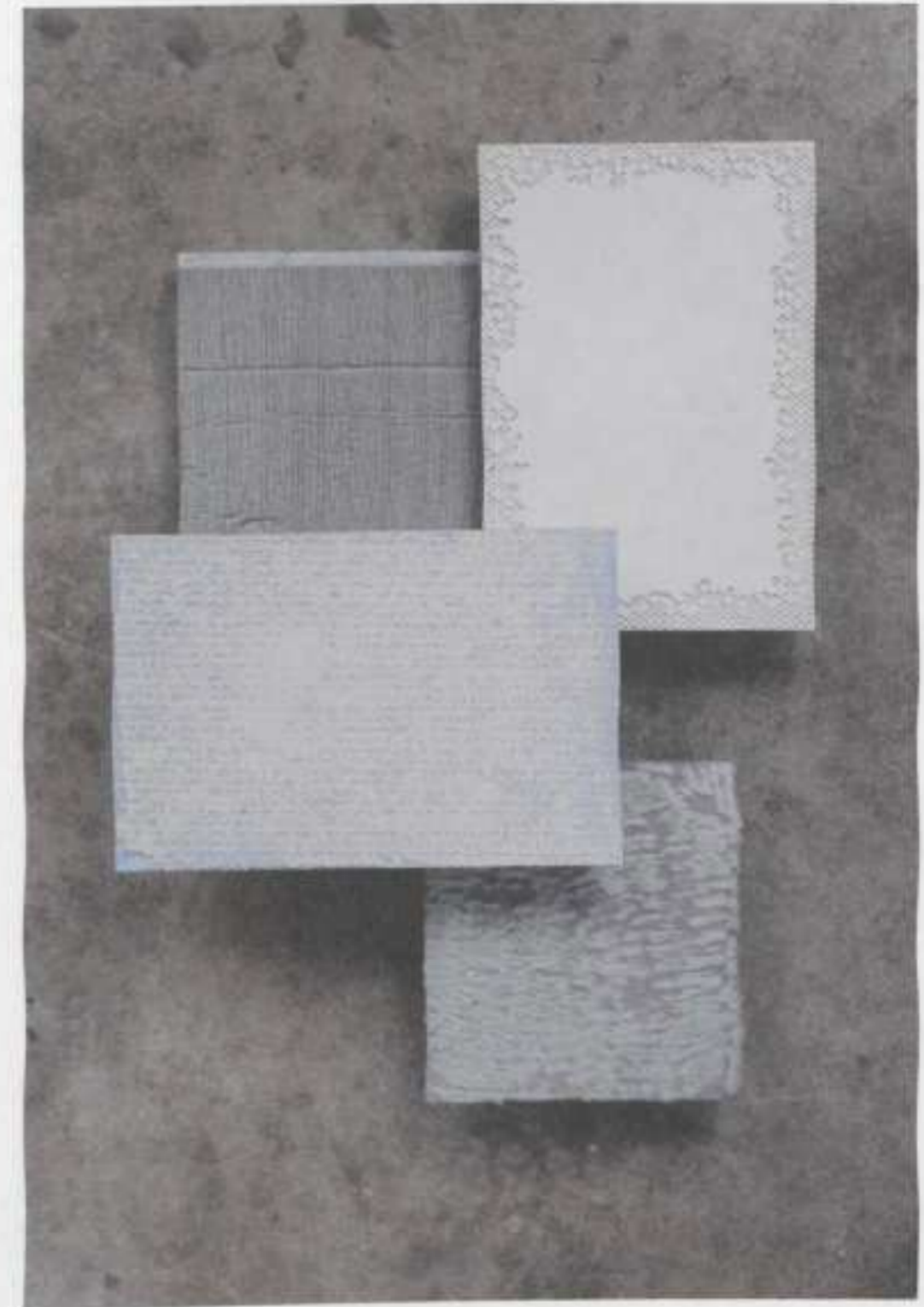
The starting point for the project was a photograph of the fissures left in an asphalt road by an earthquake. Designers seldom explore the conflict between man-made things and nature. I believe that such an exploration might lead to fresh and fascinating results. I wondered if I could harness the chaos and uncertainty of an earthquake as a design process.

Of course, an earthquake's scale is immense, so I looked for ways to interpret its physical effects. Scientists research the process of an earthquake using laboratory apparatus; perhaps I could adapt such apparatus to produce objects that would appeal to the user? I examined a range of materials differing in texture, viscosity and colour, modelled a variety of 'geological machines', and created sceneries, 'designed' by the natural forces of an earthquake. My proposal is to build an earthquake-making machine that will transform materials into a form whose shape and structure reflects the destructive force of an earthquake.

Contextual Design Master

a stony surface with a delicate touch

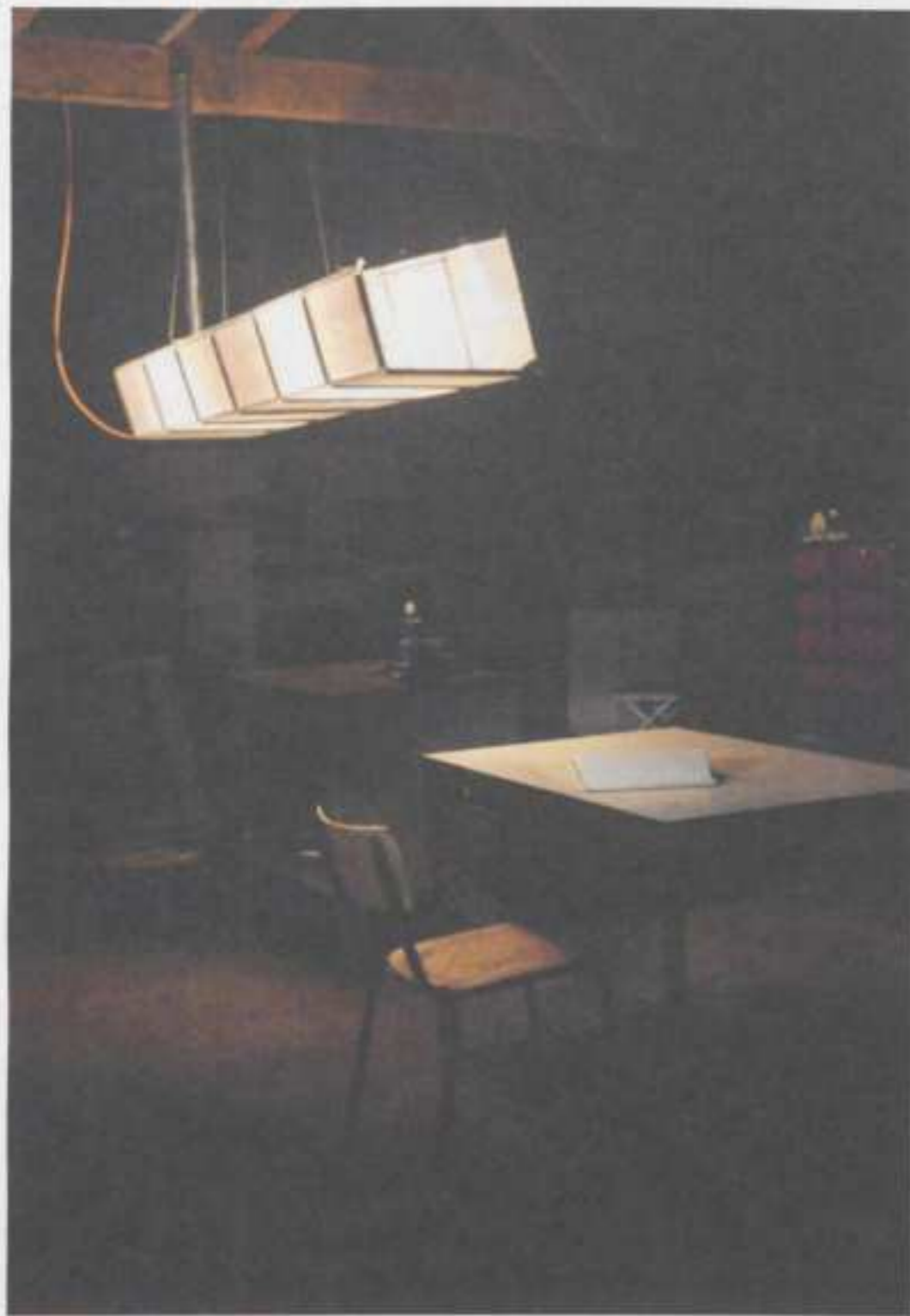
jolijn pasmans



### Soft Concrete

Why decorate concrete walls, floors and furniture with wallpaper, paint or covers if you can integrate the coating in the basic material? Jolijn Pasmans reveals the soft side of concrete by combining it with fabric during the production process. By adding coloured fibres, cloth or silicones to the mould or pressing soft structures into the not yet hardened surface, she gives the industrial material a refined grid and a delicate look and feel. Definitely something to consider for architects and interior designers: a hairy concrete floor needs no carpet, and a bench with silicone puffs popping out is soft in itself.

Man and Identity Bachelor



### Illumination by Digestion & Surfaces to Sap

Willem van Doorn has returned to the farm where he grew up. Being back on his native soil made him reconsider his environment and the materials and opportunities it yields. The disused gas well beneath the land inspired him to build a bio-digester which runs on local waste. He uses the gas to light his workshop and intends to spread this self-sufficiency principle. He also sought new uses for wood, a material he knows well. Distilling acids and tar, he found he could tap the birches on his land for a refreshing drink. The tapping reservoirs are preserved with a brown tar extracted from the birch bark. These projects are the first steps towards using the farm as a testing ground for new ideas and designs.

— Man and Living Bachelor • Nominated for Keep An Eye Grant • Nominated for Melkweg Prize



Misceo

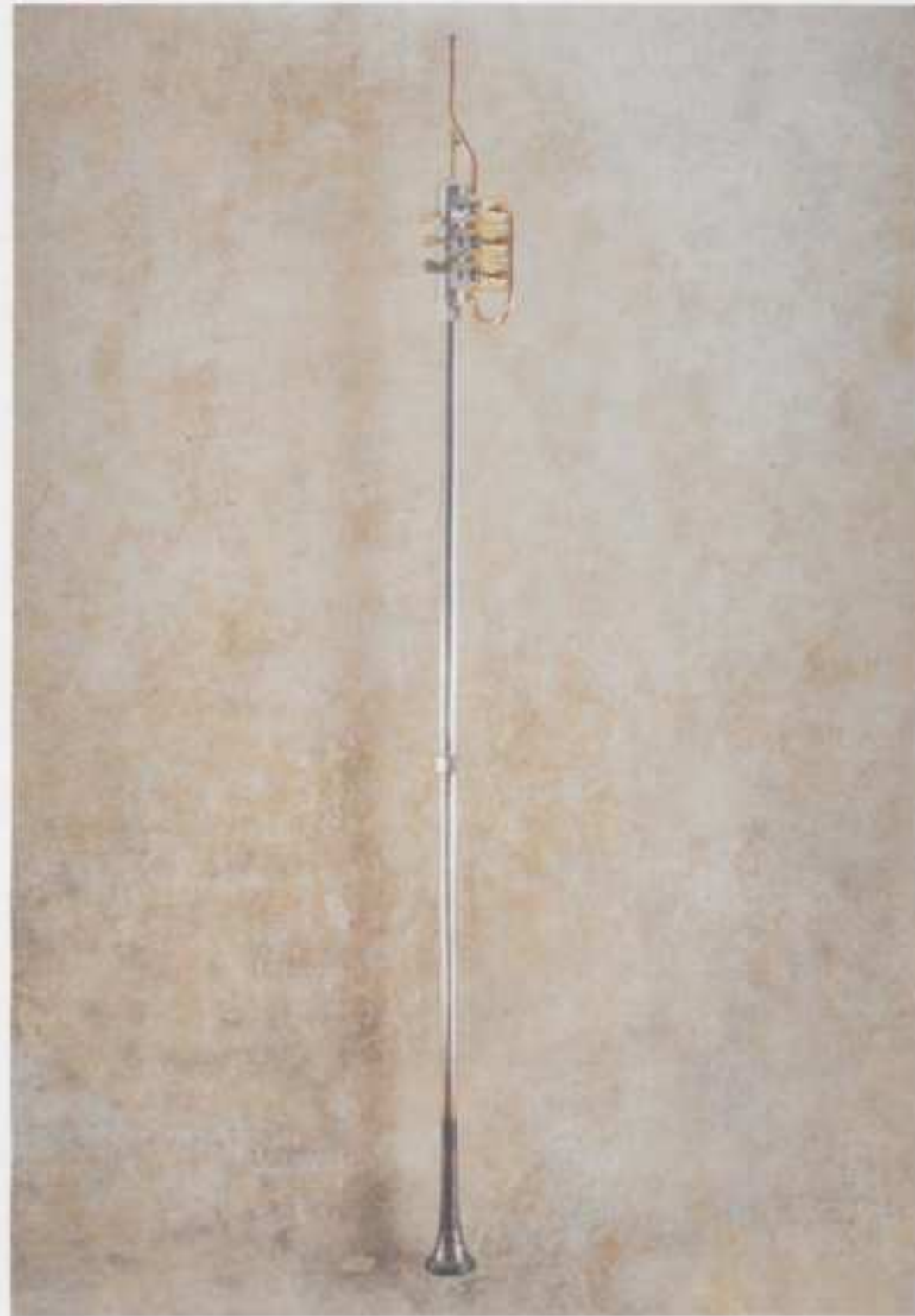
In conventional car design, different teams will work on different aspects of the vehicle, which results in a mixed look in terms of the materials used and the shapes applied. Charley Kamphuis has taken an integrated design approach to his 'Misceo', blending the interior and the exterior, to come to a more balanced result. The open character of the electric car, which is intended for short recreational trips, draws in the passing landscape. With the asymmetric cockpit, inspired by the individual sensations of driver and passenger, this enhances the driving experience and offers a break from tradition.

Somewhere In Between

Mystory begins with a journey through my grandfather's garden. I realise now that the days I spent there had a great influence on my relationship with nature and raw materials and even on my design practice. We are drunk with the feeling that development consists of asking more and more of nature, increasing our feeling of power. What is the link that design has with this notion of power? How does this association underline the relationship we have with nature? As designer objects are pieces of the natural world, I made mine by taming nature through observations and experiments. The created objects slide between us and the environment, challenging both. In the end a duality is exposed: on one hand we want matter to obey our demands, on the other hand we want to find the beauty and harmony that exist within nature – the old conflict between desire and reality. Design can be seen as a facilitator between these two entities.

Contextual Design Master





### A Strange Symphony

While watching a glassblower at work, Philipp Weber was struck by the natural rhythm of the process. In this way, he discovered music as a fitting metaphor and decided to redefine the glassblower's pipe by adding three valves, reminiscent of those on a trumpet. The valves activate three air chambers in the glass, enabling the glassblower to shape the glass from inside. "The design of the pipe had remained virtually unchanged for 2,000 years. With this new pipe, the glassblower can really start improvising. It becomes less about the product than the performance and the dialogue with the material," Philipp explains.

—  
Man and Leisure Bachelor



**Repeat**

On average, a person throws away a staggering 30 kilograms of textile every year. The discarded textile mostly ends up in landfills. Constanze Buckenlei's research into different recycling methods for textiles led her to discover a closed-loop system for Polyester, the most-used fibre in the textile industry. A new technology allows used Polyester to be turned into new materials, comparable to those derived from petroleum. To make the 'Repeat' method work in the textile industry, Constanze developed the idea of mono-materiality, applicable to a range of textile products. It focuses on the properties of the material and features a circular system for fully recyclable products.

—  
Man and Leisure Bachelor



**Open E-Components**

I am from Taiwan. 'Made in Taiwan' is something that we see on almost every kind of product around the globe. I grew up and was educated in a strongly industrialized vision on production. In the context of the Design Academy in Eindhoven, I tried to analyse the context of production in many different ways, using a critical view, to come up with my own perspective on production. This project is based on a reflection that most of the electronic appliances are designed and produced in a very closed way, which causes issues related to sustainability, consumption, user experience, and environment. The starting point for my design is based on the individual production of one simple module. In my design process I explore the endless possibilities of this module in a critical and imaginative way, reflecting on issues such as modularity and sustainability.

—  
Social Design Master



Precious Plastic

Plastic is one of the most precious materials on earth. It is lightweight, strong, easy to shape and great to recycle. But of all the plastic we use, only 10% is recycled. This is due mainly to the expensive and complex machinery that is used in plastic production. Dave Hakkens has developed a small-scale recycling workshop. His machines are inexpensive, easy to use and able to produce small quantities. And they are made to process recycled plastic. Bring your waste plastic to a workshop like this near you, and it can be turned into new products.

Man and Activity Bachelor • Cum Laude • Winner Keep an Eye Grant • Winner Melkweg Prize







lively lights you can play with

bob de graaf



### Species of Illumination

The movement of living creatures triggers variations, emotions and communications, says Bob de Graaf. Inspired by autonomous movement, he has created 'Species of Illumination', two lights that act and react like autonomous creatures. Wallace responds to changes in light intensity in its environment and brings light to the darkest corners. Darwin searches for sunlight to charge its battery during the daytime, and in the evening wanders around the house, 'accompanying' us with its light. The interaction and emotional relationship they bring contribute to our well-being. They behave like pets. They are lively lights you can play with.

Man and Well-Being Bachelor





### Sleep Over

Too busy to get enough sleep? Use your waiting or travelling time for a quick power nap. On the train, tram or bus, in a bar, in the park – this collection of comfortable bags allows you to sleep where and whenever you want to. Soft and cuddly, they offer the support your body needs and keep your belongings safe at the same time. The material and form make you want to hold them close; they adapt easily to any pose. Safeguarding and sleep go together. For people who spend little time at home, a 'Sleep Over' bag is an irresistible travel mate.

—  
Man and Identity Bachelor



### Re-Covered

The architecture of care establishments and the objects designed to be used in care institutions are often purely functional, with little attention to tactility, aesthetics, or stimulating elements. The 'Re-Covered' blanket is different. It addresses the needs of Alzheimer patients, whose loss of cognitive abilities causes significant levels of stress; their world becomes increasingly blurred and difficult to understand. Increased emphasis on the physical senses can offer relief. Re-Covered stimulates the sensory system, muscles and joints by manipulating pressure points on the body. Its 8 kg weight has a calming effect and improves the patient's emotional and physical well-being.

—  
Man and Well-Being Bachelor



**Flow**

While the traditional light bulb is gradually replaced with new technology, forms tend to stay the same. Mark Brand's new lamp design breaks with all classic conventions. 'Flow' does not have an on/off switch. As its light behaves like a liquid inside a tube, the user intuitively knows how to make it work. When in horizontal position, the full length is softly lighted. When the tube is tilted forward, the light flows to the front to create a powerful beam. Tilt it backwards and the liquid flows back into the wire, switching the lamp off.

— Man and Activity Bachelor

**Tea Set Touch**

Sitting down with a friend and a nice cup of tea, time to unwind. But for people with arthritis, pouring tea is not always so straightforward. The tools available to help them often have a clinical look, stressing the user's disability and reducing their enjoyment. 'Touch' was developed not to look like a tool while offering all the advantages of one. An innovative design that caters to all users and makes filling, holding and pouring considerably easier. Because the entire set is made without handles every action becomes two-handed, which helps distribute the weight, avoid spilling and relieve any discomfort.

— Man and Activity Bachelor



bart eysink smeets

more than a creepy intrusion



#### A.A.D: Artificial Atmosphere Design

This project evolved out of Bart Eysink Smeets' fascination with everything fake. He investigates the clash that occurs when people use fake items, which lack all character, to add character to their living environment. He has focused on the concept by creating a life-like person out of plastic. When placed in a real-life context, such as by the side of a hospital bed or in the middle of someone's birthday party, the fake man is more than just a creepy intrusion; his being there raises questions about social situations and the impact of any presence, either fake or real.

renske verbeek

just like skin

### Leather Nudes

Rolls of fat, wrinkles and natural skin tones; these inspired a collection of untreated leather bags. Inspired by the transformation of a hide into a durable piece of leather through tanning, Renske Verbeek wanted to retain the simple beauty of the product. She moulded the leather when still wet to create an illusion of soft folds like human skin and glued the seams together to create a subtle join. "Wearing the bag close to the body, it becomes part of it, like a new limb," Renske says.

