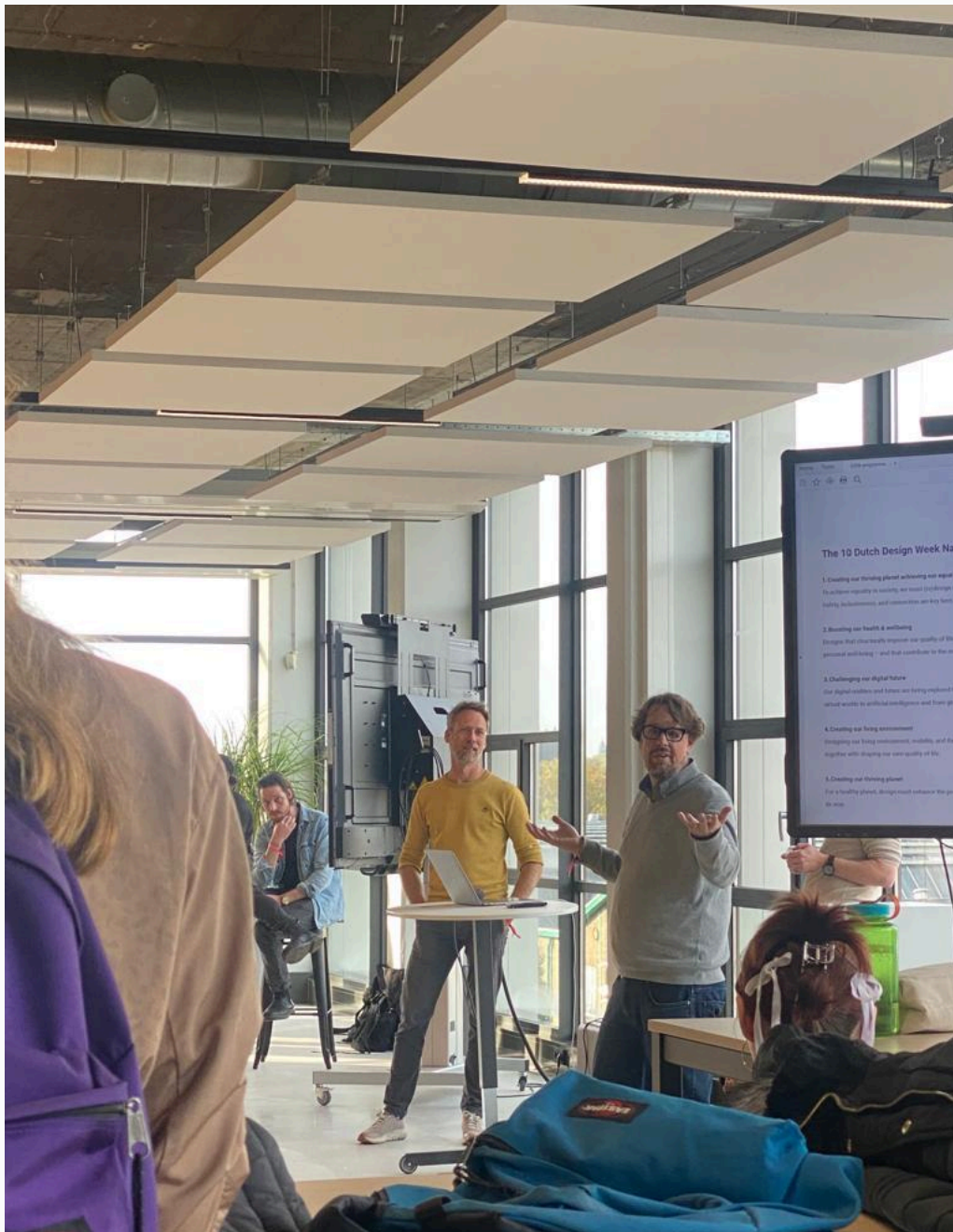


Fontys University Of Applied Science
Fall Semester 2023

Dutch Design Week

MEETING THE CANADIANS



Overview

The week from 21 to 29 October of 2023 was the week that the Dutch Design Week will take place in. We were told that we will work together with the foreign guests from Toronto, visiting the DDW and doing some tasks and finally showing a video of the whole week.

