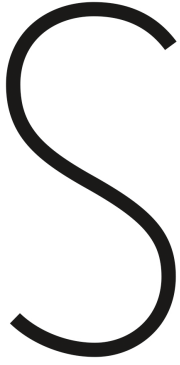


Selection of research proposals (31) Building Talent 2021

Below you will find the 31 selected research proposals from the first round of the Building Talent 2021 programme. For each profile you will find information about the design agency and the design assignment for which you can subscribe.

Note: you can subscribe on a maximum of one proposal.

We encourage interdisciplinary collaborations. That is why we invite you to also consider design assignments from other disciplines, if these are thematically related and you think you can make a contribution with your perspective, expertise and working method.

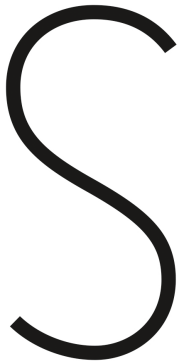


Architecture

1. **Summum**
garden and landscape architecture, robotics, circular construction, natural building materials
2. **VRP Architecten**
urban development, Green Heart, housing construction, town & country
3. **Radartoren Architectuur**
product, furniture and industrial design, national monument, sustainability, art
4. **Play the City**
urban planning, games, city games, data, spatial projects
5. **Cityförster Rotterdam**
coding, parametric design, circular construction
6. **XML Architecture Research Urbanism**
interior architecture, scenography, night life, inclusivity
7. **Maatschap Observatorium**
garden and landscape architecture, art, nature, river landscape
8. **Mauroparravicini Architects**
product development, social design, sustainability, flexible housing, housing market
9. **Beyond Space**
interior architecture, housing construction, product design, mobile home object

Design

10. **Circus Andersom**
graphic communication, visual communication, social design, sexuality, intimacy, dialogue
11. **Mooves**
comics and graphic novels, digital storytelling, transmedia, storytelling, art direction
12. **Our Polite Society**
graphic design, visual communication, typography, variable font technology, conceptual
13. **Siba Sahabi**
interior and spatial design, care sector, art installations, care sector, art, light installations
14. **MAISON the FAUX**
performance, fashion design, capitalism, maximalism, multidisciplinary
15. **Hozan Zangana Studio**
product development, performance, research, collective memory
16. **Kode21**
product development, climate solutions, sustainability, businesses
17. **Het Huis van Betekenis**
illustration, graphic design, visual communication, homelessness, visual reporting



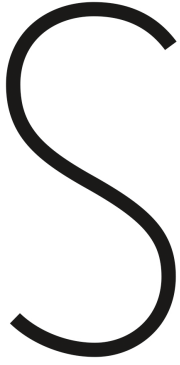
18. **Studio Maarten Kolk & Guus Kusters**
textile design, product development, materials, handcraft, traditional craft
19. **Vandejong**
graphic design, visual communication, social design, programme creation, method development
20. **Studio Harris Blondman**
graphic design, visual communication, coding, online co-creation, new technology

Digital Culture

21. **Stichting Creative Coding Utrecht**
interactive and information design, databases, accessibility, mapping
22. **Redrum Bureau B.V.**
audio-visual, online media, experience, music, interaction
23. **Studio Gerjanne van Gink**
online media, graphic design and visual communication, healthcare, dementia, co-creation

Interdisciplinary

24. **Filip Studios**
digital storytelling, exhibition design, exhibition, physical & digital experience
25. **Frits van Dongen architecten en planners**
Architecture, housing construction, air pollution
26. **Officina Corpuscoli**
bio design, product, furniture and industrial design, mycelium, bio fabrication, 3D printing
27. **Afdeling Buitengewone Zaken**
social design, journalism, research, meetups
28. **Real Comics**
product development, illustration, care sector, sexual violence
29. **Lucas Maassen**
social design, organisation of artist-in-residency, inclusivity
30. **LABELED BY.**
bio design, fashion design, 3D printing, wearables, circularity
31. **roomforthoughts**
art-science, digital storytelling, care sector, mental health



profile 1

Earthen housing built by robots

Summum

| | |
|--------------------|-----------------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | garden and landscape architecture |
| themes: | robotics, circular construction, natural building materials |
| location: | Rotterdam and Eindhoven |
| website: | https://www.summum.engineering |
| proposed start: | October 2021 |

collaboration partner

Summum Engineering is a Rotterdam-based office practising in the fields of architecture, engineering and constructions, as well as industrial design and art. Specialities include parametric design and technical development of lightweight structures and complex geometries. Summum was founded in 2017, based on the philosophy that through exchange and advancement in science and technology, the built environment can serve both people and well-being as well as the environment.