—  
Man and Identity Bachelor



compact, easy and personal

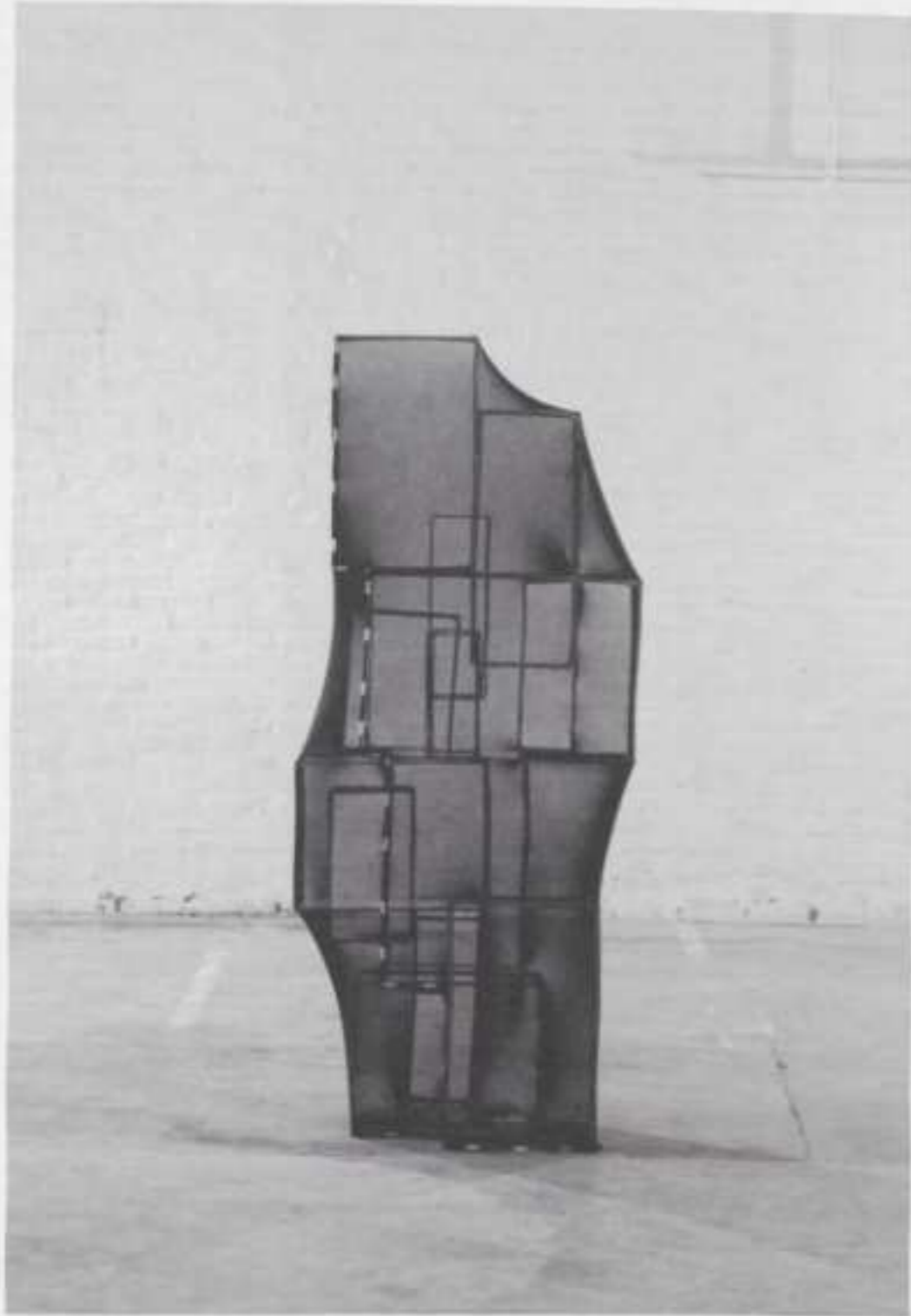
melchior van voorderen



### Diabetes Kit

In the Netherlands more than 6,000 children under eighteen suffer from Type 1 Diabetes. Most diabetic children have an insulin pump connected to their body with a tube. And they always have to carry the instruments for a glucose check or insulin injection with them. The current devices are impersonal, conspicuous and difficult to understand – not very child-friendly. Melchior van Voorden has designed a new diabetes kit for kids: with an almost invisible tubeless pump, an easy to use and very compact interface and coloured covers for personal preference. The treatment becomes almost child's play.

—  
Man and Activity Bachelor



**The Brain, the Hand and the Environment**

My research is focused on the hand. Triggered by a close observation of the development of a degenerative disease, I analysed the role the hand plays in human evolution. The hand and brain have always taught each other, in a precious and fruitful dialogue. In seeing the impact of Alzheimer's disease, I focused on the importance of a haptic approach. By doing and making, by constructing and analysing our environment, we produce a strong imprint in our memory. What Alzheimer's disease teaches us can become an inspiration for our dealings with everyday objects. In my design proposal I express the dialogue between recognition of an object and the 'misfit' in its use. We find the object unusual and particular. We have to discover it, by using it.

— Contextual Design Master

**Constructing Memory**

"Constructing Memory" is a one-year investigation into the question if design can enhance a memory-intensive relationship between humans and objects. Why are designed objects often so predefined, instead of allowing the user to relate to them in ways they find valuable? The building of memory is a constructive process, anchored in the process of engaging with the world and its objects, and projecting our past experiences upon it – a past which is constructed from memory. This process is also influenced by suggestions, misinformation, and distortion. The objects I present offer people the freedom to construct their own memory-intensive relations with them.

— Social Design Master

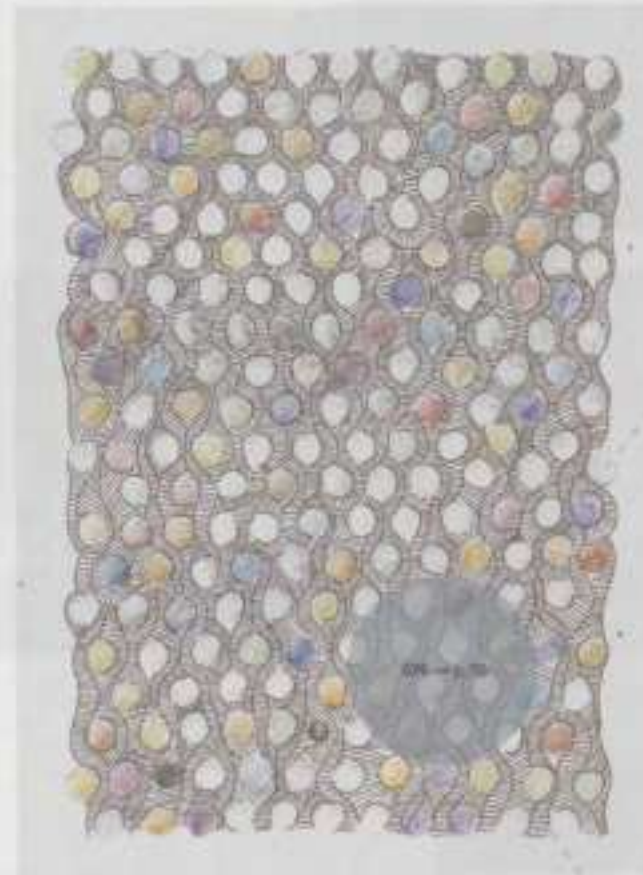




### Nymphaea & Echeveria

Arno Hoogland's interactive lighting objects 'Nymphaea' and 'Echeveria' were inspired by his own problems with concentration and establishing a daily rhythm. The two objects have been designed to make users aware of their behaviour; they respond to touch and motion and they are able to learn from experience. But each object has its own personality: once their trust has been won, one will help the user concentrate, while the other has an activating effect. By following the user's activities and responding to these, the objects help create a natural rhythm, making their presence in the living environment almost a natural one.

Man and Mobility Bachelor • Nominated for Keep An Eye Grant  
• Nominated for Melkweg Prize

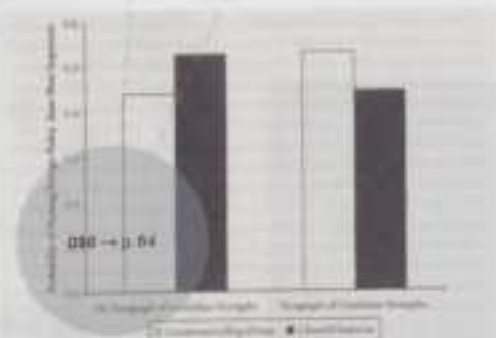


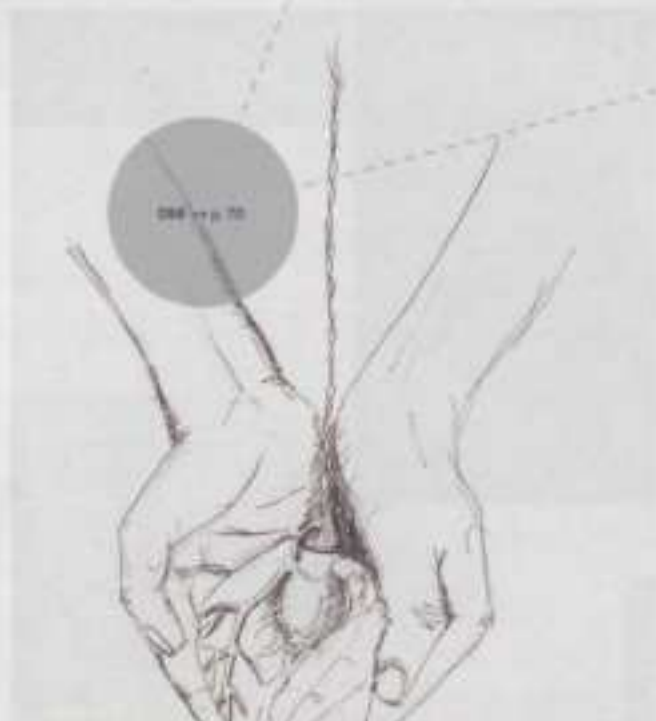
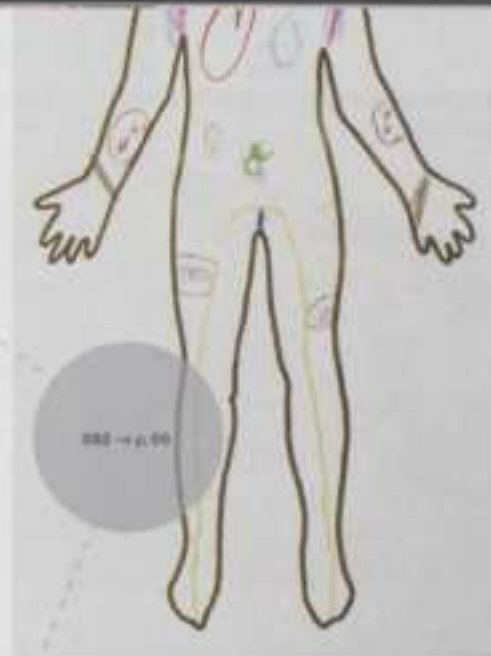
amā haogia



rust and a small

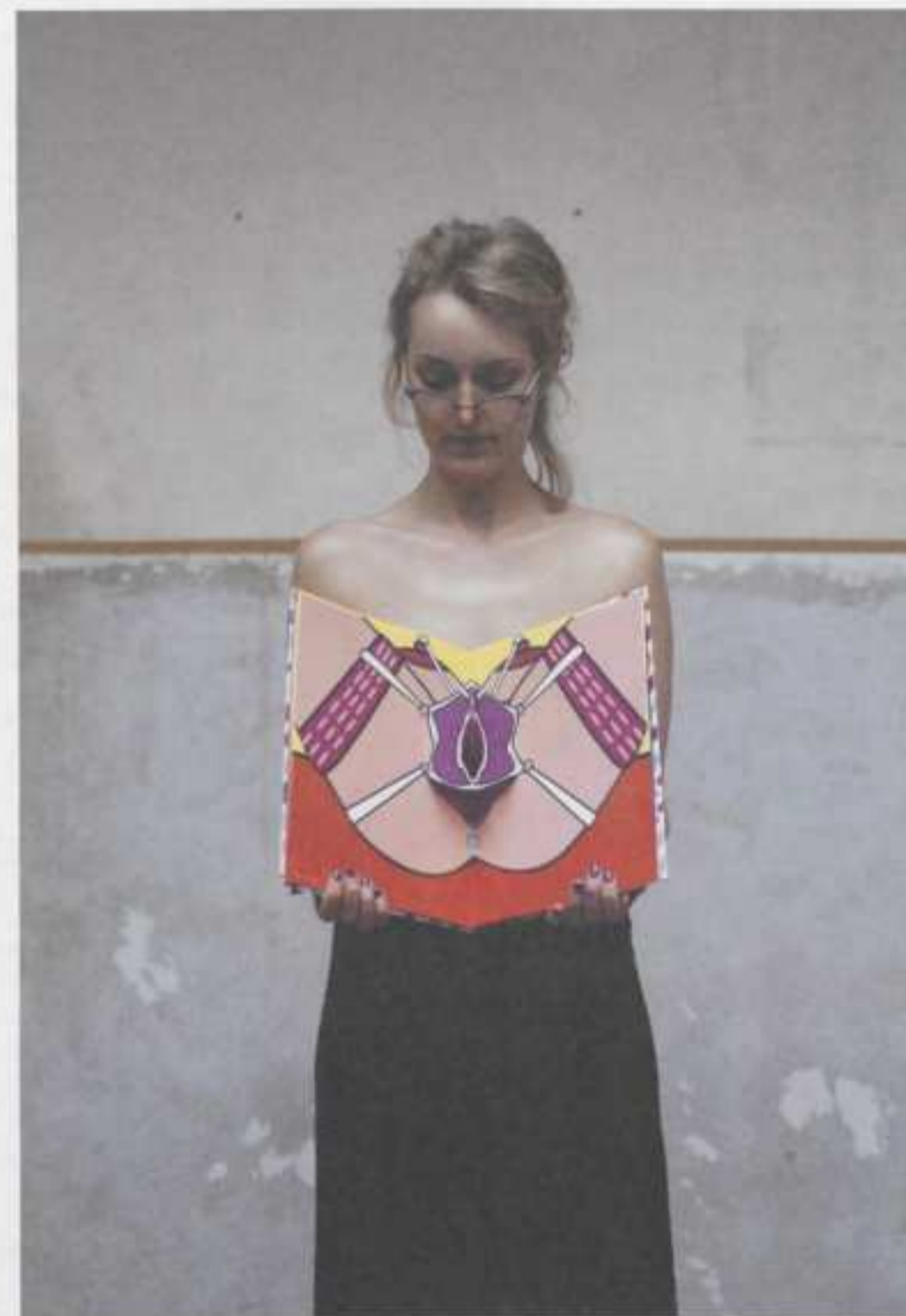
news





more than a vulgar joke

juliette schraauwers



### Fucked Up?

At first glance, Juliette Schraauwer's book is crude and coarse. But her satirical take on sex education is more than just a vulgar joke. The intentional shock value aims to provoke a discussion on the growing sexualisation of our society and its effect on children and adolescents. Her project poses questions about the unrestricted access to online pornography. It also points to the increasingly brutal and bizarre landscape of the porn industry, which is radically different from the glamour depicted in 'Playboy' 30 years ago. How does all this ultimately distort children's views on sex and relationships?

Man and Communication Bachelor



peggy de bruin

message on a matchbox



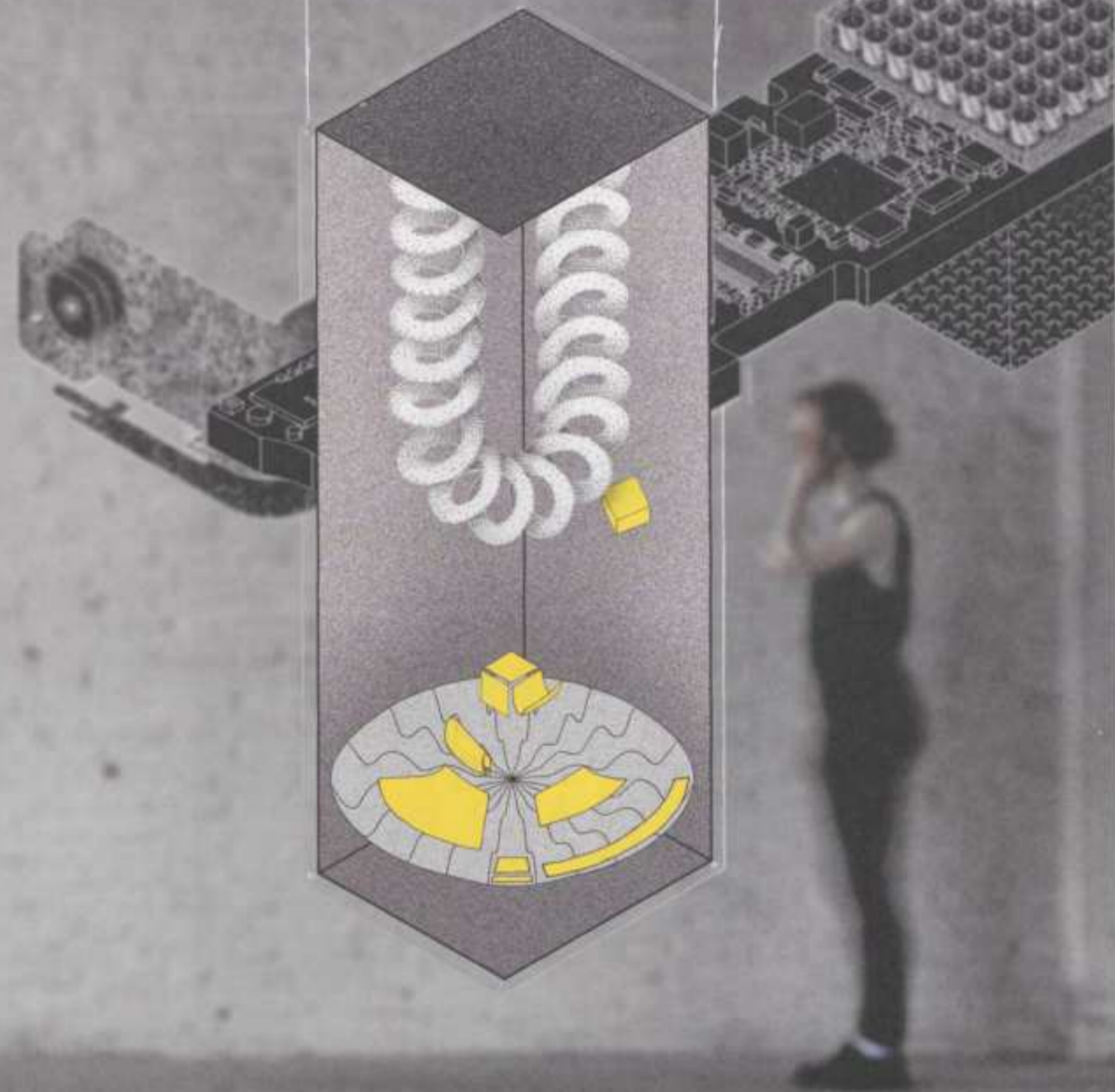
### Daughterland

India is a land of contradictions. It is known as 'Matribhumi' in Hindi, meaning 'Motherland', and yet many mothers are denied the right to bear daughters. UNICEF estimates that some 7000 female fetuses are aborted per day. Systematic gender discrimination also means that many baby girls are killed soon after birth. The result is a giant gender gap, with some 50 million women 'missing' from the population. To make this 'hidden genocide' visible, Peggy de Bruin designed a series of matchboxes. Costing only one rupee, matchboxes have proven to be an effective way to communicate with the masses, literally putting the message in people's hands.

Man and Communication Bachelor

data in space

lissa zengerink



### Invisible Manifestations of a Wireless World

Wireless devices have become intimately entangled with our daily lives, but what do we know about their workings? What kind of magic happens beneath the shiny surfaces of a mobile phone? How does data manifest itself in space? The assumptions people have about the workings of their phones, laptops and tablets are far more interesting than the abstract scientific truth, says Lissa Zengerink. She translated various explanations about the invisible data flow into a visual story that combines the factual with the imagined.

Man and Well-Being Bachelor • Nominated for Keep An Eye Grant  
• Nominated for Milkweg Prize



### Designing the News

The flow of publications that followed the attack on a young Pakistani girl, Malala Yousafzai, in October 2012 has been the basis of my research into the way American and Pakistani media treat news. My aim is to show how the news, which is originally a report of a current incident, ends up transformed, circulating as an idea that supports, justifies or interrelates with an opinion that may not have any relevance at all, but that is presented as a reality. How do these authors and media push their reading of the story? And how do online publishing and a growing reader's participation influence our perception of the news?

