

# DDW summary

This week we went to the Dutch Design week in Eindhoven. In this document I will summarize the week, talk about what I saw, what I liked and what I learned.

## ***Day 1 (Monday 23 - 10 - 2023)***

### *Morning presentation*

On the first day of the DDW (Dutch Design Week), we commenced with a presentation outlining our activities for the week.

During the presentation we made groups with the Canadese students. We got the assignment to explore the dutch design week. On wednesday we need to make a video containing our impressions of the Dutch Design week with something we made within a subject we choose.

We opted for the objective of "Creating a living and sustainable environment" because we were keen to explore and draw inspiration from potential solutions in this domain. This theme resonated with our curiosity and desire to discover innovative ideas and approaches that can contribute to a more sustainable and harmonious world.

### *Piet Hein*

Following this, our group headed to Piet Hein, an exhibition space where artists showcased their work in a more commercial setting. Many of the artists were present and eager to discuss their creations. We had a particularly engaging conversation with an artist who had created a series of minimal toy designs. He exuded passion as he elaborated on his work, sharing insights into his inspirations and design process.

Our exploration continued as we made our way to the heart of Strijp S. This area offered various activities and food options, and we enjoyed a meal with international students. Subsequently, we visited Area 51, where we encountered several captivating modern art pieces.

### *Klokgebouw*

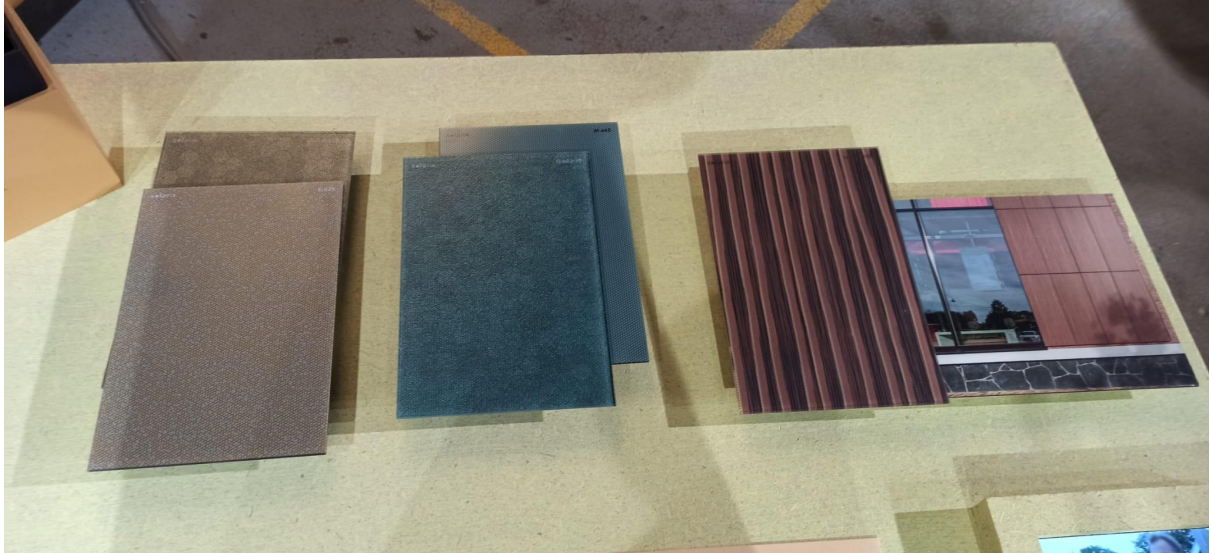
In the afternoon, our group congregated at the Klokgebouw, where a significant event was scheduled. The Klokgebouw housed diverse artworks and exhibitions, with a prevalent theme of sustainability and nature.

One particular exhibit resonated with me deeply – a company dedicated to creating a more sustainable world. They had fashioned a shirt using residual sunflower products and had also developed aesthetically pleasing solar panels. Initially, I questioned the need for visually appealing solar panels, given their placement on rooftops. However, I soon realized their intention was to make solar panels wall-mountable, transforming them into decorative elements for homes.

This experience sparked contemplation about the nature of innovation. It reinforced the idea that there is often room for improvement by thinking creatively and beyond conventional

constraints. By breaking free from preconceived limitations, one can generate truly exceptional and impactful ideas.

After we went to the Klokgebouw we went to a bar to get a drink with everybody to reflect on the day and share a good time.



*The solar panels*



### ***Day 2 (Thursday 24 - 10 - 2023)***

On Thursday, we gathered at Piazza in Eindhoven and took a stroll before heading to Heuvel. The upper level of Heuvel was entirely dedicated to the Dutch Design Week.

The predominant theme at Heuvel revolved around the projects of graduating students. The space was filled with an array of works that encompassed diverse ideas and perspectives.

## Heuvel

One of the projects that particularly stood out to me was by a student who aimed to challenge the stigma associated with hemp and marijuana. She crafted shirts and tote bags from hemp, highlighting its strength and eco-friendliness. Her work shed light on the underutilized potential of hemp due to the prevailing stigma surrounding it.

Another noteworthy project was created by a different student, who constructed five pillars using weak materials. These pillars served as a symbol, representing the Turkish government's practice of building houses with subpar materials in regions notorious for earthquakes and other natural disasters. This powerful piece drew attention to the critical issue of building safety and resilience in such vulnerable areas.

Initially, the works by the students may have appeared vague and devoid of clear meaning at first glance. However, upon reading the accompanying signs or engaging in conversations with the artists, the true significance behind the pieces became evident. Most of the time, this deeper understanding was genuinely impressive, as it felt like the puzzle pieces of their creative expressions came together to reveal a cohesive and thought-provoking narrative. This highlights the power of art and design to convey complex messages and provoke contemplation.



## Day 3 (Wednesday 25 - 10 - 2023)

On the final day, we convened at school to work on our assignment, focusing on the topic we had chosen at the beginning: "Creating a living and sustainable environment."

## Ideation



Our inspiration for the project came from our observations during the Dutch Design Week, where we encountered numerous artists emphasizing the concept of modularity. This theme of modularity resonated with us, and we were eager to create something modular that would minimize waste.

The idea that surfaced was to design a modular bed. We considered the fact that over a lifetime, people often require different bed sizes. This led us to ask ourselves, "Why not create a bed that can be transformed into various sizes?" Our goal was to design a bed that could adapt to changing needs and spaces, aligning with our commitment to sustainability and minimizing waste.

### *Prototyping*

Once we had the concept for our modular bed, we initiated the design process by sketching out our ideas. We then progressed to develop a paper prototype. We opted for this approach because it allowed us to quickly visualize and understand the core concept without investing a significant amount of effort and resources.

While some team members were busy with the paper prototype, others focused on creating a poster and video to present the idea in a more visually compelling manner. This combination of a tangible prototype and visual presentation was crucial in effectively conveying our concept to others.