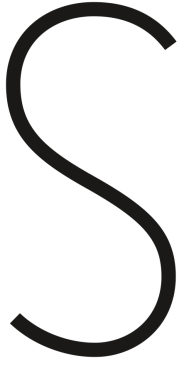
design brief

In this design brief, a prototype form of Dutch housing is developed using robotic sprayed earth. This method is more accurate, free-form, and efficient than traditional rammed earth that relies on manual or pneumatic compaction in wooden formworks. The use of earth is more sustainable than currently-used brick or concrete materials. The design will be developed parametrically with Summum Engineering in Rotterdam.

Rammed earth is a sustainable and low CO2 building material consisting of sand, clay and gravel, sometimes with lime or cement. It is a worldwide, centuries-old tradition. However, the production method is time-consuming and still requires formworks. Through the robotic spraying of earth, this construction process can be accurately automated and, moreover, creates entirely new possibilities for design. A collaborative start up is currently developing this technology with the help of Dutch and European support.

The first applications are found in earthworks, road building and hydraulic engineering. The design brief is also to jointly explore a prototype form of Dutch housing, such as a permanent or temporary ground-level house or residential block, in which the qualities and preconditions of robotic-sprayed earth are key.

The beginning designer will be introduced to the current state-of-the-art of parametric modelling and design and the use of rammed earth in constructions, in particular by using robotic spraying.



profile 2

Living outside the city

VRP Architecten

| | |
|--------------------|---------------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | urban development |
| themes: | Green Heart, housing construction, town & country |
| location: | Roelofarendsveen |
| website: | https://www.vrparchitecten.nl |
| proposed start: | October 2021 |

collaboration partner

VRP architects has been based in the centre of the Green Heart for 50 years. This area is also our main work area. We expressly position ourselves as the architect office for the Green Heart. Therefore we see it as our task to think about living outside the urban context.

design brief

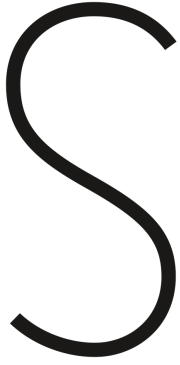
What needs to change to achieve inclusive sustainable housing outside towns without just turning the countryside into more towns in the process? The difference between town and country is not so great in the Dutch context. Still, villagers name tranquillity, space and the 'like-knows-like' feeling as clear village qualities. In our 'polder land', the distinction between town and country is strongly present.

A creeping transition from former agricultural use to housing is now taking place. The expansion of villages outside the major cities poses several problems. It has a profound impact on the surrounding landscape, leads to extra commuting traffic, and has a major impact on existing communities. But new housing development is also necessary to ensure vital, productive communities, freedom of choice, and an inclusive society in rural areas.

What consequences, or opportunities, do the major transition tasks (energy transition, water storage and making agriculture more sustainable) have for living outside the town? Will self-driving public transport change accessibility? Does the sharing economy offer new opportunities for the village like-knows-like culture?

We propose an investigative design brief. We focus the design brief on the scale of a town planning expansion of 50 to 100 dwellings, with distribution according to income groups, on the edge of an existing village community in the Green Heart.

In this collaboration with a beginning designer, we seek the unbiased approach that can lead to new solutions that we perhaps overlook. The interaction between practical expertise and a fresh perspective enables the possibility to not only develop new ideas, but also to achieve a relevant problem definition and applicable results.



profile 3

From potato shed to test-site for the arts

Radartoren Architectuur

| | |
|--------------------|---------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | product, furniture and industrial design |
| themes: | national monument, sustainability, art |
| location: | Arnhem |
| website: | http://www.marcohenssen.nl |
| proposed start: | October 2021 |

collaboration partner

Since his move from Rotterdam to the Cultural Buitenplaats Koningsweg in Arnhem (2017), Marco Henssen has been running his practice under the name Radartoren Architectuur. With this, Henssen made a conscious choice to work at the cutting edge of architecture, art and community engagement in a small-scale local context, expressly collaborating with other disciplines and pursuing a social agenda (bio-based, nature-inclusive, activist, DIY).