Information Design Master • Cum Laude



marisya janssen

a game of poo

het grote  
poepspel

### Shit! That's Funny

Do you want to play a game of poo? This fun family board game shows you the workings of our digestive system. It starts with the food you put in your mouth. Throw the dice and pass through the gullet, stomach and intestines. Along the road you'll learn how our organs work and how to manage discomfort like heartburn, constipation or even appendicitis. Don't get stuck in the small intestine, which is actually a six meters long tunnel of cloth. The first player who leaves the body after feeding it with nutritious elements, is the winner!

—  
Man and Communication Bachelor

save your energy

karlijn hoorneman



### Powerplant

Do you know how much energy you use on an average day? This 'Powerplant', developed voor e-on, tells you the score by letting its flower bloom or close up. Through wireless communication with your meter it reacts to the power that is used. Turn on the vacuum cleaner, the washing machine and your coffee grinder at the same time and see it shrivel. But before doing so, this solar-powered plant wiggles its pot for a moment, which gives you the chance to turn a few devices off and make it flourish again. Take good care of this smart houseplant and develop an energy saving lifestyle.

—  
Man and Leisure Bachelor



**No Milk**

When people are diagnosed with a food allergy they have to change their dietary habits, which can be confusing and frustrating. Trips to the supermarket turn into endless reading sessions, scanning labels and planning around forbidden ingredients. Debbie Hovens has created an online platform to make life easier for these people. Enter your allergy and browse the system to find out which products are lactose-free and where to buy them. Or search the application to find recipes for some home-made alternatives. 'No Milk' focuses on a milk allergy but can serve as a template for other food allergies as well.

—  
Man and Communication Bachelor



**Oeps**

Children's toys are becoming increasingly realistic. Manufacturers claim that realistic toys help children prepare for the adult world, which is exactly what parents want. And yet there are certain prevailing taboos about growing up. Daphne van Gorp has filled the gap by providing the toys to introduce young children to the changes they will face during puberty. 'Oeps' consists of three sets of toys; one for girls to learn about menstruation, one aimed at boys to prepare them for their first wet dream, and one for boys and girls to teach them about personal hygiene and body odour.

—  
Man and Communication Bachelor

### Revealing Maps of Cancer Care

Research has shown that cancer patients often do not understand what they are going through during their treatment. To tackle this problem, Renee Scheepers created a comprehensible map detailing every step of the journey. It can be opened out to provide more information along the way, as the patient progresses from the first visit to the last check-up. Renee made her map based on her observations at a hospital specialising in radiotherapy. Smart use of colour, responsible illustration and simplified information help patients to evaluate the entire process, giving them a better insight into their illness and personal healing process.

Man and Well-Being Bachelor • Cum Laude  
 • Winner Best Student Paper



### A Series of Mnemonics

Between 40–80% of medical information given to cancer patients is immediately forgotten. Almost half of the information remembered is incorrect. Details of the disease, treatment and side effects are only given verbally or in writing. Renee Scheepers believes that adding a visual component can add a whole new layer of meaning. She examined this idea together with a specialist hospital where cancer patients receive radiotherapy. She then used her findings to create visual tools to personalise communication between doctors and their patients, stimulating a better understanding between both.

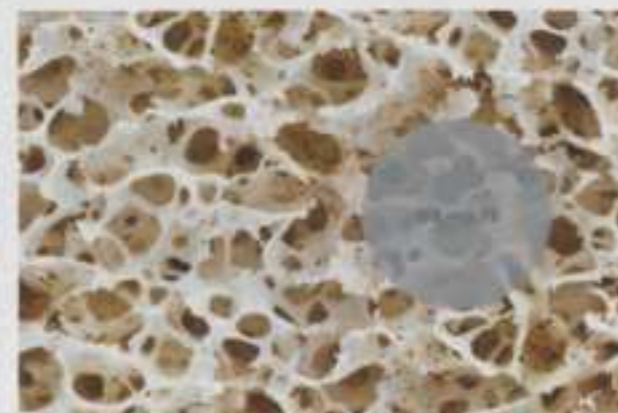
Man and Well-Being Bachelor • Cum Laude

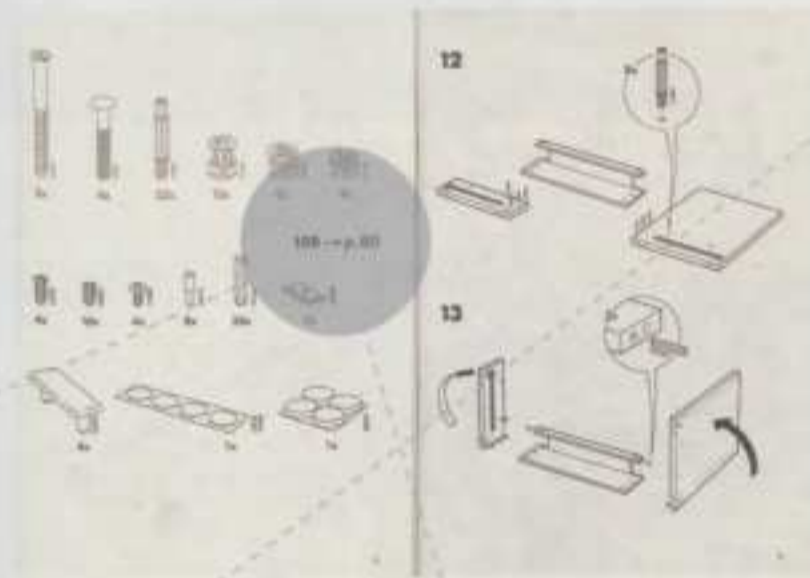
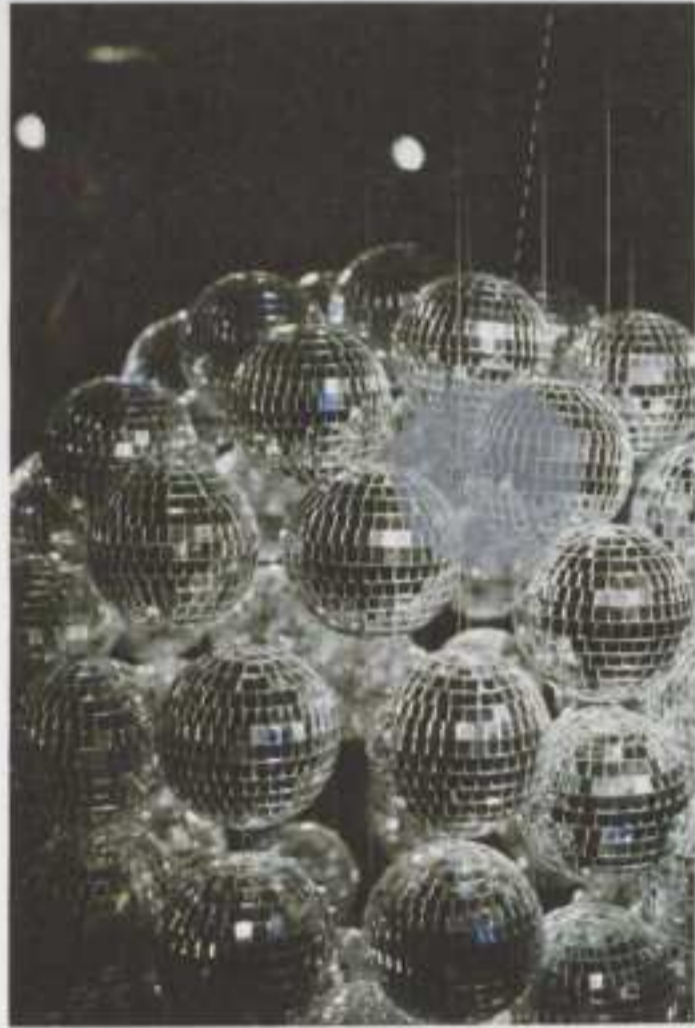


Outside In

Dirt, animal droppings, chewing gum, and other undefinable grime; shoes bring pretty much everything we stepped on into the house and leave visible and invisible traces everywhere. Lenka Praxova made a film effectively warning us of germs and other dirty house guests by showing what you bring in. In the film, Lenka takes an original approach to cleanliness. Putting on a brand new pair of spotless shoes at the doorstep is an option – or should we in fact take them off?

Man and Communication Bachelor

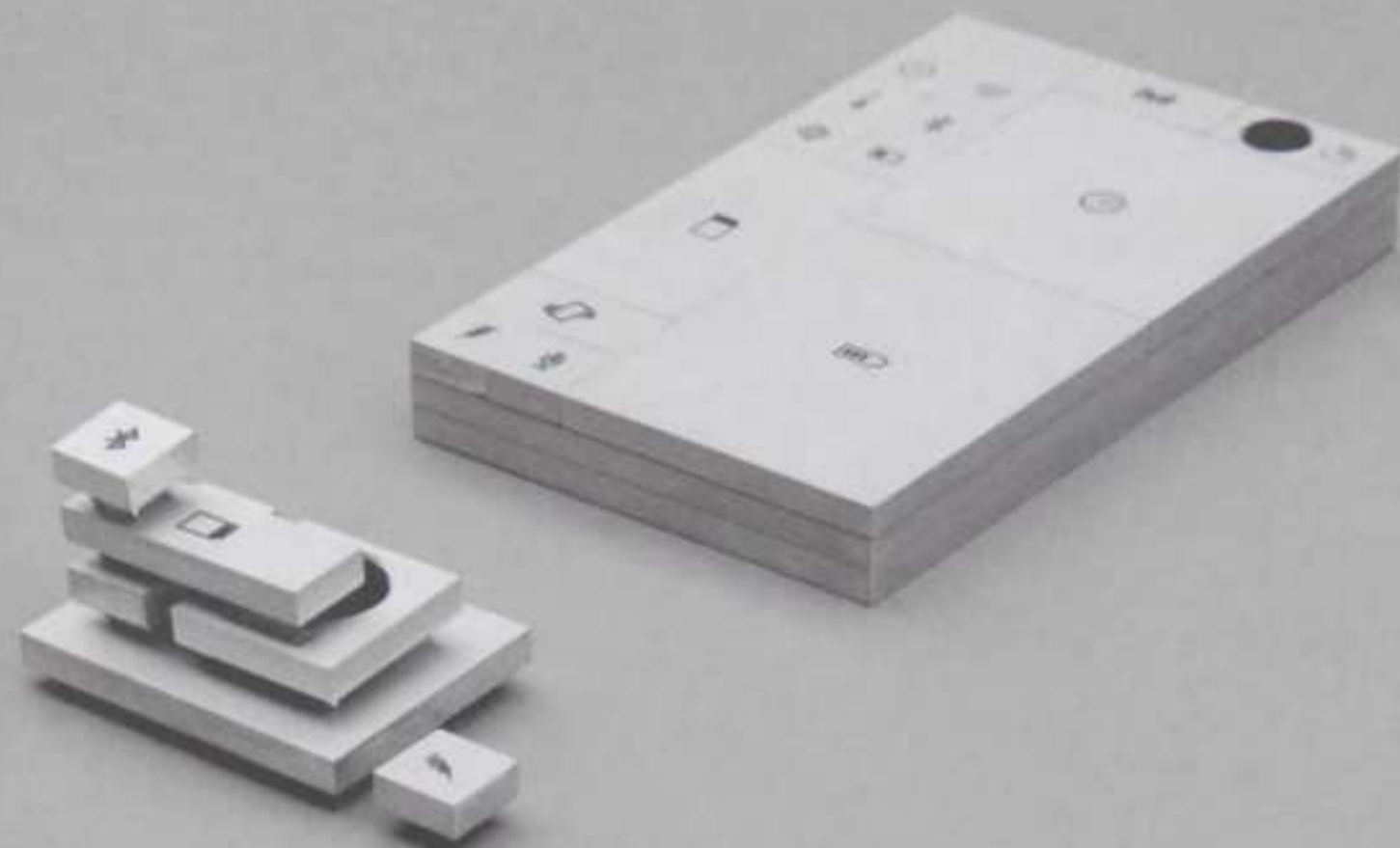






a phone worth keeping

dave hakkens



### Phone Bloks

Every year millions of mobile phones are discarded. In most cases this is because a single part needs repairing or upgrading, while everything else is still working. Dave Hakkens' mobile consists of separate components, "Phone Bloks", which can be clicked together to create a personalized phone. Each component has its own function: WiFi, battery, display, etc. Are you into taking photos? Go for the best camera. Working in the "cloud"? Choose less storage. Or go back to basic and choose a top-notch battery. And when one of the components breaks down or needs an upgrade, it can simply be replaced.





gintare cerniauskate

the perfect cast



### EXO

Gintare Cerniauskate shows what cross-overs between design and health care can do. Her 3D printed 'EXO' cast heals broken bones faster than a traditional plaster cast. Because of its open, waterproof, and removable structure, physiotherapy can start immediately, which significantly shortens healing time and prevents complications. EXO is made of a strong, lightweight plastic that fits every patient perfectly, and the look can be customised by choosing a particular pattern and colour. When the cast is removed four to six weeks later, you won't need any further treatment. After shredding, the recycled material can be used for new casts.

Man and Leisure Bachelor

free furniture

fabricia chang

### Flexible Order

Everyone needs a sense of order, but how to balance that with freedom? Inspired by the rigid structures in Dutch spatial design and the standards the Dutch have for the appearance of houses, Fabricia Chang wanted to add a "disorderly touch." She designed a modular range of furniture with multiple functions, ranging from a bench to a storage piece or table. Within the static structure of a building, it enables its users to create their own personal order — or freedom.

Man and Leisure Bachelor



benjamin vermeulen

ready in a few clicks

#### MAG Furniture

Shipping furniture unassembled is more economical and more environmentally friendly. But flat-packed furniture is often made from low-grade material and its assembly is far from straightforward. Amsterdam-based Benjamin Vermeulen's MAG (Magnetic Assisted Geometry) furniture is easy to assemble and weather-resistant. The furniture, made from high-quality steel and wood, snaps together with the help of powerful magnets. It can be assembled and disassembled without tools to retain structural integrity. This means you can take it apart if you are moving or taking it off and reattach parts in case you've taken them off and reattach with the same ease.

—  
Man and Well-Being Bachelor



seats from salvaged roof tiles

tsuyoshi hayashi



#### Kawara Bench

The 'Kawara Bench' is designed to salvage Japanese rooftop tiles that would otherwise be discarded; their glaze is cracked or the edges are not smooth. Ceramic waste products are difficult to recycle so they often end up being smashed and used in road construction. But Tsuyoshi Hayashi has come up with a design that preserves the wonderful properties of these tiles, such as their smooth curve, unique texture and their durability and suitability for outdoor use. By mounting them inside a wooden construction they become the seat of a bench, rendering them useful once again.

—  
Man and Well-Being Bachelor

### Single Spark

Countless men and women living in Northern Uganda have been mutilated and traumatised in the war. Besides their aching scars, they suffer from lack of self-esteem and don't have the means to support themselves. To tackle these problems, Luc van Hoeckel developed 'Single Spark' a starter kit for the production of ointment – not only to ease the pain, but also as an economic impulse. Starting up a small scale operation to make and market this cream will generate an income and increase autonomy. The concept has multiple applications, says Luc: "It could also work for other products, like bread, baskets, juices and honey."

—  
Man and Activity Bachelor • Cum Laude • Winner Keep an Eye Grant  
• Nominated for René Smets Prize





**The Travelling Cat**

Ever tried to get a cat into a travel basket? This is not something that cats or their owners enjoy. Regina Mol reasoned that it must be possible to create a carrier that would appeal to both. Testing various shapes and materials, she found that cats like to keep an eye on things and prefer natural, tactile materials, so she took this on board in her designs. Because the bag can also double up as a sleeping basket, it always smells like home. Different models are available to suit different cats.

— Man and Leisure Bachelor

**Woven**

We use our living rooms in many different ways. Meeting with friends, watching TV alone or together, working and reading by ourselves or relaxing with family members. Each occasion calls for a different setting, but the furniture usually has a fixed position. Lotte van Velzen offers a flexible solution with 'Woven': a series of comfortable, lightweight chairs that can be arranged any way you like. The ash wood frames can be easily linked together to form an inviting sofa to lie down on, or unlinked to create a cosy circle for an intimate evening with friends.

— Man and Living Bachelor





**EasyFuneral**

The funeral service industry shows little transparency. Prices are very high, without the bereaved knowing what exactly they are paying for, says Mark Berkers. "Funeral arrangements are made at times of emotional distress, and nobody wants to skimp on the last goodbye to a loved one." To question the monopoly position of undertakers, he introduces a funeral price fighter: EasyFuneral. The concept is based on the airline industry, where price fighter EasyJet marked a new era, making flying less expensive and more accessible. With EasyFuneral, Mark hopes to achieve the same for the funeral business.

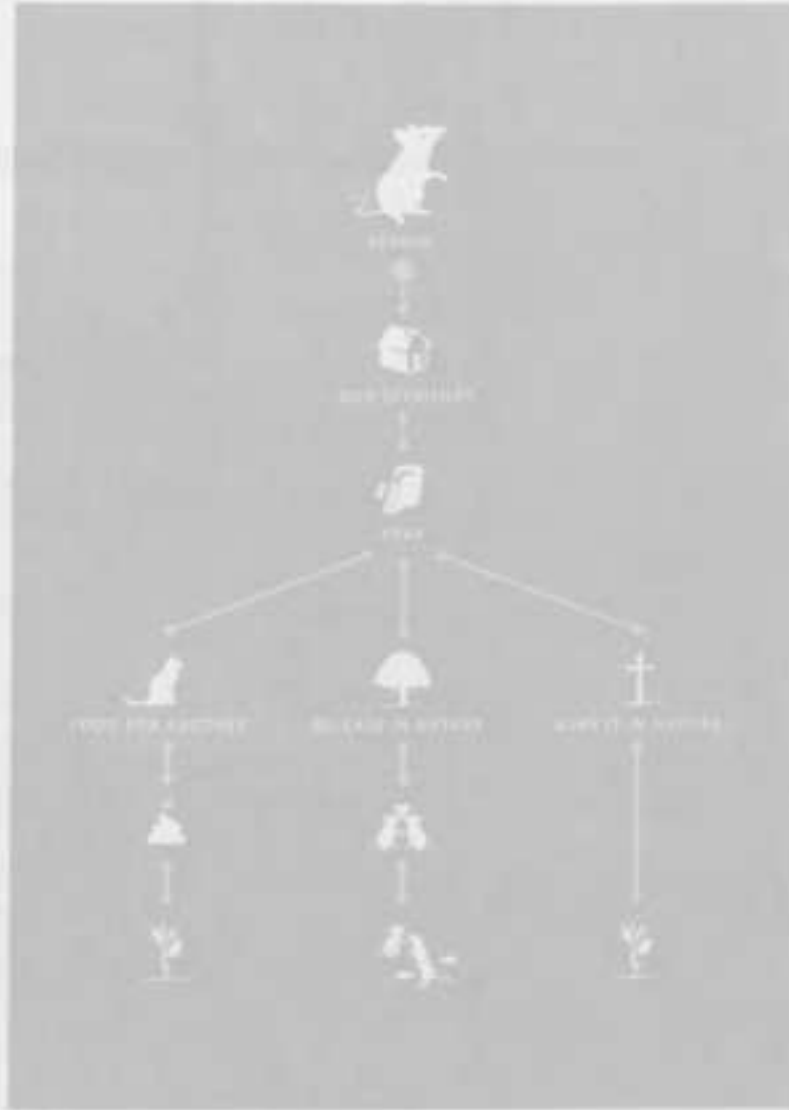
Man and Communication Bachelor



**Charade**

Be a nomad in your own home by moving the furniture around. 'Charade' is a collection of two lamps, a table and a stool, inspired by a traditional camping set. Margot Thiry has used the typical metal tubes and plastified canvas you see at camp sites for this playful family of furniture. The flexible, lightweight and easy to assemble design allows users to create temporary atmospheres at home. With Charade, there's no need to leave the house to find a new environment.

