

## Intro

During the Dutch Design Week, several students from Toronto came to our school to join us for our tour of the DDW. We were joined by one student, Keira. She was from China originally, so she had a lot of experience being in different cultures. During our week together she explained the differences she notices between China, Canada and the Netherlands. The most notable difference was how our cities are, and thus how much more walkable and bikeable they are compared to China and Canada. She also noticed that our traffic lights prioritize people on foot and bike instead of cars.

## Monday

The exhibition at Evoluon showed several possibilities for the future of food. Several ideas like eating insects, creating organic meat and using algae as a food source were coined in several different ways. One exhibition showed different new dishes that we could make with organic meat and plants, like mushrooms that contained meat inside. Another exhibition asked you to walk through several questions to determine what future you'd like to see with food (meat or no meat, eating insects, a forest where you could get your own food).

Another exhibition showed different dishes we could possibly create in the future, where we would combine meat and vegetables together into one dish.

At Fashion Tech Farm, there was a new bra that could be used to recover better from breast cancer surgery. This bra was supposedly more comfortable to wear, and was tailored to the needs of this target group. I personally didn't know that this issue exists, and questioned why it was being developed only now, as it seems like a pretty important issue to improve on.

The most interesting part of Fashion Tech Farm was the garden, which was filled with objects that showed ways to make old stuff that is no longer useful to us be useful again for nature. I found the piano to be the most interesting part of this exhibition. The piano was made so that several insects and animals could live in it and build a home there (like a bee hive). I thought this was a very interesting and poetic way to reuse a piano: a piano makes a sound, and by reusing it for insects and animals it will continue to make sounds for many more years. I asked

During our stop at Plan B, Tessa, Keira and I talked about several subjects. We talked about the difference in our healthcare and educational systems. We explained how the Dutch healthcare systems works and the different insurance companies that exist, and how they differ. China has a public healthcare system, where healthcare is paid for via taxes. We also talked about how the difference in tuition fee between our schools, and the history behind our current loan-based system. The tuition fee is quite a bit higher in Canada, which wasn't much of a surprise to me. Keira told us that the education system in China is very competitive, with one exam that decides which universities you can go to. Because of this competitiveness, a lot of Chinese students choose to study abroad, if their parents can afford it. We ended our talks on a practical note: Keira couldn't use her Visa debit card at the Albert Heijn. I explained that Europe has it's own payment system, but that we're moving over to the American system. Unfortunately, most payment terminals don't currently accept Visa, and companies are slow to update their terminals.

## Tuesday

The second day we started at an exhibition about several ways to have a home. One very closed, one with digital screens of nature, and one with a lot of glass giving you a direct view of your

surroundings. I personally really preferred the last option, where you're more in tune with nature. Although I did note that it may get pretty hot during the summer.

After the home exhibition, we went outside to see the smaller exhibitions. These exhibitions were very busy, so we tried to stay outside as much as possible and only went inside for short periods of time or when it wasn't too busy. Here the Province of Brabant had an exhibition about the future of Brabant, like making Brabant more green by removing cars and adding grass and trees.

We went to the In search for relatable futures exhibition. This exhibition contained a lot of different art works that used societal issues as a basis. For example, one exhibition showed several tinder profiles to show how weird tinder works and how many predators are on the app. Another exhibition showed different memes based on the worst parts of the internet (conspiracy theories, antifeminism) in Delft Blauw. One exhibition showed an AI that would find possible people that could commit a crime, where most people identified where part of a minority. These exhibitions really focused on discrimination and the societal issues it brings.

We've also looked at the different exhibitions in the Klokgebouw. The first part was about different societal issues, like how to make people to stop smoking and what it looks like to cross a border during war times. The second part was full of exhibitions about sustainability, like confetti made of old sweets paper or wall paint made of bacteria. One exhibition also showed different materials to make a purse with, both sustainable new ways and the well known leather options (which is currently still a leftover product, but may become more scarce if we move towards a meatless diet). In the next room, an illustration of the internet was set up, where you could use a tennis ball as a 'package' that would move from one computer to another.

There were two more exhibitions of note. There was a new sex toy being developed (the Kiwi) that was supposed to make sex less painful by helping you train the vagina. We've talked to the maker of the product for a little bit, asking if they've tested the product with the target audience and when they expect to sell the product. They had tested it throughout development and improved it based on the feedback in a period of three years.

Another product (Spiritus Ludi) that was being developed was an exo arm with which e-sporters can give a digital high five to each other in real time, where you can feel each other's hand even though you're not physically in contact. I've talked to the person that was in charge of the development of this product, and he told me that they intend to further develop it to more fields like fencing, horse riding and other sports, and for use in hospitals with certain patients. We've asked the University if they have internship places available, and are currently in talks with them about a possible internship.

## Wednesday

Based on the things we saw on the earlier two days, we built a product. Our idea was the tree of life: by planting a chip in the ground, a programmable tree would grow. This tree could make any kind of food, and more or less spawn them into existence. By using this tree of life, we would be able to feed the world without putting as much pressure on nature as we're doing right now with big farms. We could also solve world hunger by exporting these chips to the entire world, or as I suggested, by making them open source and free to download and produce. This would also block any possible capitalist trying to make money with this life and earth saving technology.

Of all the products created on Wednesday, our product was definitely the most abstract. The other products were mostly based on things that already exist, like a bag made of renewable materials.

Our product requires a bit more imagination, as there's nothing like this yet. While this did make us stand out from the other products, I think it's in a good way. We've been a bit more idealistic than the other groups, and we've shown our creativity as a group.