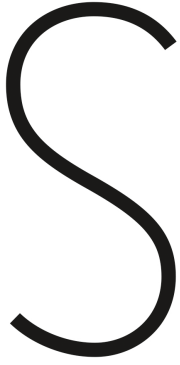
design brief

With the project DeHangar.art, Radartoren architecture will transform a vacant monumental aircraft hangar (1941) used as a farm building and its field into a test site for the arts. DeHangar.art is sandwiched between Deelen airfield and the cultural centre Buitenplaats Koningsweg in Arnhem in a potato-farming landscape, and is off all grids. In view of the future programme, it will be investigated how DeHangar and the field can become autarkic and how the facilities required for a successful exploitation can be designed.

We want DeHangar to be self-sufficient. Partly out of necessity - there are no utilities, internet or sewers - partly out of ambition, and as an example for other isolated (monumental) buildings.

The spatial starting point for the former aircraft hangar is that whatever can be put in can also be easily taken out again, so that the 360 m² surface area can be used flexibly. In addition, a national monument imposes major limitations on the realisation of architectural interventions and installations. No irreversible interventions are allowed. Our ambition is for the necessary facilities to be accommodated in units (information unit, bar/kitchen unit, toilet/storage unit and an energy unit, or a combination of these) that are mobile, bio-based and nature-inclusive.

The results of the autarky research partly form the basis for the design of the facility units. Besides the preconditions, we will also examine the materialization, production and implementation methodology.



profile 4

Network of Games

Play the City

| | |
|--------------------|---------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | urban planning, games |
| themes: | city games, data, spatial projects |
| location: | Goeree-Overflakkee |
| website: | https://www.playthecity.eu |
| proposed start: | October 2021 |

collaboration partner

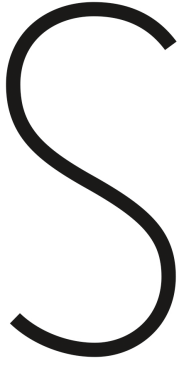
Play the City is a small, innovative and experimental company based in Amsterdam. Despite the theoretical background of the team, Play the City delivers relevant work for daily practice. Games are developed and implemented with stakeholders on subjects of urgent social issues like affordable housing, energy transition, climate adaptation and participation. Besides Dutch cities, Play the City often performs internationally in cities such as Istanbul, Cape Town, Dublin, Prague, Shenzhen, and more.

design brief

The key question of this Network of Games research is, how can designers respond relevantly to spatial projects that are becoming increasingly complex? Based on more than a decade of research and experience with city gaming, Network of Games (NoG) sets out a broader framework and connects multiple city games.

This ecosystem of city games enables designers to arrive at solutions on and off-line, quantitatively and qualitatively, with experts and non-experts, and in an integrated manner - spatially and communally, sustainably and socially. In the last three years, the theoretical approach of NoG has been developed and translated into a number of concrete projects in Dutch cities. Network of Games will continue to grow in the coming years with new applications, and with new models, datasets and interfaces.

'Climate Game' is one of NoG's case studies that is currently in an upscaling phase. This game system measures a number of models, with interfaces under development for e.g. Bospolder Tussendijken in Rotterdam, Goeree-Overflakkee, and Gazhane in Istanbul Turkey. Research is needed into the missing data and the social and cultural context in which the game will operate. New interfaces and their applications will be investigated and connected to extensive datasets and models in order to reach different target groups.



profile 5

Series, types & modules

Cityförster Rotterdam

| | |
|--------------------|-----------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | coding |
| themes: | parametric design, circular construction |
| location: | Rotterdam |
| website: | http://www.cityfoerster.net |
| proposed start: | October 2021 |

collaboration partner

CITYFÖRSTER designs sustainable living environments. We do this with a strong engagement with the city and society. We think holistically about architecture, urban planning and space. We develop our ideas and concepts with a vision of the city as a system in permanent transformation. Our goal is to use a strong concept and integrated planning processes to achieve robustly designed, achievable and economical results.

design brief

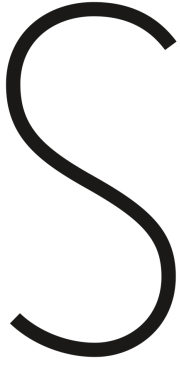
In the transition to a circular-built environment, the life span and re-usability of buildings and their components will play an important role. Especially the grey emissions caused by a building can only be justified if the building lasts as long as possible.