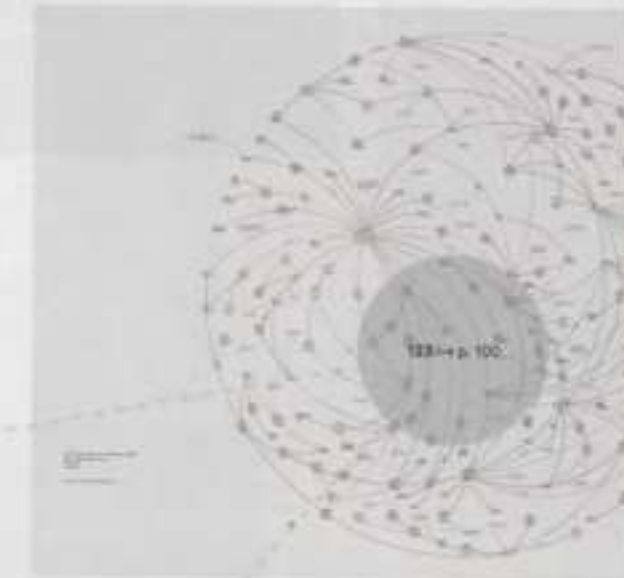
Man and Living Bachelor



**Humane Traps**

The usual way to deal with vermin is to fight it with poison or traps, both usually fatal. Bas Kamp has designed a set of five traps which offer the user a choice: death or live removal. The most animal-friendly option is to check the traps regularly and relocate the live vermin – give them a new home outside your own. If you wish to terminate their life cycle, there are two options: the trapped vermin can be eaten by a natural enemy, or killed instantly without the use of any poisonous substance so that they can be absorbed by nature.

Man and Activity Bachelor







139 → p. 85



141 → p. 84



140 → p. 86



143 → p. 88



142 → p. 87



### The Second Self Laboratory

Welcome to 'The Second Self Laboratory' where you can try out different social roles. Embrace a new way of being by a change of costume. Do you want to be a judge, an executioner, a stranger, monster, outcast or Mr. Ordinary? They are all in the collection, based on archetypal characters from literature, mythology, theatre and cinema. The costumes function as universal symbols, revealing information about rights, duties, abilities and social status. Wearing them does not only influence your image, but also your self-perception and behaviour. Explore your character by changing your clothes.

Men and Leisure Bachelor





**The Mutt**

Originality is a myth. Aspiring to be an original person or an original artist/designer is a highly overrated obsession of the Western educational system and the cultural world it services. I exist on what I borrow from others. I am the person that the outside world chooses to see in me. My masks are many, my tactics are inconsequential. I am the unidentified servant in the Ministry of Anonymity.

— Information Design Master

**Cosmetic Surgery Kingdom**

This project explores the unusually high number of aesthetic surgery procedures in South Korea. As a contextual designer from South Korea, it is interesting to compare the booming surgery phenomenon – the modification of our bodies as a way to express dignity and achieve a better position within society – with design. The research deals with many issues including advertising, global standards of beauty, obsession, pain. The project also deals with the ways design is part of this cosmetic surgery kingdom, as it modifies everyday life and tries to turn it into an ideal reality. I have chosen several basic objects in an effort to transform them into perfect, well-known icons of design.

— Contextual Design Master

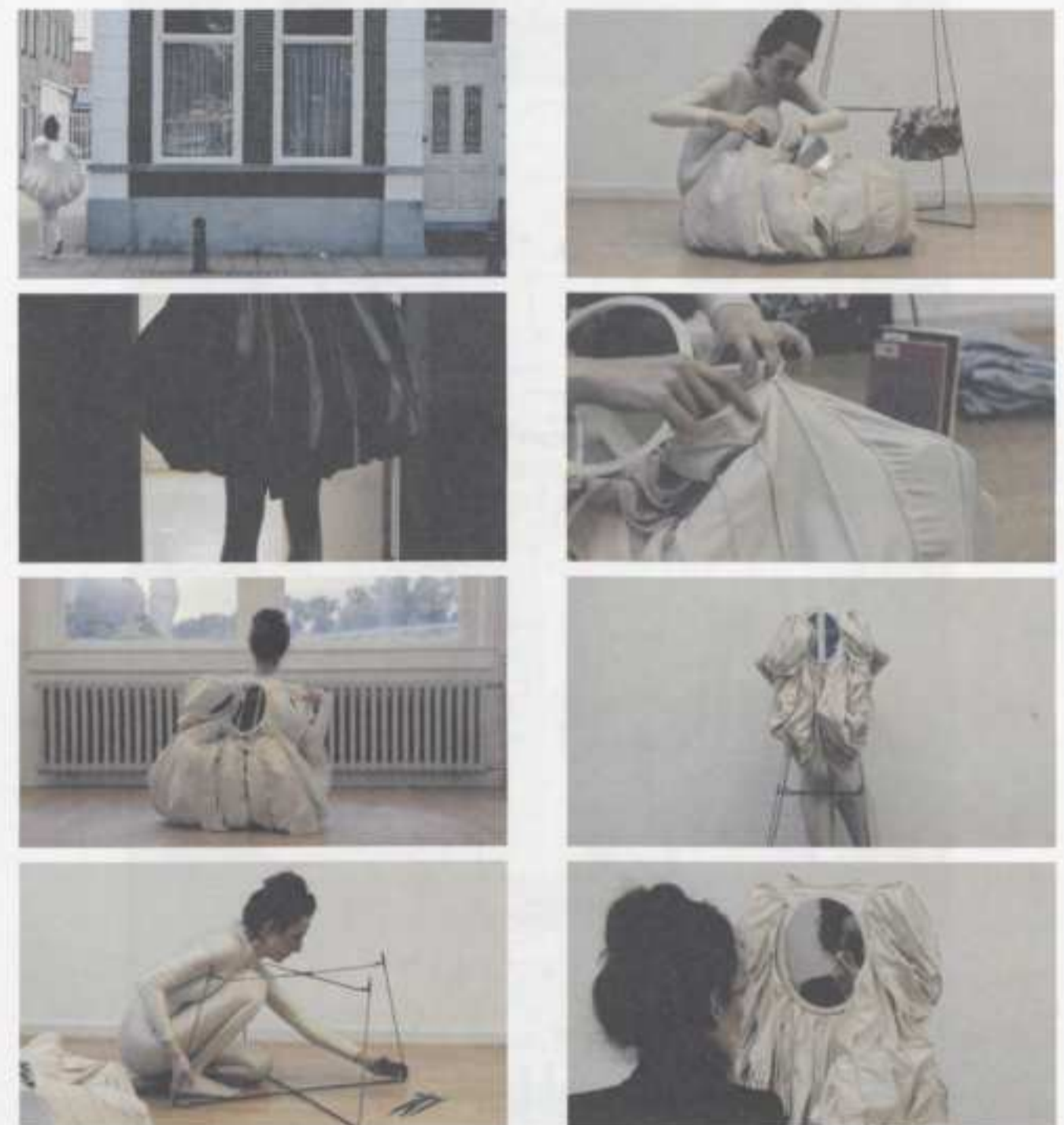




**The Feminine Space Between**

This thesis is a feminine manifesto, inspired by an analysis of generations of women, being daughters and mothers, playing a role in the gender emancipation. It describes the rite of passage between the former house and the future house, during which the social role of the woman changes radically. That is what I call the space between: between places, time and social roles. This space represents the beginning of a transformation, a transition from being a daughter to being an active woman. In this space my design takes shape. My research indicates that the woman's transition requires tools that guide and embody the transition from the former house to the new place. This thesis gives voice to women of my generation looking for their role in society, migrating. It is also a representation of me in between spaces.

Social Design Master



**Shaping the Transition from Girl to Woman**

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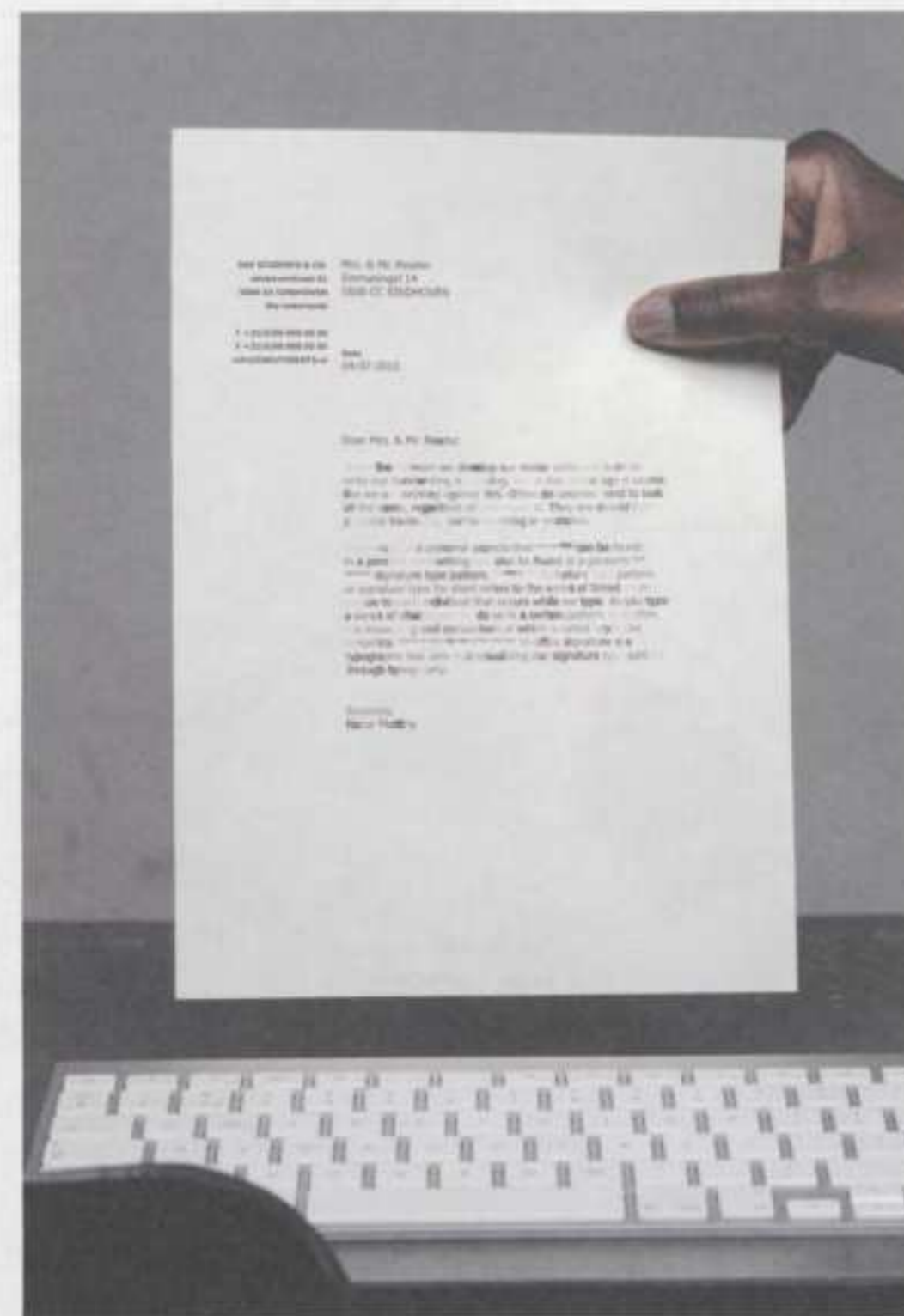
Social Design Master



### Physicalizing Human Relations and a Horse

'A piece of design can only truly reach out to the user if it reveals something about its maker,' says Ann Linn Palm Hansen. Her twin projects sum up the essence of this principle. The dying horse captures the moment a person experiences something so radical and irreversible that it demands a rethinking of her entire value system. The series of drawings explores the many sides to the designer's personality and the different roles she performs. Together they form a portrait of the graduate who sets out as a professional, ready to take on design conventions on her own terms and stake out her own territory.

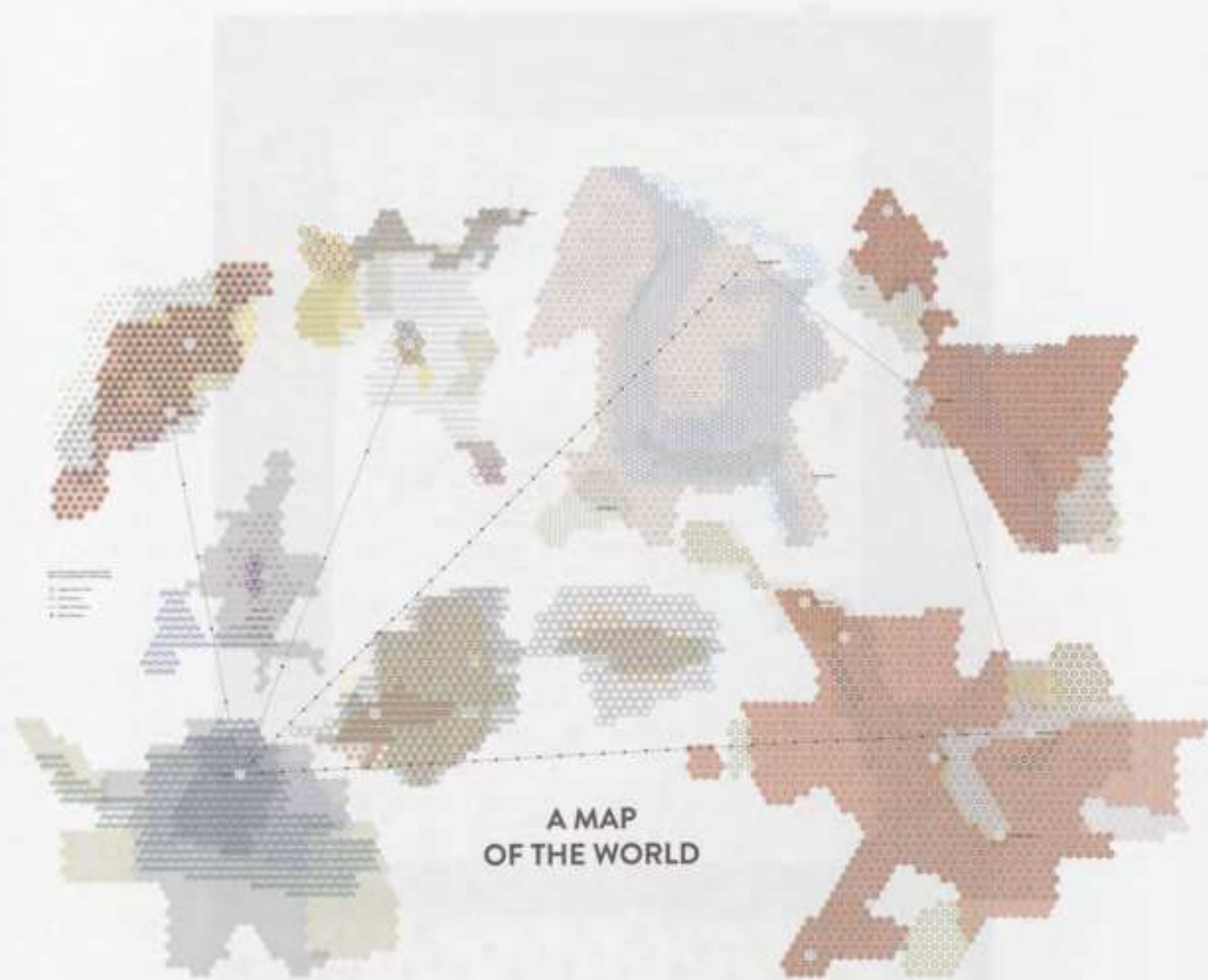
Man and Leisure Bachelor



### Signature Type

At work, the documents that we produce all look the same. The uniform black and white sheets processed by office printers are stripped of any sense of personality. There is nothing to indicate the individuality of the person behind the paper. How different to the hand-written notes and letters of times gone by, where curly loops and slanted letters could reveal something about the author. To counteract this anonymity, Nacor Martina created a digital equivalent to handwriting. This typographic tool can incorporate variable components to visualise who we are.

Man and Communication Bachelor



A MAP  
OF THE WORLD

### Broken Continuum

This project deals with the representation of physical space. Throughout history our relationship with space has been determined by social, cultural and economic factors. In recent times, our cultural structure has changed drastically, and as we negotiated the neurological and cultural influences, so have our perception and appreciation of space. Still, our representation of the physical environment has stayed roughly the same. Given that representation is the key factor in the creation of cultural imagery, this leaves us vulnerable to manipulation (e.g. by commercial enterprises or political ideologies), and unable to cope with upcoming challenges. We must acknowledge the need for abstraction in representation, and the essential role of the designer in that process.

Information Design Master

### Subjectivity of Design

What is the value of subjectivity? What role does it play in design? What is selfishness? How influential is it – or should it be – on a designer?

Man does not exist 'in general'. He is always an individual, a unique entity, differing from everybody else in character, temperament, talents, dispositions. The duty of being alive is the same as the duty to become oneself, to develop into the individual one potentially is.

Can this also be true for designed objects? 'Subjectivity as a value' is the initial statement of my research, the question that drives my thesis and my design project. As a starting point I took myself as a case of work. Subsequently I chose existing, archetypal 'things', such as a table and cupboard, and imagined for each one of them: what would the object really want to be? How could the object become a selfish object?

Conceptual Design Master





### Sunburn, Snapshots and Souvenirs

Joëlle Linden sees tourists as a 300-year-old, global, migrating tribe. They evolved from explorers, eager to discover the unknown, into spectators travelling to find what they already expected and, more importantly, document it. Joëlle compared their symbols, rituals and handicrafts to various tribes, and found them not so different. The sunburn patterns are a form of body art, the souvenirs they collect are like artefacts and the compulsive urge to make photographs is a tribal ritual. In fact, tourists have become more authentic and genuine in their behavior than the cultures they visit. So why not market their identity and sell their own artefacts in a tourist shop?

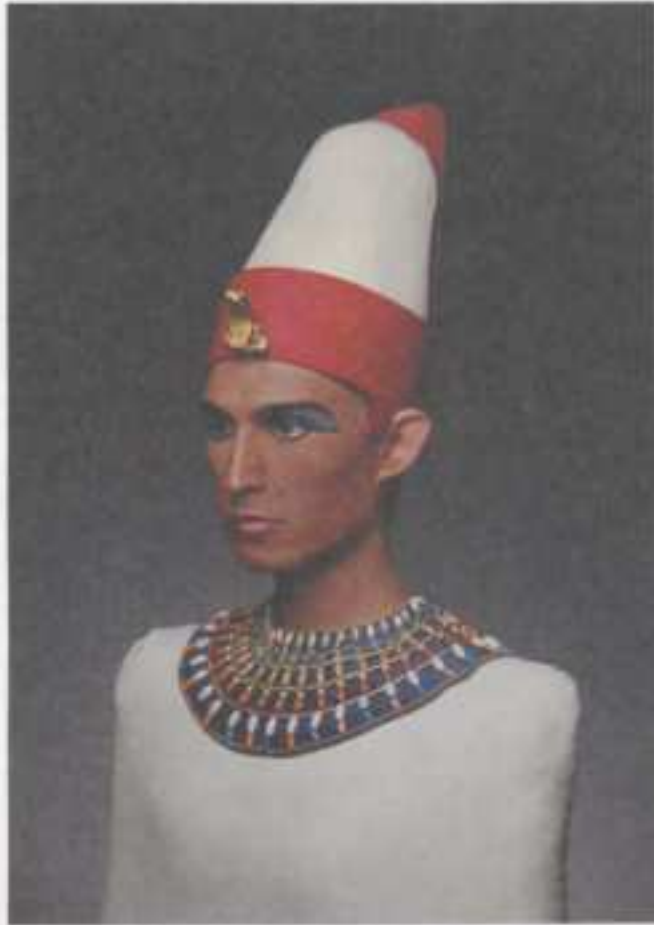
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Man and Communication Bachelor



### knittID

What can your sweater say about you? Quite a bit if the designer is Olga van Zeijl. In this collection, she brings the Dutch tradition of incorporating personal details in fishermen's knits into the modern age. By using recognisable symbols, from XTC pills to parachutes, she adds an intimate dimension that reveals something about the wearer's personal tastes and pastimes. It's a way of expressing individuality amid growing globalisation and mass consumerism. "Cultures are losing their traditions; authenticity is getting harder to find," she explains. Everyone is different, why keep that under wraps?