Narrative of the week

We started by meeting the students, meet our group and got to know them better, the group consisted of Kim Oppers, Presiyan Penev, Emily Playter, Ashley Aalto and me. After getting to know the new people in the group, we got our wristbands that give us access to all exhibitions and shows throughout the week. Then we discuss what theme to follow which was the “**Product and Craft design**”. Then we matched with another group to go around the city and discover the DDW.

The assignment

After choosing a theme we were supposed to go and explore the DDW as a group. We were told to watch and find what we like and take pictures and videos or even draw it. This it to turn what we see in some kind of story later on the last day of the week (Wednesday).

On the first two days we were supposed to write a short summary of what did we do. While on Wednesday, we had to create a video showcasing what we collected, drew or created and what inspired us to make a certain invention.

Summary of day 1

I volunteered to write the summary of that day, which was the following:

DDW Day 1 - Group 3

We, the students from Group 3, started our day at Fontys TQ, where we got to know each other. After chatting and becoming friends, we decided on our theme: product and craft design. Excited, we headed to the official info points labeled A2, A3, A4, A5, and A6.

At A2, we found cool things like salad glass spoons and 3D printed items. We even saw switch buttons for lights made with a 3D printer. It got us talking about how technology and design can mix in interesting ways.

Then, we went to Area 51 (C5/6/7) and saw some art, although it wasn't exactly what we were looking for. But it was fun, and we got to try some Dutch pancakes called poffertjes, which were delicious.

After our snack break, we went to the Klokgebouw building (C1). In the first room, we learned about disappearing forests and how it's a big problem. It made us think about nature and the environment.

In the second room, we found out how the internet works. It was kind of like learning how the roads on the internet connect websites, making it easier to understand.

The third room had lots of art, and we saw many creative designs. It was colorful and interesting, even though it wasn't directly related to our theme.

Finally, in the fourth room, we saw designs that matched our theme perfectly. There were cool bikes, easy-to-use boilers, and even a button that played a poem and a video. We also saw living creatures storing data, which was amazing and made us think about technology in a whole new way.

At the end of the day, we left feeling happy and inspired. We made new friends, learned a lot, and saw so many creative ideas. It was a great start to Dutch Design Week!

Summary of day 2

While this summary was written by Emily Playter. I just added it for reference of what we did at that day.

DDW Day 2 - Group 3

On day two of our Dutch Design Week adventures, we met up as a group at the Piazza in the centre of Eindhoven. From here, we wanted to explore more of the centralized exhibits that Eindhoven had to offer. We began at the Heuvel Eindhoven to see the grad show displays that took up various studio spaces. The artwork ranged from tangible clay pottery to abstract technology displays and as we moved upstairs to see more, there was a whole section dedicated to ideas that help improve our lives in various ways from pollution to healthcare to social relationships. Often, the displays were interactive and used VR or AI to help express their themes or goals. This was interesting to play with and allowed to immerse ourselves within and better understand the artist's vision. We always made a point to break for lunch all together in order to have an opportunity to socialize with our international peers. It was interesting to merge the inspiration of the physical Dutch Design Week design with the social inspiration of Dutch Design Week.

Video making

On Wednesday, we had a bunch of ideas and little time. We were so confused as well because it wasn't very clear for us what should we do and what the video is supposed to be about. However, Emily and Kim suggested we do something about poffertjes, like a plate for it or something. Emily took the lead by creating a 3d object of what it should look like, our part was to collect imagery and figure out what to talk about, and also give Emily some feedback.

I recorded the video of the 3 other members talking about what we did during the week and what was amazing. Then I cut the good parts and send it to Presiyan to prepare the final video using the 3D model that Emily created and the images and videos we took and decided to add to the video. Unfortunately because of how little time left, we couldn't review the final look of the video and weren't able to fix it. It was missing a lot of images.

Reflection

Overall, it was really fun to meet the Canadian people and do a project with them. In my opinion, they are more skilled and good at working. Going through the DDW and looking at the different innovations was a different experience for me, I learned a lot and saw a lot of new things. I hoped that one day I see some of the start-up projects in life and accessible for us to buy them.

Images