Nowadays, the construction sector responds to this demand with industrialisation and standardisation, which is in many respects the right direction. However, this also creates difficulties, particularly from the point of view of urban planning when it comes to inner-city densification projects. Here, customisation is often required, which makes it even more unattractive for large builders and developers to invest in this area, and they prefer to build industrially on fields.

We want to bridge the contrast between industrial building production and inner-city customization by investigating how standardization can be combined with modularity and mass-customization of, for instance, connection pieces in order to apply crucial concepts of circular construction to complex inner-city projects as well.

By means of parametric design and computer-assisted production methods (CNC), mass-customization is possible in principle. It is just not yet applied on a large scale. We want to explore the possibilities and added value at the nexus of bio-based, factory, housing shortage, renovation and inner-city development.

In consultation, the objective will be sharpened to take into account the specific knowledge/interests of the candidate.



profile 6

Bright Lights, Big City

XML Architecture Research Urbanism

| | |
|--------------------|---------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | interior architecture, scenography |
| themes: | night life, inclusivity |
| location: | Amsterdam |
| website: | http://www.x-m-l.org |
| proposed start: | early October 2021 |

collaboration partner

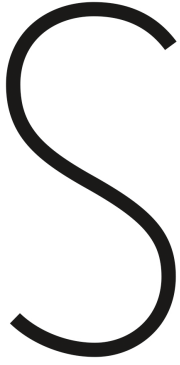
XML is an office for architecture, research and urban design, founded in 2008 by Max Cohen de Lara and David Mulder van der Vegt. The work of the office is characterized by a research-driven approach in which an analysis of the (social) forces surrounding a design task is an essential part of the design process. In XML's work, this form of architectural thinking is not exclusively materialised in the form of buildings.

design brief

Since 2017, XML has been working on the redevelopment of an inner-city location in the centre of Amsterdam. This summer, the environmental permit will be granted that will move the project towards realization. An important part of this project is the design of Culture Clubhouse EUROPA. Anchored in Amsterdam's queer community, the initiators want Club EUROPA to be an inclusive place where art, music, dance, theatre, film and debate by and for makers and visitors of the widest possible diversity have a safe home.

Taking the concrete design brief for the new Club Europa in Amsterdam's city centre as its starting point, XML will conduct design research into the architecture of the night(club). Using Amsterdam as a case study, the research will focus on the club as a design project, the interaction between the culture of the night and the day, and the role of clubs as places of experimentation. Is there such a thing as an architecture of the night? How do these spaces relate to other cultural places in the city? What made the clubs successful as places of experimentation; what role did architecture play in this? And in a post-COVID era, what could a cultural clubhouse be as a centre of night culture?

The intended result of the project is a publication or exhibition in which the design brief for Club Europa is examined as part of a broader cultural context.



profile 7

Land van Chabot

Maatschap Observatorium

| | |
|--------------------|-------------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | garden and landscape architecture |
| themes: | art, nature, river landscape |
| location: | Rotterdam |
| website: | http://www.observatorium.org |
| proposed start: | October 2021 |

collaboration partner

Observatorium (1997, Rotterdam) is a partnership of the artists Geert van de Camp, Andre Dekker, Lieven Poutsma and Ruud Reutelingsperger, working in the field of art in public space and place-making. By means of iconic architectural works of art and participatory processes, they give new meaning and appropriate use to squares, parks, industrial zones and urban wildernesses under transformation. Their work is characterised by the paradoxes of poetic/robust and iconic/welcoming; always embedded in urban or landscape area development.

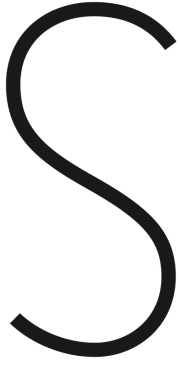
design brief

The Chabot Museum in Rotterdam has commissioned Observatorium to create a monument for painter Henk Chabot near his studio on the river Rotte. After the construction of the motorway is completed in 2024, a small strip of moorland with a view of the horizon will remain: a 'protected vista' as a cultural destination in a metropolitan park.

The design brief concerns the redevelopment of the strip of moorland alongside the river Rotte into a metropolitan garden after completion of the new A16 ring motorway in 2024, in memory of the open river landscape around the city as seen by painter Henk Chabot.