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Man and Communication Bachelor



Scale of Gender

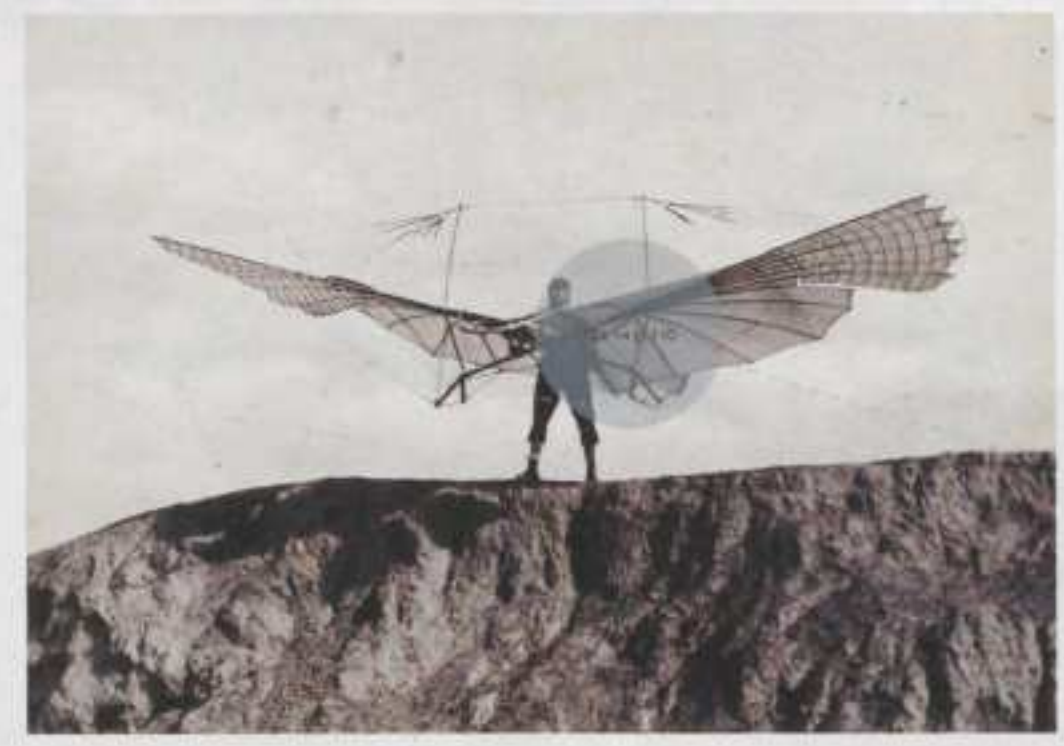
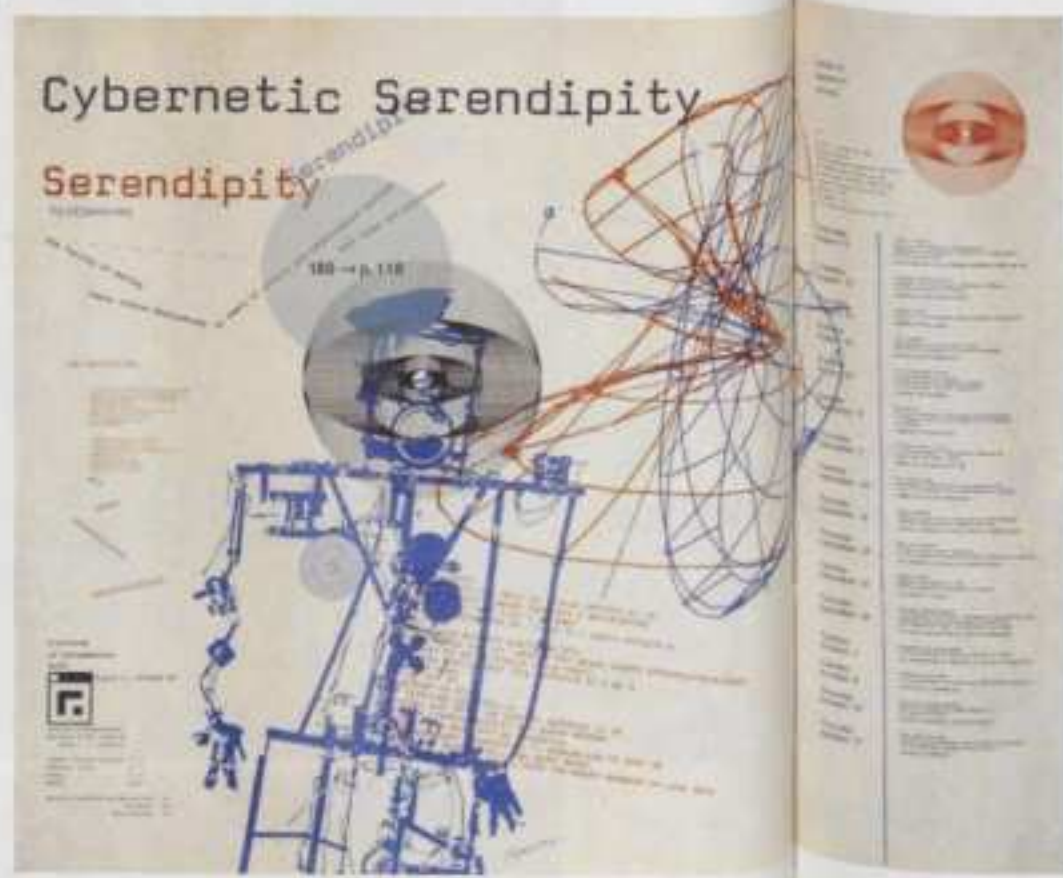
"Gender definitions are too restrictive and unrealistic, and have been so for ages," says Matthijs Holland. To prove his point, he presents five portraits of historic figures that do not fit the stereotype of a typical man or woman. From the ancient Egyptian pharaoh Hatshepsut, to Pope Joan from the 11th century, or Berlin's famous transvestite Charlotte von Mahlsdorf; they all testify to the range of possibilities in between the two sexes. "It's high time that we start to consider all varieties as perfectly normal," says Matthijs.

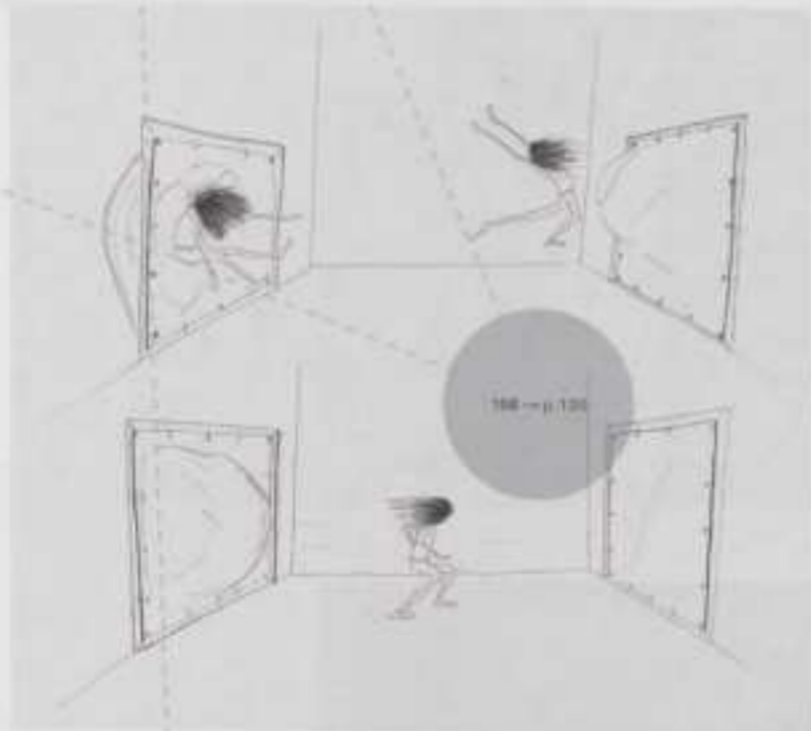
Man and Communication Bachelor • Cum Laude • Nominated for Keep an Eye Grant  
 • Nominated for René Smieets Prize





matthijs hoff





it's about discipline

alexandre humbert



### White Sheep Black Dream

Controlling people's behaviour is part of being a designer. A railway station, a holiday camp, a public space, an amusement park, a subway, and a prison are all places that are conceived to discipline behaviour and enforce order.

Discipline relates to conditioning, submission, rules, control, and freedom. Whatever you do in your life, you will never escape the disciplinary process. I have always been fascinated by fantasy and the capacity of people to try and live their dream as they might do in an amusement park. I was never against the idea of discipline in design, on the contrary, I was curious about the designer's capacity and freedom to play with people's behaviour.

To explore discipline as a fantasy that becomes reality in daily life, I chose to build a camp, and make a film, an absurd drama about discipline. Maurice, the protagonist, is a perfect 'white sheep' who pursues the ideal way of life: love, job and money. But then Maurice engages in an absurd disciplinary process. This begins as a fantasy, but it will transform him into a black sheep.

To what extent can an individual's behaviour be controlled? What role does the designer have in creating new fantasies for the spectator?



**Extremities**

If you look up the word 'disability' in the dictionary, synonyms such as 'incapability', 'disqualification' or 'incompetence' speak volumes. The focus is completely on limitations. But for Simas Zabulionis, in a sense of imaginative prosthesis for amputees, he reveals a world of possibilities. From a screw-on xylophone arm to an artificial leg that can inflate to make a seat, his experimental approach shows that the only real handicaps are created in our own minds.

Man and Leisure Bachelor



**Splendour Lender**

How to improve our quality of life without spending money? What role does status play in our identity and happiness? In exploring these issues, Jelle Mastenbroek was reminded of an old Dutch tradition: presenting expensive porcelain in special cabinets as a display of wealth. His new interpretation of this custom turns the cabinet into a type of vending machine. Drop in a coin and enjoy the tinkling notes made as it hits cups and plates on its way down. The coin can be retrieved afterwards, making this unique musical experience completely free.

Man and Well-Being Bachelor



**Think Harder, More Thought Required**

How often do you find yourself waiting passively behind your screen upon being confronted by the infamous 'beach ball of doom' – that multi-coloured circular icon signifying an unresponsive computer program. With her installation, Rosa van Heusden invites us to question the presumed intelligence of modern technology. At the same time, it is a gentle reminder not to put our own thought processes on hold, just because of a machine malfunction.

—  
Man and Communication Bachelor

**Synapse**

Concentration can be a problem, but the brain can be trained to increase and prolong it. Alejo Bernal has developed a neuro-feedback product that offers users insight into their brain's performance. 'Synapse' converts brainwaves obtained from an EEG sensor into physical stimuli and sends them to a toy vehicle. As you try to focus, the increased light intensity on the vehicle indicates the level of attention you have reached. Once the maximum level is achieved and retained for a period of time, the vehicle starts moving forward. Just sit, focus and move a car with your mind.

—  
Man and Leisure Bachelor



**Design in Krisis**

Design in Krisis examines design in economic crisis, and design's changing role, from things to thinking. I use the word 'krisis' to indicate a removal from the culture of crisis as portrayed in the media. Designers must recognize this context, leaving design's industrial and capitalist history to become socially responsible. Foremost, as all design is political, designers may actively address 'the political' – to create situations which utilize plurality and agonism to confront choice. In practice, designers can focus on sites of crisis – isolated places where crisis has an effect. Here, designers address the crisis of ethics and values, rather than merely the economy. Avoiding complicity is important, while embracing the systemic complexity of the situation at hand to propose altermodern ideas inspired by cultures of resistance. The designer can become a radical political visionary.

— Contextual Design Master

**Escapism'13**

Who doesn't want to escape from reality now and then? But as our smartphones, tablets and laptops offer us all the digital diversion we need, we forget how to free our minds without them. "Our own imagination offers the best escape, but passive entertainment has made our minds lazy," says Matthijs Holland. His film 'Escapism'13' shows the magical world that we carry with us inside our heads – the perfect hiding place for everyone who wants to break free. The bizarre, but intriguing fantasies we see in the film are designed to remind us of the endless power of imagination.

— Man and Communication Bachelor • Cum Laude



### Boosting Inspiration

During her work experience at Daimler-Benz, Annika de Boer saw how designers come under pressure from the constant search for distinctiveness and need to stay in touch with people's preferences. She has developed a workshop and two trend books to actively boost their inspiration: in her workshop they learn how to apply their senses and use biomimicry in the design process. Her trend books, called 'The Evolution of our Experience' and 'The Future of our Experience' are a reflection of her research and sum up the past, present and future of how designers analyse and use trends in society.

— Man and Mobility Bachelor



### Mirabilia Wallpaper

The Mirabilia wallpaper is a collection of patterns arranged based on people's desire to feel inspired. It was developed by Nienke Bongers and Annika de Boer. The patterns are inspired by nature and are designed to be used in a variety of ways. The wallpaper is made of a material that is both durable and easy to clean. It is available in a variety of colors and patterns. The wallpaper is a great way to add a touch of nature to your home.



### Autonomous Machines

The current popularity of generative design processes – in which designers use algorithms to create a variety of different outcomes, instead of focusing on one, definitive result – is closely linked to the use of digital design tools. This development has changed our perception of design as the creation of the single author. What would happen if the approach fostered by digital generative designers were applied to an analogue world? A world in which obsolete machines like hand-powered alarm clocks, a walkman and mechanical toys take centre stage? My experiments in this domain of obsolete machines reveal their 'internal' algorithms. Instead of creating these algorithms, I simply adopt and then visualise them.

Information Design Master



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(040) 239 39 39

aurelie hoegy

more madness please!

### The Border Between Normality and Abnormality

As a designer, an observer and a person I feel it is my responsibility to question society's prejudices and fallacies about human nature and our individual qualities. I would like us to put ourselves in the realm of the imbalanced, to see and explore the rituals of everyday life from another perspective. Behind the veneer of normality every person has a mysterious side that is waiting to surface. Everyone is full of life, passion and madness, visible or suppressed.

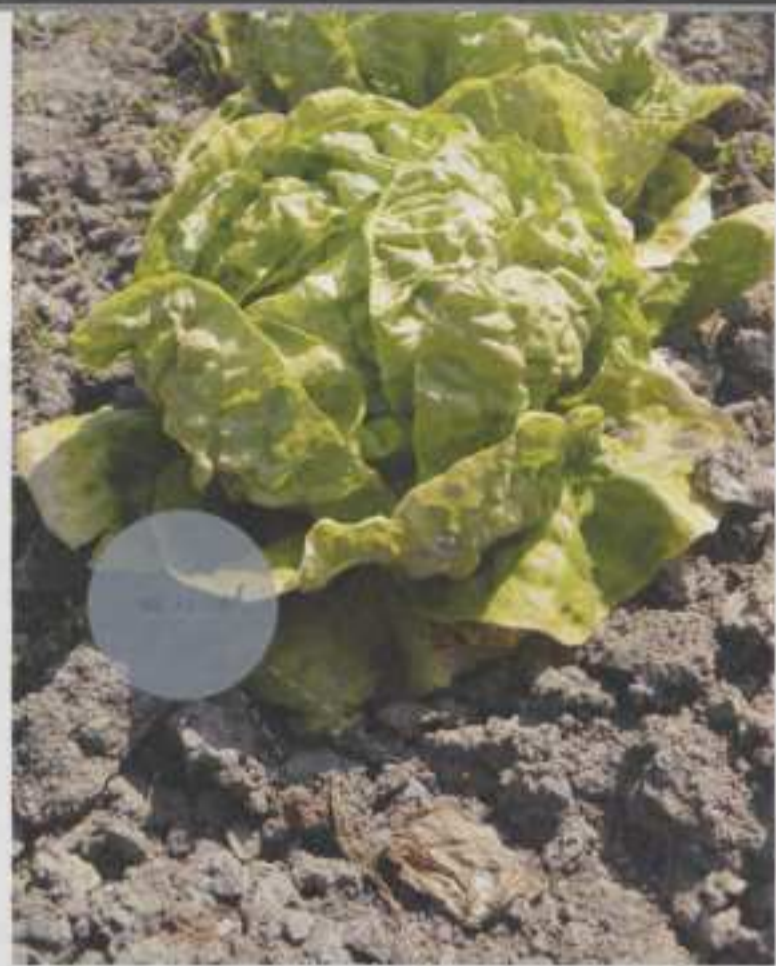
We need this craziness!

We need these moments of alienation, dreams and explosion to survive within society. I believe design can help to liberate, express and bring about these moments, abandoning its norm of disciplining and shaping behaviour, seeking out the 'fringes of society' such as madness and alienation.

My design research is aimed at creating tools to push the humdrum reality of daily life towards a more poetic absurdity - inefficient, incongruous and dysfunctional.

I create McGuffins as trigger objects or tools to stimulate situations and behaviours. They are catalysts to experiment with the spontaneous truth of madness.

— Contextual Design Museum







back to nature

arnout meijer



### Thanks for the Sun Series

The increased use of screens, emitting their constant bright white light, is blurring the distinction between work and leisure, between day and night. But for us human beings it is best to experience light of varying warmth and intensity within the 24-hour cycle: bright white during the day to help us stay alert and concentrate; warmer, soothing light during the evening to help us wind down and prepare for sleep. Arnout Meijer has designed the 'Thanks for the Sun Series' to allow users to adapt the temperature and character of the light in their rooms.

—  
Man and Activity Bachelor



jon van hoof

light up your desk

### Tidy Light

The way we arrange our desks has changed over the years, but there are two invariable demands: the need for light and the wish to store small office utensils. Jon van Hoof managed to combine them in 'Tidy Light'. The lampshade is also a container for pens, Post-its, a stapler and more. When the lamp is pulled down, these things can be stored in the shade. Like a small crane it lifts the contents from desk to eye level. A smart holding system inside the foot ensures that the lamp does not over-rotate. The changes in weight and position. Tidy Light adds a playful element to a clean desk policy.

Man and Activity District



plug and play

flip vossen



### Comobi Toy Truck

This is no ordinary toy truck. This vehicle is whatever a child wants it to be. The chassis offers a base that can be fitted with various add-ons for hoisting, scooping, transporting, collecting, selecting and distributing. Flip Vossen has designed a modular truck for children who share his interest in mechanics and motion. It combines the simplicity of classic toys with the possibility to create smart combinations, encouraging creativity. Each combination gives rise to a new machine with specific skills. Be a mechanic, create your personal 'Comobi' and let it work for you.

Man and Mobility Bachelor



### Farming Food Processor

Growing your own fruit and vegetables is all the rage. Yet, not everyone knows what to do with a bumper crop. To help process nature's bounty on-site, Naomi Bijlefeld designed a special hand-operated processing machine that removes soil, unwanted leaves and peels, preparing the harvest for immediate use in the kitchen, or storage in the freezer. Excess vegetation can be recycled where it is needed most; as compost in the garden. Naomi was inspired by her own childhood experiences with kitchen gardens: "Where I grew up, everyone had a big vegetable garden."

Man and Activity Bachelor

### The Bucket Washing Machine

"Designers have a responsibility to find meaningful solutions to problems worldwide," says Nektar Solomon. "Sometimes it takes an outsider's view to resolve a problem which was not recognized before." She put her beliefs to the test while living and studying in India. Trying to adjust to the daily routine, she had to do her laundry by hand, which turned out to be a time-consuming chore. This was the starting point for the development of a modular system which fits inside a simple bucket and turns it into a manual washing machine. Made from recycled plastic and aluminium, the costs are low but the amount of time gained is enormous.

Man and Leisure Bachelor



nina havermans

making fitness more fun

### Shay

For Nina Havermans, integrating playful activity into the daily routine is a key to fitness. She designed 'Shay' to invite intuitive, challenging and spontaneous movement, proving that exercise doesn't have to feel like a chore. "I wanted to add a sense of the pure enjoyment that children get from being active to our adult experience," she says. Both upright and tipped over, this workout furniture offers playful ways to train core stability through balance. Simple yet versatile, it can seamlessly fit into many different environments and lifestyles.

— Man and Leisure Bachelor



heat your feet

kim beekmans



### Footstove

This design supports the renewed lobby for energy efficiency. Kim Beekmans has reinvented the old-fashioned foot stove to save energy at home. A comfortable woollen stool with a heating element and rechargeable battery inside keeps your feet warm wherever you are. The strap on top makes it easy to carry with you all over the house and the blanket that comes with it offers even more warmth for shivery types. Instead of heating the entire house to a constant 20°C, you can lower the thermostat a few degrees and just heat your feet.

— Man and Activity Bachelor

natascha holwedel

beautiful and functional

### Gwn.

Specialist orthopedic tools are designed to help the user overcome specific practical problems, but many lack visual appeal. That is why Natascha Holwedel created a set of three knives for those with a decreased use of their hands. Her clever swivel system changes the angle of the blade to suit users with or without a disability. "I noticed that people felt embarrassed about having to use special knives. I wanted to create a functional and beautiful design that looks like a regular knife so users don't have to feel different."

—  
Man and Mobility Bachelor



the cocktail experience

sophia altekamp



### Home Mixology

The products that we surround ourselves with in our homes are important, for they are the ones that we often interact with the most. Their role in our experiences and memories make them more than mere objects. To create a product for the home that really invites a connection, Sophia Altekamp decided to create a set for making cocktails. It comes complete with a full range of bar tools including a juicer, shaker, crusher and muddler. What makes this set different from others is that fun visual details such as coloured measuring lines help to make it easy to use.

—  
Man and Living Bachelor



### Air Story

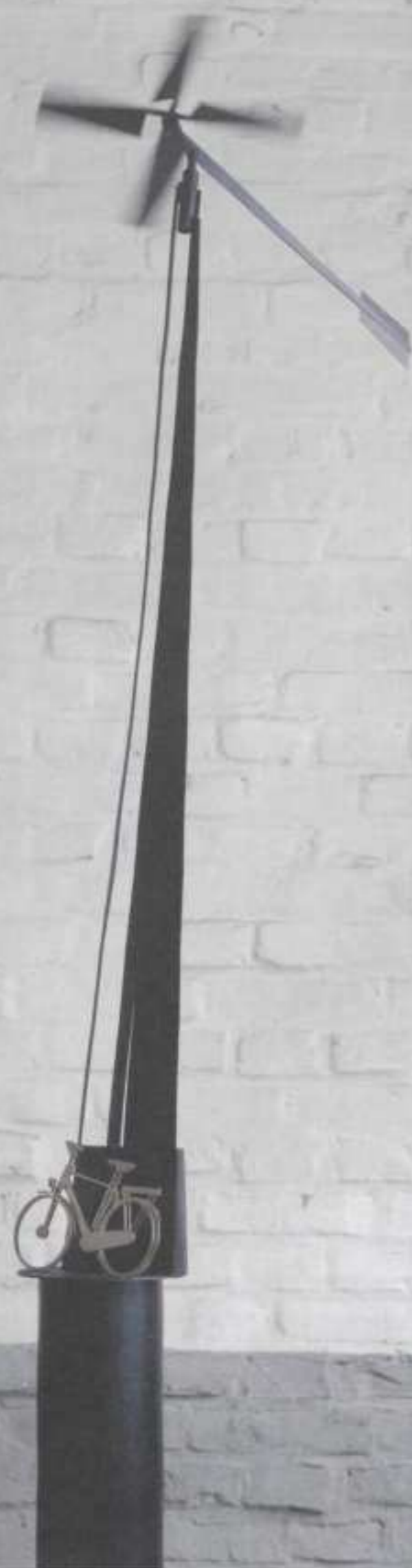
Air pollution has become a major threat to human health in many areas of the world, prompting people to use air purifiers. Danyu Wang has designed 'Air Story', a purifier with a homely touch. It combines the art of paper cutting with industrial air purifier filters. The system allows people to see the filters changing from clean and white to dark and dirty. Not only does it tell them when to change the filter, it also raises their awareness of the problem. Air Story is portable and chargeable, so you can keep the air fresh and clean wherever you are.

—  
Man and Activity Bachelor

### With the Wind

Cycling along the Dutch coast you battle the elements, the wind across the open landscape blowing into your face. Then a shape appears in the otherwise featureless sky. Coming closer you see the ever-changing leaves silhouette of an extraordinary windmill. A beacon of activity an opportunity to stop and orient yourself. The windmill offers electricity to recharge your e-bike and provides information about your surroundings. 'With the Wind' was designed as a play on dimensions, perspective and depth perception. The wind animates the windmill, and in turn it becomes a visual reflection of the direction and strength of this otherwise invisible element.

—  
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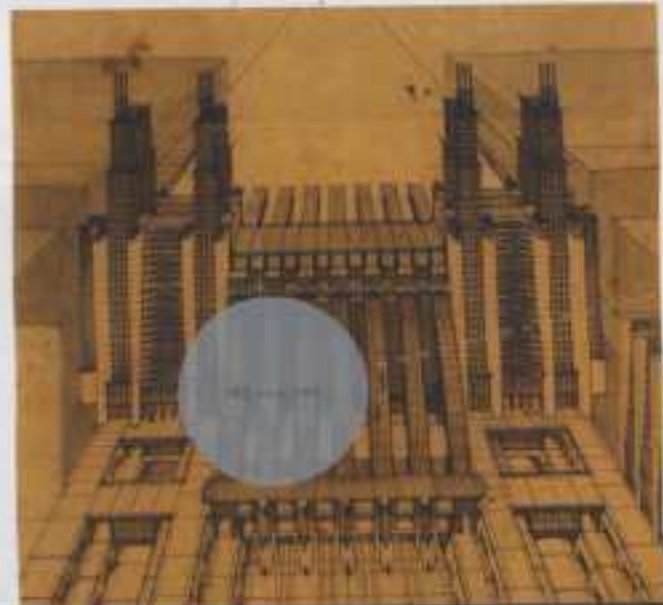




St. Nikolai



191 -> p. 150





an all-dutch car

martijn lemmens

### DAF ReBorn

Once the Dutch had their own national family car, made in Holland by DAF. Now, the company only sells trucks, and production is largely out-sourced abroad. In an effort to revive the Dutch car industry, Martijn Lemmens presents a new version of the DAF. He translated the forms of the 'Daffodil' model from the 1960s into a modern design with state-of-the-art techniques and materials; it's a hybrid plug-in vehicle, but remains a characteristic DAF car. After thorough research of the production capacity in the Netherlands, Martijn found a company for each part: together they could make this all-Dutch car.

—  
Man and Mobility Bachelor • Cum Laude  
• Nominated for Keep An Eye Grant • Nominated for Roné Smeets Prize







**Past Present**

The search for an ideal love relationship is an emotional process. Failed relationships lead to doubts and questions; understanding love is impossible. Taking inspiration from her parents' ongoing relationship, Deesje Lameris has found that there are three main constituents: lust, romance and affection. What if she could side-track emotion, and use past experience to help her find the ideal partner? She has calculated the constituents from past relationships to chart the percentages of lust, romance, and affection. Comparing the combined results with those from her parents can reveal where the balance is off, to help her make a choice next time.

Man and Communication Bachelor



**Lost Roads**

Our travelling range has expanded considerably over the decades. Instead of many smaller roads, we now have expansive motorways which cut through the landscape like a knife. Comparing a current road map with one dating back 100 years, Wieke Alberts wanted to find out what had happened to the old roads. While many of them have disappeared, they have left traces in the surroundings. This project is a monument to these lost roads: the paving, shaped like fragments of the old routes, forms a walkway. A physical reminder and a re-appreciation of a smaller scale of life.

Man and Public Space Bachelor • Financed by Kunst Aan Eens Ogen • Financed by Floris Staalto Photo



### Settings of Connection

It is notoriously difficult for people with Alzheimer's disease to connect with others. Sanne Ree Barthels found that familiar settings linked to basic activities could help. She developed three mobile "interview units" ranging from a mini-kitchen for making apple pie, to a roller bench with knitting supplies, to a seat with a hooded hairdryer. Each is designed to facilitate contact between patients in different stages of the disease and their loved ones as they share a moment together. "An intimate physical space accomplished more than verbal communication alone," she says. The units were developed for *Vitalis Vonderhof*, a home for the elderly.

Man and Well-Being Bachelor



Food for Thought

The smell or taste of food can bring back old memories. Ma'ayan Pesach researched the link between nostalgia and food by interviewing people of different ages, backgrounds and beliefs. The most inspiring stories she heard are in this book. 'Food for Thought' shows a culinary collection of nostalgic personal experiences, fantasies, rituals and recipes. Following the leads from one of the stories, Ma'ayan started to examine the modern meat industry. Based on her findings, she designed a dinner set that makes us wonder about the origins of the meat we eat: waste items such as bones, hair, and skin are intuitively integrated into archetypal tableware.

—  
Man and Leisure Design





### History Travels With You

People who take the same bus to work every day, no longer have an eye for their surroundings. With transparent, GPS-synchronized smart screens integrated in the bus windows, Ilse Heesterbeek has found a way to revive their interest in what happens outside. Historical scenes are projected over what is seen through the window, telling the traveller what happened here years or decades ago. If for example all of a sudden a herd of cows appears on the pavement, that signifies a former cattle market. Not a dull moment anymore on your daily bus ride!

—  
Man and Public Space Bachelor



### Ritratti Italiani (Italian Portraits)

Contemporary Italy is struggling to define its identity. The thing that is lacking most in Italy today, and has been for over 20 years, is imagination. Italy has become a country that is unable to project a future for itself, even one that is utopian or skewed, as it is unable to frame its present or to read its inner movements. My portrait of Italy comprises two lines of approach. The first one is descriptive, trying to find the elusive details in the present, while the second turns towards the imagination, trying to picture a provocative future.

I have collected the portraits provided daily by Italian newspapers. Using only the photographs, I made collages picturing different ideal Italian urban realities: Polis, the Piazza and the City of Desires. The collages were then brought to the streets of Italy, reconnecting the portrait with its origins, providing a space for questioning identity, future and choices.

—  
Information Design Master



### Object for Identification

When I was a child, my mother told me stories about my grandfather, whom I never met. Often she would show me an object to illustrate these stories and add credibility to them. In this way she created a model of my grandfather on which I based my image of my descent. But what if my mother had given me different objects to illustrate the same stories? It appears that our identification with objects starts with the relationship we have with them, not necessarily with the object itself. The relationships we have with objects are personal. Design can be quite defining, trying to fix the relations that we have with objects. Therefore, my proposal is to design objects that allow for self-reflection and free exploration.

—  
Social Design Master



### InBetween

Madeleen Dijkman has always been fascinated by the secrets and small treasures she found on the pavement: "Faded colours, repair marks and abandoned materials tell you stories about a place." These six curtains are inspired by the structures and patterns beneath her feet on a walk from town to the countryside. The series start with photos of tiles, and silk-screened pieces in the pavement, followed by shadows of leaves, sandy surfaces and grass. Layered, they create an enchanting world as they filter the sunlight, bringing the outside in.

—  
Urban and Public Space Bachelor



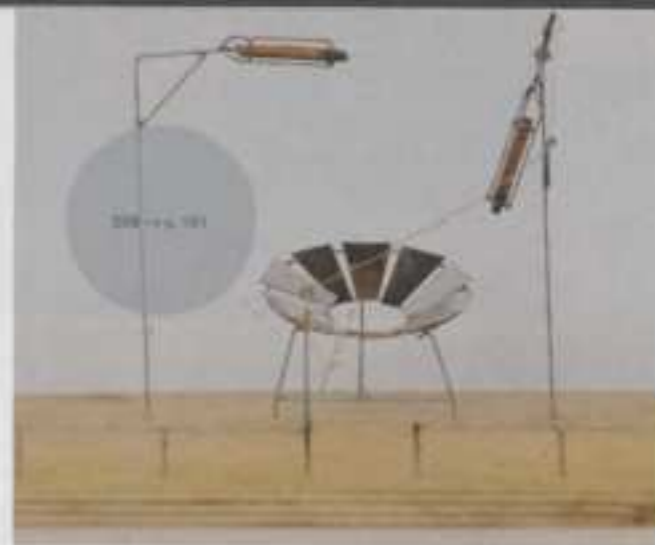
### Shaping from Intuition

Hozan Zangana's work shows traces of his Iraqi background but is also influenced by habits from his present life in the Netherlands. In search of new forms and functions, he designed a marble mortar, which differs from the ones we know: the pestle lays in the palm of your hand and the crushed matter stays clearly visible on the flat base, releasing tempting smells. The wooden spice container that comes with it also challenges conventional forms. The lid gives the contents a surprising pyramid shape, as seen in the markets of Baghdad. As the spices run out, the lid descends, telling the user when it's time to go to the market again.

Man and Well-Being Bachelor



rozari zangana



The author at work in his private study aided by the fact the worker can concentrate with ease app

FINALIST  
FOR THE  
PULITZER  
PRIZE  
NET  
G TO  
RINS  
las Carr  
THE BIG SWITCH  
DWS  
BESTSELLER





**he Isolator**  
HUGO GERNSBACK  
AMERICAN PHYSICAL SOCIETY



Outside noises being eliminated, the subject at hand.



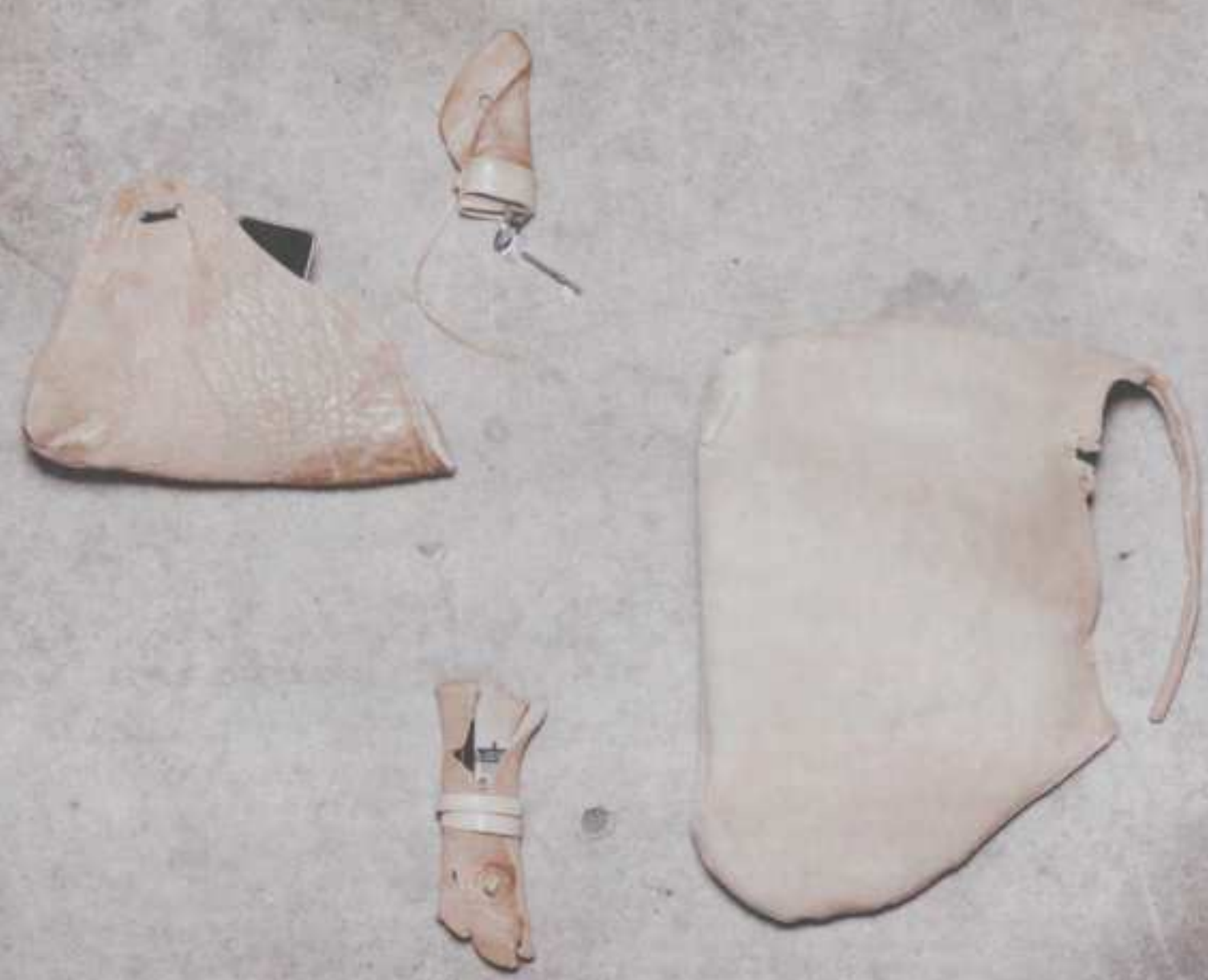
letting loose the animal

victoria ledig

**Precious Skin**

Leather is animal skin, but due to extensive processing, these origins often become almost unrecognizable. Reminding us of the raw beauty of this natural material, Victoria Ledig's collection of bags aims to reconnect the end product to the source material and highlight the natural appeal of the source. She has taken the body parts that the leather industry usually discards and taken inspiration from the naturally occurring shapes to create different elements of her bags, turning a tail into a handle, an ear into a purse.

Man and Identity Barcelona • Nominated for Kippax Eye Glass  
• Nominated for Milkweg Prize







### The Powdery

What's for dinner today? A top ten question when the clock strikes six. But what exactly do we have on our plates? We are taking in so many powders these days; ready-to-eat prefabricated food in packages, advertised with tempting names and mouth-watering photography. Next to the greengrocer's, the butcher's and the baker's, we now also need a specialist in powders: 'The Powdery'. Here they can prepare any meal you like with a minimum amount of ingredients, from a spaghetti Bolognese to an exotic African bobotie. The 'nutritious' powders are mixed while you wait, so you won't be fooled by the tasty looks of the final result. Have a nice meal!

—  
Man and Communication Bachelor



### Do-It-Yourself Butchering

The emotional link between the meat we eat and the animal that provides it, has been lost, says Matthew Vos. By presenting a live chicken in a box as a supermarket product, he confronts us with the reality of intensive farming. The dimensions of the box offer the chicken the same space it has in its short life of 42 days. It comes with a movie that shows you how to prepare it, and with which tools: an axe, a sharp knife, some rope and a chopping board will do the trick. Matthew shows it all, including the bloody details. Think again before buying a sad factory-farmed chicken...

—  
Man and Communication Bachelor



Professional Career

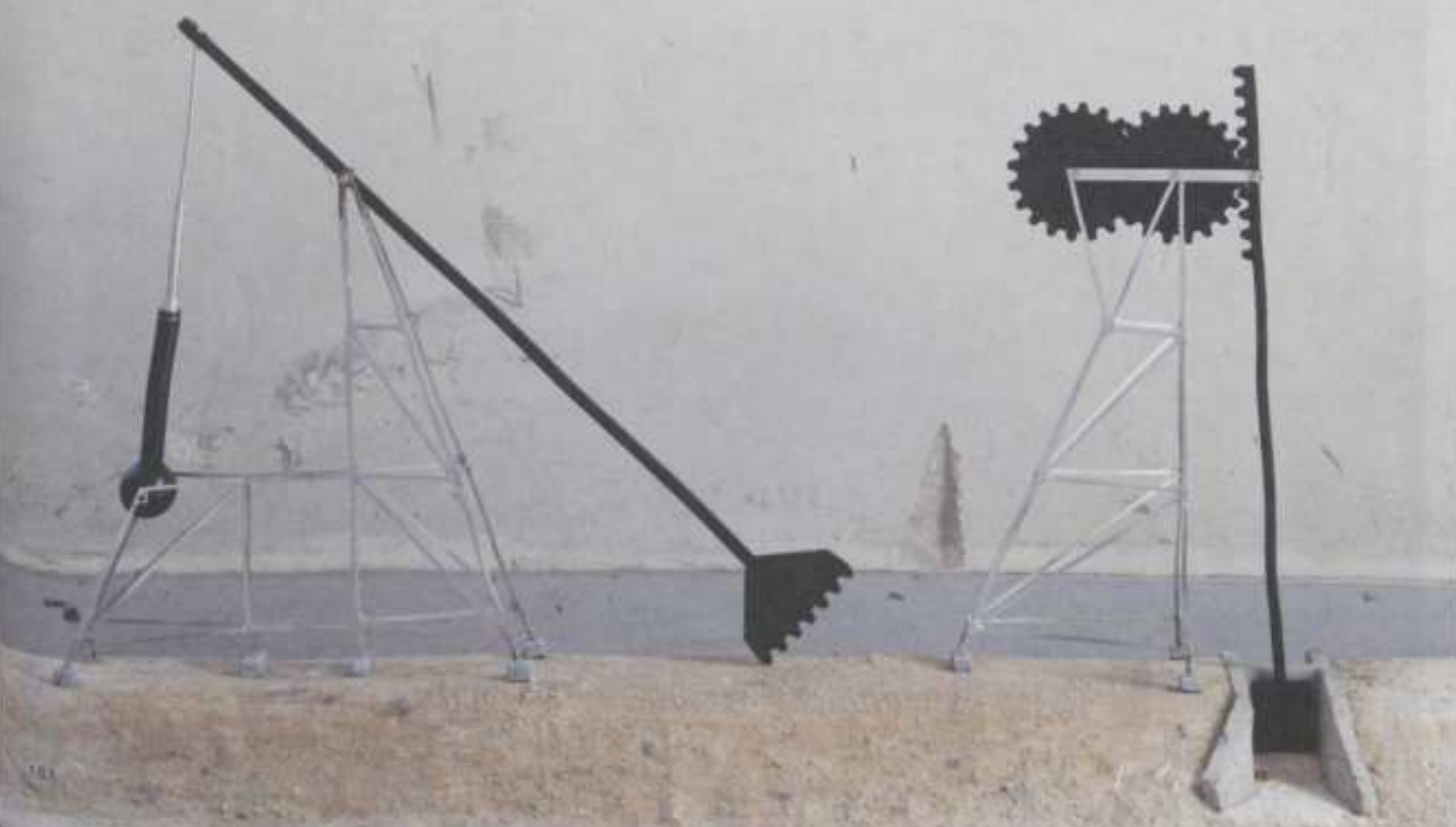
Murna Wiemers shows that to be successful as a highly educated woman, you don't have to have a 'career' in the traditional sense. In a short film, she reveals a legitimate alternative that is undervalued in modern society. And yet, it is sustainable, constantly evolves and can play an important role in the future for all of us. Her vision embraces the ultimate design challenge – the creation of life itself.