The design should result in an area to stroll around, surrounded by highway, industry and suburbs in a river landscape. The design is an artistically arranged green oasis as a monument, of which the polder structure and its low position of -6 NAP (-6 m under water table) form the guiding principles.

There is community support and goodwill, there are artistic concepts, and the theoretical underpinnings of Dr Saskia de Wit, TU Delft. Observatorium has a wealth of experience in the field of integrating art and landscape, and ecology and living environment. Observatorium is strongly committed to knowledge sharing, as demonstrated by their publications and a long history of workshops, guest lectures and internships. This project is an excellent opportunity to consolidate this approach and to help a beginning landscape designer independently convert artistic and cultural-historical starting points into landscape design.



profile 8

Towards a typology of flexible co-housing structures

Mauroparravicini Architects

| | |
|--------------------|-----------------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | product development, social design |
| themes: | sustainability, flexible housing, housing market |
| location: | The Hague |
| website: | https://www.mauoparravicini.eu |
| proposed start: | October 2021 |

collaboration partner

Mauroparravicini architects was founded in 2010 in the Netherlands by Mauro Parravicini as an international design and research firm. We focus on sustainable processes and circularity. Our work is often the result of broad multidisciplinary collaboration. We believe in a broad approach to design that unites social, economic and technical aspects.

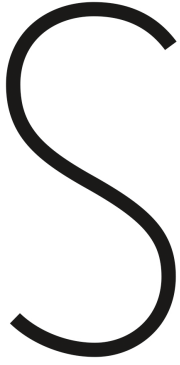
design brief

The Netherlands is facing increasing pressure on the housing market. With the topic of 'flexwonen' (flexible housing) high on the political agenda as a possible response to that, the solutions provided by constructors remain in the domain of single, non-urban units. At the same time, there is a growing interest in new ways of sharing spaces, amenities and services among residents, as seen in various co-housing cooperatives.

Goal of this research by design is to find new ways to create co-housing structures that can be placed in existing urban 'terrain vagues' where urban quality is lost. We believe that such interventions call for a smart flexible design, the use of bio-based materials, circularity and nature inclusiveness. We want to test possibilities by addressing both the technical and the social issues that such solutions will either raise or solve, and by trying to develop them in integrated flexible design solutions.

The project will be organised in three different phases, not strictly in chronological order, but rather transversally connected: framework, analysis, exploration. We will frame it within an historical and social context: after a theoretical definition of co-living and flexible living based on literature, we will learn from past experiences and from current attempts to create sustainable co-housing structures. The second phase, analysis, will be based on understanding the current supply, up-to-date experimentation on flexible living as well as wood-based housing construction, by looking at contemporary concepts for modular dwelling production. Next, we will proceed with a design exploration of material solutions, circularity and sustainability: realizable solutions through possible collaborations and contact with contemporary manufacturers to explore conceptual fabrication details and bio-based materials. Finally, we will draw the conclusions that might generate new questions for further explorations in a new phase.

The central theme of the research will be given by us, but also recalibrated with the collaborator.



profile 9

Mobile, autarkic housing object

Beyond Space

| | |
|--------------------|-----------------------------------------------------------------------|
| main discipline: | architecture |
| sub-discipline(s): | interior architecture |
| themes: | housing construction, product design, mobile home object |
| place: | Amsterdam |
| website: | https://www.beyond-space.eu |
| proposed start: | October 2021 |

collaboration partner

Beyond Space applies 'architectural thinking' more broadly than to purely spatial matters. Drawing on boundless interests, disciplines and experience, Beyond Space forges new insights that allow room for the unexpected. They combine creative entrepreneurship with solid roots in architecture and express unconventional ideas in intuitive design. They seek to be at the cutting edge of art, architecture and product design. Beyond Space embraces ideas that seem outside the box and is stimulated by problems that are so ingrained that they have become more or less invisible, and are therefore never solved.

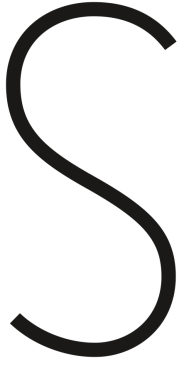
design brief

Nature campsite Mariahoeve in Drenthe has asked Beyond Space to create an innovative design for a mobile holiday home alias mobile home. Beyond Space not only wants to look at a holiday home from the perspective of a mobile home, but also link this to the question of what a mobile, autarkic living object could look like.