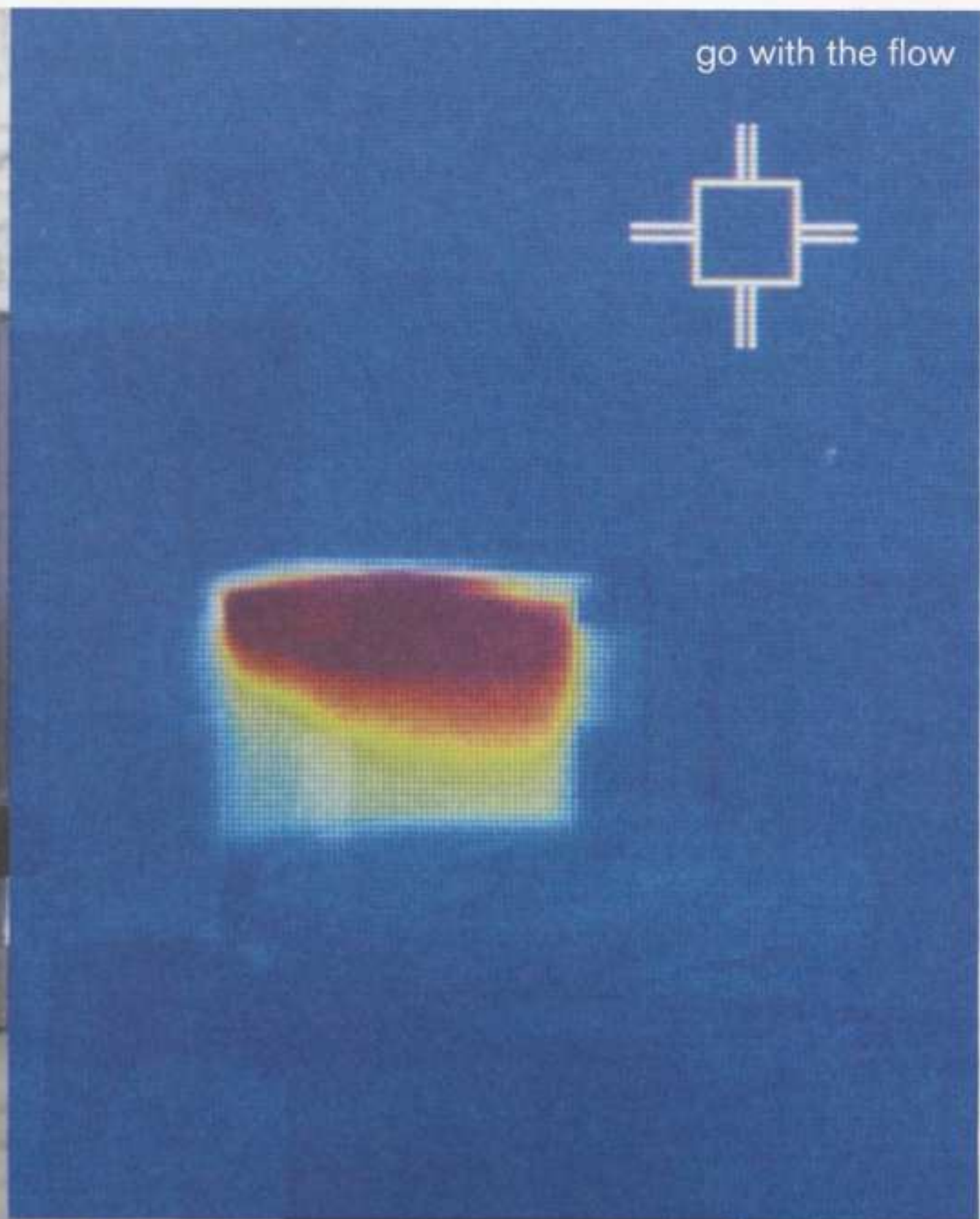
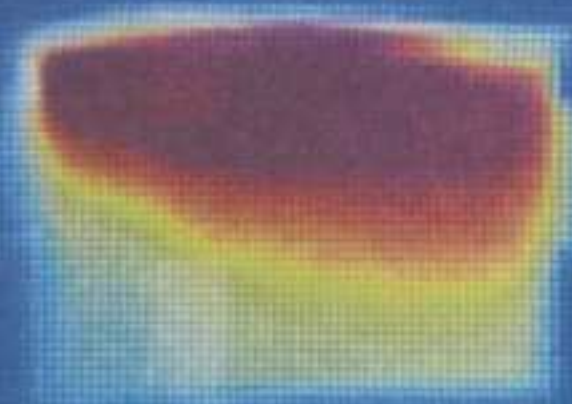
Man and Communication Bachelor

Ice Sluice

Standing eight metres high, this tower is a monument for the so-called Dutch skating fever, sending out a wishful weather forecast. The installation operates an automatic sluice in the Dyke. When the thermometer drops below zero, the hydraulic liquid inside the operating system contracts, bringing the gears into motion. There is no electricity involved; by force of nature the sluice door opens and allows water to flow from the main stream into the polder, where it freezes up into a perfect skating rink. Will it be cold enough this winter to get the cogs turning and make us put on our skates?

Man and Public Space Bachelor





### Heat Capacity

'Heat Capacity' is a physical approach to energy efficiency. This table full of pots and pans is a metaphor for the uneven way heat production and consumption are distributed across the city, and provides new views on how to make better use of the available overall capacity. Each item represents a different heat-producing principle. Drawing planners away from the drawing board, the system makes the now largely wasted energy felt and seen, leading to new perspectives and new solutions. The ultimate aim is to collect and interpret heat principles, to ensure a better control of heat flows and save energy and money.

—  
 Men and Leisure Douches • Nominated for Keep An Eye Open • Nominated for Millieu Prijs

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### Post Racing

In horse racing, the horses are pushed to the very limits of their abilities. Bryn Lloyd has tried to fathom the depths of these extremes. His mock betting newspaper Post Racing offers some insight into the darker side of the horse racing world, a side which remains obscured from public view. Where you would usually find the results of the jockeys' performances, this paper features a mass obituary. It reveals some of the shocking truths behind the sport in which the outcome for the athletes, the horses, is either glory or catastrophe.

Man and Communication Bachelor



### The Rejection

When looking for a job, it's almost impossible not to get them: rejection letters. Often we take them personally. But should we? With almost 800,000 job seekers in the Netherlands, we respond en masse to any vacancy. And in return thousands of rejection letters are sent. Marieke Vonk analysed those letters and found that they are quite similar, regardless of the applicant or job description. She bundled the collected letters and her analysis in a thick book, titled 'Re:Sollicitatie', to prove her point: "There are 300 other people besides you, receiving exactly the same letter. Not to mention the thousands of rejections that are only slightly different. So don't worry: it's nothing personal!"

Man and Communication Bachelor



Digital Detox

The internet has become a very accessible medium. We use it as a source of information, communication and entertainment. It's become interwoven in our lives. Yet, when the need for constant connection becomes compulsive, neurological mechanisms occur that are similar to those activated by an addiction to drugs, alcohol or gambling. Teun Verbeek illustrates this in a compilation of short films to raise awareness about this serious and growing problem, even casting himself as an internet addict in one of them.

Man and Communication Bachelor

E-Waste

The purchase of laptop computers, smart phones and other electronic gadgets has become an almost seasonal phenomenon in the industrialized parts of the world. Technology rushes ahead and fails to adjust to that trend. But what happens to the attributes that have become outdated? Much of the world's electronic waste is shipped to developing countries like India, where it is scrapped and sold on for reuse. This e-waste recycling is a dirty, mostly illegal and hazardous business on which many Indian civilians have to rely for their livelihood. What happens when the Western 'gift' of last year's electronic devices reaches the ports of India? What's the system? Who are the operators? And at what cost?

Information Design Master





### A New Way

There are plans to downsize the A270, a busy highway between Eindhoven and Helmond. Robert Janssen has investigated the options for this road which cuts straight through a green zone that was supposed to be a recreation area. He is suggesting 'A New Way', one that is better integrated in its natural surroundings. Demolishing the two driving lanes in the middle and using only the hard shoulders as new roads, with similar vegetation on both sides, creates a park-like atmosphere. As the maximum speed is restricted to 50 kilometres per hour, the North to South connections cut off by the A270 can be re-established by having slightly elevated hiking trails traverse the road.

—  
Man and Public Space Bachelor



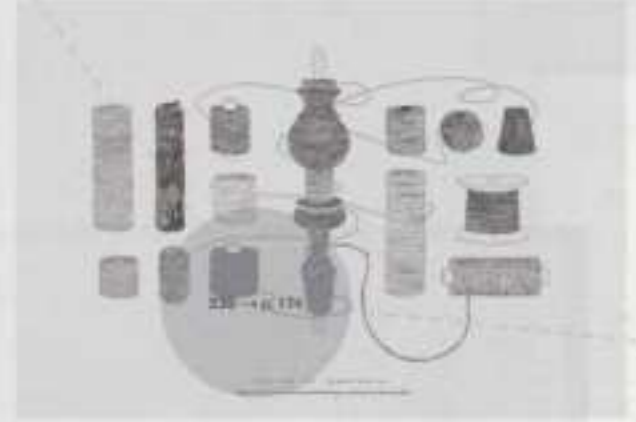
rodgers janssen



keep it sweet



matth





**The Importance of the Obvious**

Every material has a variety of qualities, some of which are entirely unique. The qualities of the materials chosen by the designer will have an impact on the design process. But just how much of an impact?

This project looks at the dormant potential of materials, and how it could be put to use. First I took a close look at food, which, although itself a material, requires entirely different and often unique or experimental preparation methods. I also investigated the role of the chef. Both were a source of inspiration and formed a basis for my analysis.

Attracted by the material characteristics of candy, I translated their colours, textures, layering and expressions into designs.

—  
Contextual Design Master





### Immaterialism

The goal of this thesis project is to question, discuss and rethink the definition and goals of the design discipline theoretically and test them physically. The need to rethink the framework of the discipline arises from today's context. Design seems to be foremost a material expression. However, if we dive into its performance, we are most of all confronted with design's immateriality. The essence of design does not reside in the object itself, but in the immaterial relation between object and user, the immaterial relation between object and object.

Designer = Director; Design = Performance

The project analyses the changing role of a designer; it discusses the need for the perception of the design discipline to evolve. It tests the theoretical conclusions in various different projects while aiming to define a personal approach for design.

Contextual Design Master

### The Union of Striped Yarns

Dienke Dekker's project focuses on striped yarns and the places these intersect in a weave. The different combinations and weaves have resulted in complex repetitions and sequences, giving textural depth, evoking seemingly random overall effects and intriguing colour patterns. Dienke has used three different techniques, ranging from industrial weaves with hand-dyed yarns to hand-weaves with industrially printed yarns and simple weaves based on two twined ropes, to create a range of outspoken textiles fit for different products.

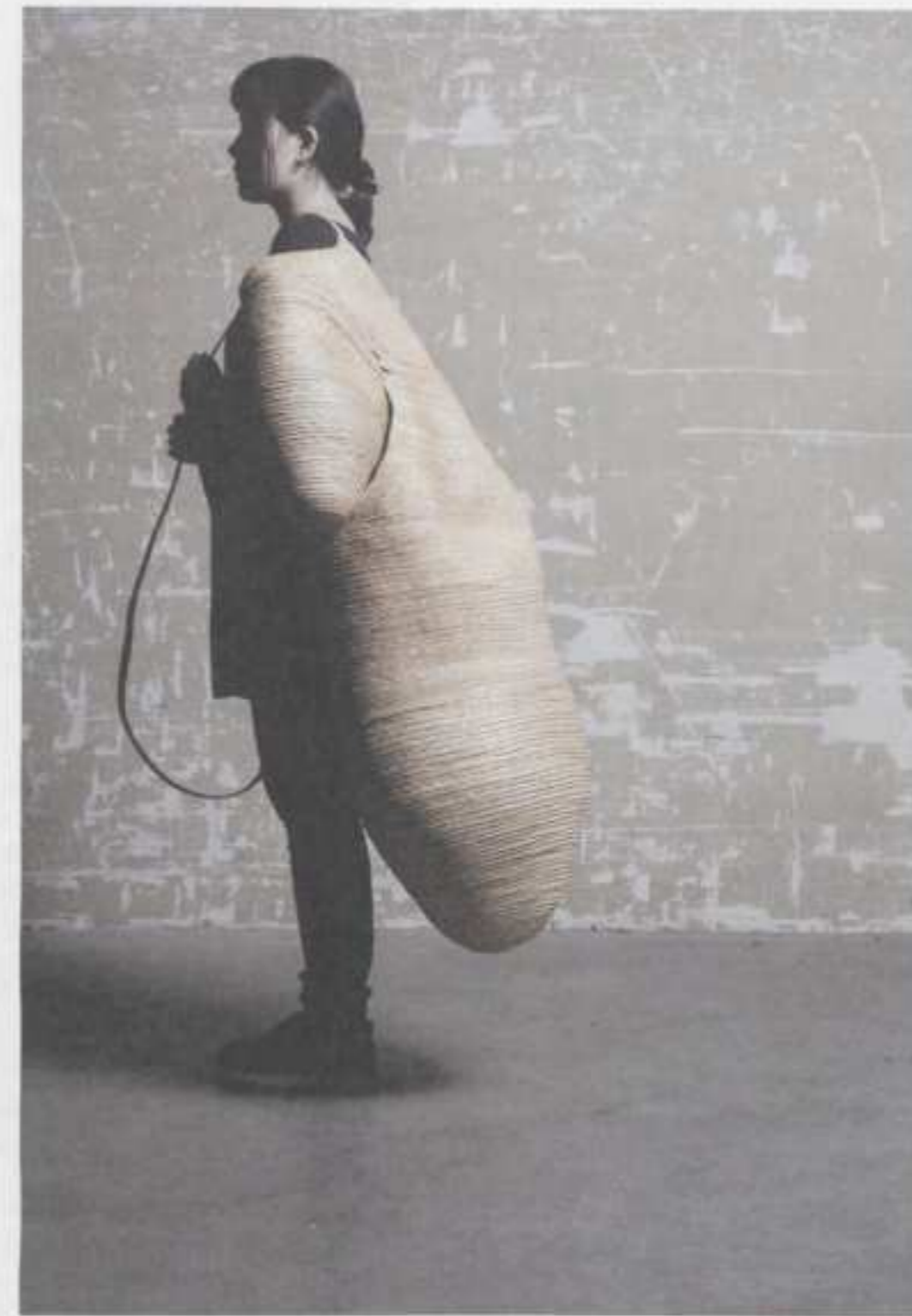
Man and Living Bachelor • Cum Laude



**Sustainable Stool**

"Our consumer society is aimed at buying and replacing things we already own," says Jorrim Kox. "Products are made to break down after a relatively short time, to stimulate new purchases. And even though 'sustainable' is a popular label these days, hardly anything really is." According to Jorrim, true sustainability means that a product exists for at least a century without losing its function. This stool proves that it's possible: a tripod made of indestructible aluminium, a stainless steel spindle with a bronze nut and a seat of primeval hardwood. It comes with a 500-year guarantee.

—  
Man and Living Bachelor

**Exploration on Straw**

Straw reflects the evolution of our society, from natural to man-made surroundings. To explore this material and its cultural context I have built a Straw Collection, composed of images of straw artefacts from different origins and times. I have re-interpreted them, mixing each with my own knowledge and experience to create a partly imaginary collection; unclear about its context and use. This collection inspired my design process, during which I explored crossovers between different artefacts. The final design outcome investigates straw hats, reshaped to be reintroduced for daily use. My reinterpretation of these piles of thin vegetal skins reflects our contemporary culture.

—  
Social Design Master



### The Symbiosis of Stoneware & Porcelain

In a search for complementary working methods, Dienke Dekker and Daniel Costa researched stoneware and porcelain, two materials which also complement each other. The project investigates the behavioural and aesthetic qualities of two distinct types of ceramics. Mixing, layering and combining them they gained a unique insight into both materials. This is reflected in the objects, in which the two complement, reinforce or change each other. The result is a three-dimensional ceramic portfolio; a playful system that explores uses for products and spaces.

Man and Living: Man and Leisure: Bachelor + Cum Laude + Nominated for  
Keep An Eye Open + Nominated for Best Student Prize



### Designing Chance and Fate

Design strives for a utopian idealism by creating symbols of a perfect life. My aim was to challenge this basic assumption. Rather than removing negative aspects of life, design should recognise and incorporate them into its processes. Such design can offer a more balanced view of our existence and appreciation of our place in the world. A design that celebrates life despite all its negative aspects. Mathematical beauty has long been admired, and simple geometrical considerations, such as symmetry and repetition have been extensively used. Traditionally, patterns are uniform and rigid. Used in a looser way they express concepts about transformation, which challenge the assumption that impermanence and uncertainty are negative aspects. Disrupting the ideal order of mathematical patterns in this way, 'humanising' them, reveals in their breakdown the beauty of the human condition.

— Contextual Design Master

### GraphLight

An excellent electricity conductor and dry lubricant, the applications of graphite are infinite. Wanting to make the most of these natural properties, Niels Datema came up with a bright idea to put this unique material in the spotlight: he designed a lamp that doesn't need a switch. One part of the lamp is positively charged and the other has a negative charge. When the two parts make contact, the graphite circuit is complete and the light turns on. Separate the two parts and the light turns off. A built-in pivot allows the lamp to be positioned at different angles.

— Man and Activity Bachelor



hanna maring

made with a single cord

### Big Rush

During her research on the interaction between an object's structure and its skin, Hanna Maring came across the traditional technique of rush weaving, whereby a single cord is wrapped around a frame to create a seating surface. In various models she explored the full possibilities of this technique using three-dimensional frames. As the cord is wound round and round, new shapes appear. The construction of the frame directly influences the pattern and defines the final shape of the chair. 'Big Rush' demonstrates the beauty of intertwining two elements to create something new.

—  
Man and Living Bachelor



back-to-basics collection

martijn van strien



### Dystopian Brutalist Outerwear

The future may be bright, but it might also be very dark, says Martijn van Strien. He considered the worst-case scenario and came up with the ultimate back-to-basics collection for harsh conditions. Made with minimum cost and effort from a single piece of heavy-duty black tarpaulin, with only straight cuts and sealed seams. The styles are inspired by Brutalist architecture, giving this outerwear a linear, invincible look. The design says it all: brace yourself and be safe.

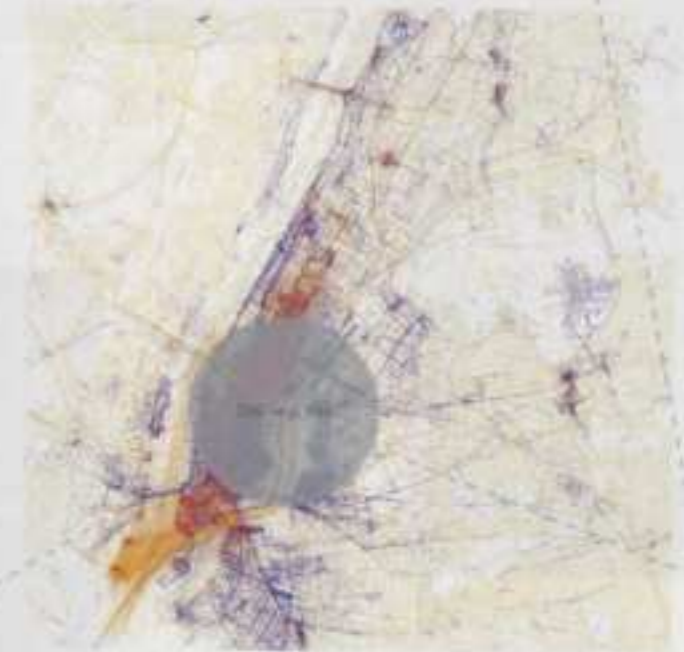
—  
Man and Identity Bachelor • Winner Keep an Eye Grant • Nominated for Rene Smeets Prize



**Sillon**

The aim of the 'Sillon' chair was to create a playful and carefully detailed product which can be mass-produced. Camille Riboulleau's project highlights the beauty of an optimized industrial production technique and investigates the possibilities to create a product which has value, even though it is made from a low-cost material. The design is based on a one-part mould with a single hollow groove which is filled with thermoplastic. As the polypropylene sets, it forms a surprisingly resilient, foldable chair which can be melted down and recycled when its lifespan is completed.

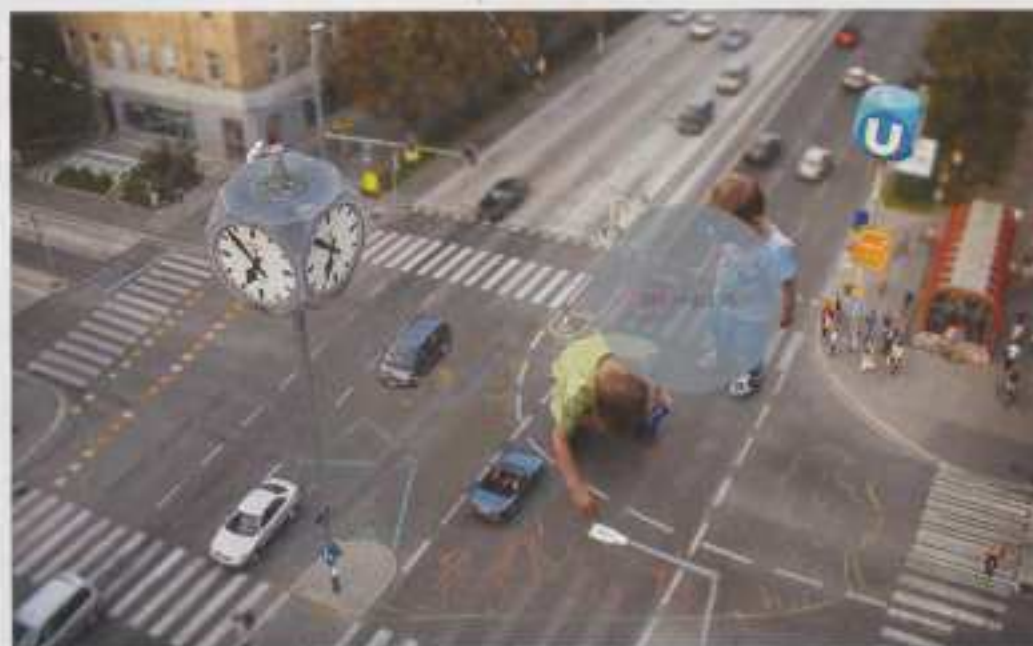
Man and Living Bachelor





Jan Stam





### Shared Reflections

Contemporary art spaces are institutions without collections. Their stories evolve onsite in real-time, thereby posing an interesting challenge: how do you design a past with institutions which are predominantly dedicated to the cutting edge of the present? My research explores how participatory documentation can shape a new institutional and social memory. Shared Reflections is a convex mirror that merges a digital reflection of the past with the actual reflection of the present. The project empowers visitors to capture a memory of their experience – making a memory for others to witness. A memory is activated when one pulls the mirror's string, causing the capture of a security camera image, which is then displayed within the mirror's frame. The result is a double-image of both then and now, you and the other. Shared Reflections is a shared experience between alternate time, one that is ready to be reactivated and appropriated to create a future memory.



## My Education Frustration

Dear Creative Director of Design Academy Eindhoven,

I am a student of design. With this letter I wish to start an education discussion in which students are included. I do not pretend to speak for 'the group'. On the contrary, this is the result of my personal reflection.

Over the past months, I have looked deeply into design education. I am not a critic, a theorist or an intellectual. I am a student and a designer. As such, I believe in the potential of institutions to evolve based on what happens within them.

I want to be considered as an active participant of my education, and I need to be given the trust to experiment with my projects as much as with my education. I wish to start by defining my own formation.

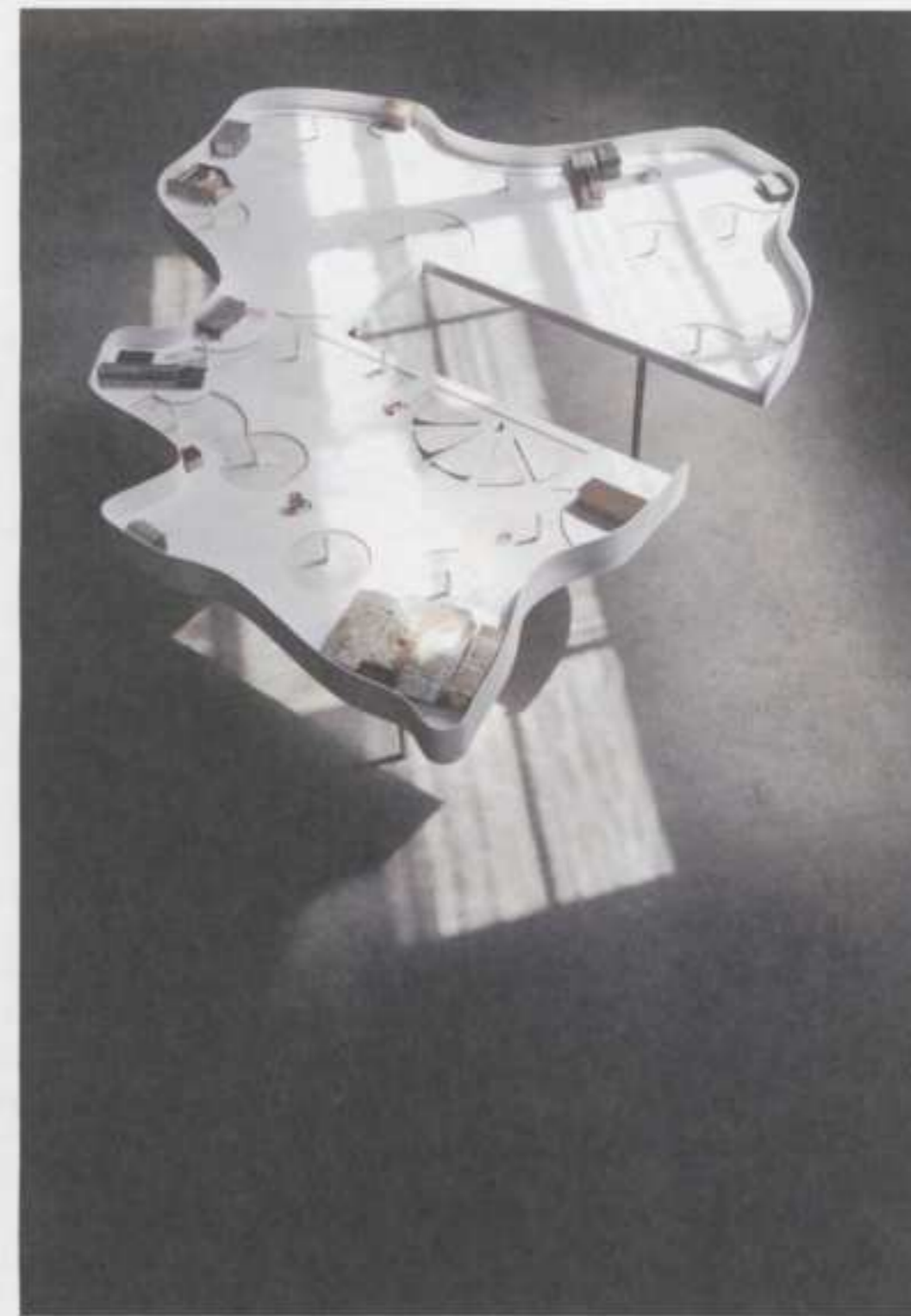
Schools need not only to be more attentive to the contemporary world but to strive for greater communication collaboration. Most importantly, we, students and professionals, need to reaffirm design schools as places to produce culture. Constantly bringing existing knowledge into question, schools need to dare to create again.

It is because I think the changes must come through the making, and because I believe they will come from the students that I want to affirm my position as a student. We need to take education matters in our hands, away from the academics' monopoly.

It is time to reshape structure, redefine content, reinforce community, and reinvest environment. It starts with the students, it starts within schools.

Sincerely,  
Eugenie

—  
Contextual Design Master



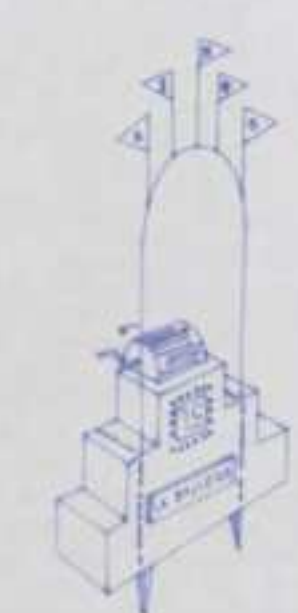
## Rear View

Walking along the Dutch-Belgian border for his research, Arthur van der Laaken was struck by the landscape. He saw fences, walls, old sheds, abandoned vehicles; all kinds of things, stretching for miles, except a 'normal' street view. Belgium and the Netherlands seem to be living with their backs towards each other. This project is a summary of Arthur's journey. From the first steps in registering his findings to preliminary sketches for a landscape that is not usually acknowledged or enjoyed. Finding the good sides to a world that has come into existence unintentionally; how does it work and what could be designed for it?

—  
Man and Public Space Bachelor

jules van den langenberg

associate to innovate



### Cultivating Culture

"The world is a factory full of potential" says Jules van den Langenberg, "with an inexhaustible resource: humans and their experiences." Within this mass of opportunities, Jules intuitively initiates projects as a design curator, by first defining concepts and then carefully composing collaborations between various designers, producers and experience experts. Projects include reinventing leisure activities in homes for the elderly and creating a series of ceramics with traditional craftsmen. By making new connections between different groups, Jules shows how design can be used as a medium to cultivate culture.



### Parrhesia, on Demonstrations and Other Crowds

Demonstrations are a mass medium, and the power of that medium is directly related to the participation of the 'masses'. Demonstrations allow people to be part of a collective and to reaffirm their role in the socio-political debate, reaffirming also the need for a counterpart that questions so-called majority policies.

Over the past years I have witnessed the strength and the strong sense of vitality that lives inside this mass medium, but my experiences in Italy also revealed its pitfalls. Demonstrations seem to be losing their prominent role in the public debate. To rebuild their strength it is essential that the individual within the crowd of demonstrators – the one that we might call the Doubter – is prepared to actively question the medium and its message.

Information Design Master



### It Is What It Is

This project is about spreading knowledge of alternative economic practices, in order to build different types of value. A market on the cutting edge between formality and informality, materialised in a pushcart, serves as its platform. The way the cart itself is built (embracing spontaneity, adaptive re-use and organic growth), the products and services, and the ways these are traded and exchanged; it all comes together in public dialogues and represents my stake in the issue. As designers, we cannot be held fully responsible for building alternative systems; therefore, this is but a humble attempt to trigger reflection on the topic, while suggesting different ways of conceiving economic, social, cultural and political relations.

I describe my position as a border practitioner, standing on the edge of the discipline and connecting with other professionals, as well as amateurs. I am able to do this by using something that is essential to my practice, which is evidenced throughout the project: dialogue.

Social Design Master



**WeCollaborate**

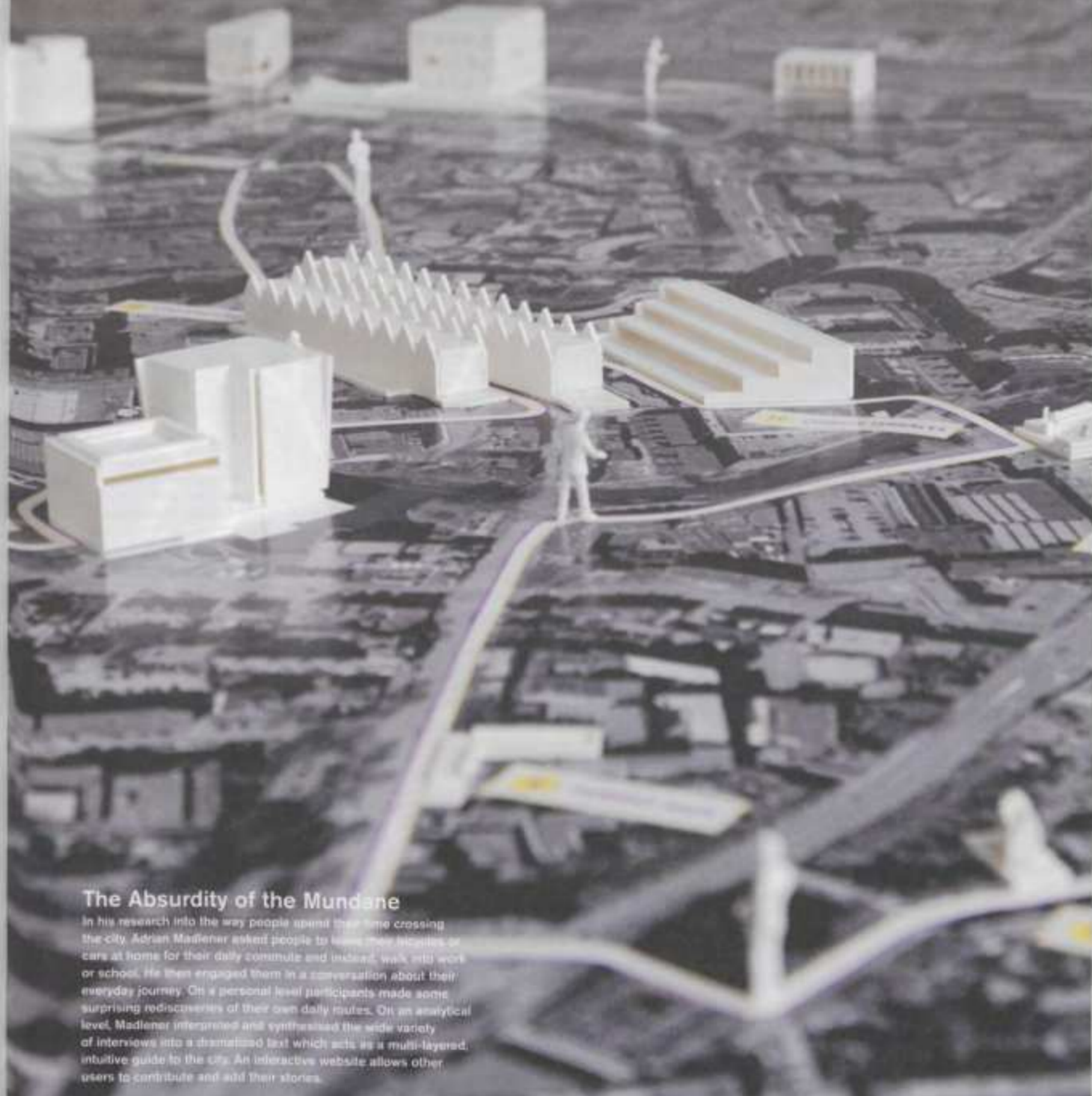
Everyone should have the possibility to be part of passionate and inspiring projects no matter who they are, where they come from or what they do, says Conor Trawinski. With 'WeCollaborate' Conor has developed an open-source platform to build a collaborative community that allows members to indicate how much time, effort and responsibility they are able to invest. When a project is launched the system allows for different reward systems: monetary/project shares, exchange, and enjoyment. Initiators can launch and discuss their project with participants in an offline Creative Jam which is structured and optimised by using the Creative Jam Kit.



### Grey Power

We are living in a rapidly ageing society. A majority regards this as a negative development. Older people are perceived as standing on the sidelines, having lost their independence. But Yoni Lefèvre sees the great value this generation can offer. For 'Grey Power' she has taken drawings made by children of their grandparents to create an image boost for this generation. Children do not regard their grandparents as grey and withered, but as active human beings who add colour to their lives. Their fresh perspective can contribute towards a more nuanced and positive view on the composition of our society.

—  
Man and Communication Bachelor



### The Absurdity of the Mundane

In his research into the way people spend their time crossing the city, Adrian Madlener asked people to leave their bicycles or cars at home for their daily commute and instead, walk into work or school. He then engaged them in a conversation about their everyday journey. On a personal level participants made some surprising rediscoveries of their own daily routes. On an analytical level, Madlener interpreted and synthesised the wide variety of interviews into a dramatised text which acts as a multi-layered, intuitive guide to the city. An interactive website allows other users to contribute and add their stories.

—  
Man and Leisure Bachelor

## Blye Turk

As a daughter of immigrants Elif Özbay speaks two languages: Turkish and Dutch. Or three? The fluency she and her contemporaries have in Dutch is not shared by the generation above them. But when in Turkey, she finds that her Turkish is not on a par with that of the natives. To solve the communication problem, Turks in the Netherlands have developed a kind of third language, a middle ground that mixes the two vocabularies and the different grammars. 'Blye Turk' is their spokeswoman. Read all about the successful developments around this subject on her ongoing blog.

— Man and Communication Database

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Only those models specifically  
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graduation projects are credited. In  
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the person depicted is either the  
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## Graduation 2013 Show

19.10. - 27.10.2013

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## Exhibition

Van Abbemuseum, Eindhoven

19.10. - 17.11.2013

**Curator**

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**Curatorial team**

Daniela Dossi, Irma Foldényi

OCT-LOFT Creative Festival, Shenzhen

08.12.2013 - 08.03.2014

Salone Internazionale del Mobile, Milan

08.04. - 13.04.2014

## Awards

### Melkweg Prize

The Melkweg Prize is awarded to  
honour truly unique talent. The  
winning graduation project is highly  
original and full of potential. The  
winner of the Melkweg Prize receives  
a sum of € 2,000 (and eternal glory).  
In addition to the prize money, the  
winner receives support from Syntens  
to develop a business plan.

### Keep an Eye Grants

The Keep an Eye Grant is an incentive  
of € 11,000 which was created  
specifically for DAE students to ensure  
that projects made by these talented  
young graduates do not run aground  
for financial reasons. Every year, a  
panel of judges decides which four  
graduates will receive a Keep an Eye  
Grant. The Keep an Eye Grant is  
funded by the Keep an Eye Foundation,  
[www.keepeye.nl](http://www.keepeye.nl).

### Connect(r)ing

We award the Connect(r)ing to  
students whose graduation projects  
have brought about new connections  
between different prominent actors in  
the outside world (industry, knowledge  
institutions, society, etc) and who  
have displayed exceptional verve in  
performing their roles as connectors.

### René Smeets Prize

The René Smeets Prize is awarded to  
the student who attains a high degree  
of professionalism both in the devel-  
opment of the design process and the  
end result of the graduation project.  
The student has worked together with  
manufacturers and the product is  
potentially feasible. The winner of the  
René Smeets Prize receives a sum of  
€ 2,000 (and eternal glory). In addition  
to the prize money, the winner receives  
support from Syntens to develop a  
business plan.

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Veenhuizen  
Van Engelen & Evers  
Vescom  
Waterschap de Dommel  
Woonbedrijf

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A new group of designers is taking the stage with their self-initiated projects. Starting from the self, from personal stories and fascinations, these projects rise above the self to interact with people and culture, problems and dreams, the material and the immaterial, society and the market. They transcend the self to enter the realm of the unself.

# self unself

The scope of design is widening. Social issues, politics, a new economy, technology, a green revolution; designers are part of many multi-faceted movements in present-day society. But the personal element can be found in each of these projects. A good design is a personal design.

The theme *Self Unself* is researched in a series of exhibitions to be held in Eindhoven, Shenzhen, and Milan in 2013–2014. *Self Unself* aims to pinpoint the two opposing concepts, unravel them, mend them and stitch them together. *Self Unself* researches the connection between the self-initiated, the personal, the subjective and a pluriform counter movement taking shape in present-day society. It is a reflection of the way designers are positioning themselves by exploring new roles, new media and new aesthetics.



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