The mobile home has evolved from nomadic shelter to holiday home. The typical rectangular block of corrugated iron has hardly changed since the 1950s. At the same time, we live in an era in which the world changes ever more rapidly. More and more people are on the move, and holidays in one's own country are more sustainable than flying. The concept of a mobile, autarkic home has great potential and should be explored further.

The collaborative project is both experimental and practical. For Beyond Space, this offers extra scope to add experimentation and substantive research to the assignment. The resulting experience, both conceptual and practical, is valuable in the sense that it may yield a broader knowledge than is accrued through everyday practice. The broader knowledge, in this case in relation to mobile/autarkic housing, forms a basis with the potential for a follow-up.

The collaboration project includes both a conceptual and investigative side as well as a practical implementation side. The goal is to eventually make the object. A relatively feasible realization of the object is preferred.



profile IO

Desired Intimacies

Circus Andersom

| | |
|--------------------|-----------------------------------------------------------------|
| main discipline: | design |
| sub-discipline(s): | graphic communication, visual communication, social design |
| themes: | sexuality, intimacy, dialogue |
| location: | Amsterdam |
| website: | http://circusandersom.nl |
| proposed start: | October 2021 |

collaboration partner

Circus Andersom is a research agency of independent project developers. We question so-called self-evident truths and investigate how we can transform frustration into wonder. For this purpose, we develop alternative forms of dialogue in which people can meet themselves and each other anew. We work for places, people and systems that consciously or unconsciously are in need of change.

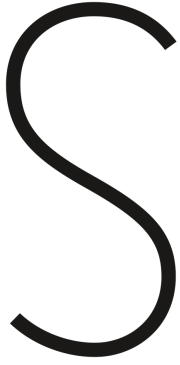
design brief

With *Desired Intimacies*, we develop visual works and alternative forms of dialogue in which knowledge and curiosity about, and the embodiment and appreciation of one's own and others' bodies are key. We invite the designer to conduct an independent research in one (or more) of the areas mentioned below. In addition to designing various forms of dialogue, we ask the designer to develop his/her own forms of reporting. How can the meetings safely and inspiringly result in a manual for the human being, for example?

> 'Touch Lab' creates space for fundamental and embodied research into (self) touch and real encounters. All of us have a lifelong longing for connection, intimacy and touch. All of us, in our own imperfect way, try to give shape to this human nature – strongly determined by origin, spirit of the times, circumstances, and phase of life.

> 'For the Pussy' explores the role of the female body for ourselves and in society. How can we make knowledge of the female body our own? How can we get closer to our own bodies? And how can our attitude towards our body change positively? We are thinking of Testimony Talks, a manual for Labia Reading and a mobile Uterus Bar as forms of research and communication.

> 'Penis Dialogues'. How can we encourage men to talk to each other about sexuality, to ensure that the world can become sexually healthier and safer? With less violence against women, less sexual abuse of minors worldwide and less homophobia? How are we going to ensure that men take responsibility in this, for themselves, for others, and for each other?



profile II

Oranova Spiegelmaker

Mooves

| | |
|--------------------|---------------------------------------------------------|
| main discipline: | design |
| sub-discipline(s): | comics and graphic novels, digital storytelling |
| themes: | transmedia, storytelling, art direction |
| location: | Amsterdam |
| website: | http://www.mooves.nl |
| proposed start: | October 2021 |

collaboration partner

Founded in 1999, Mooves is a studio of illustrators, scriptwriters and film makers. We mainly produce our own animated films for international festivals and cinema screenings and create interactive animations in VR. We also write scenarios for award-winning comic series such as *Dirkjan* and *Donald Duck* and publish our own comics and stories in magazines and on various platforms. Mooves consists of a core of three creators surrounded by a network of animation and comic creators with whom we often work on a long-term basis.

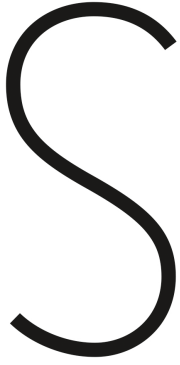
In addition, with comic creator and VR artist Merel Barends, among others, Mooves is currently developing an immersive experience, a motion comic, a podcast, various scenarios and literary stories for the transmedia project Oranova. Mooves would like to add the online graphic novel *Oranova Spiegelmaker*, in collaboration with a beginning film-maker.

design brief

Oranova is a transmedia story world that works as a narrative arena, where all kinds of different stories come together in different forms. Each Oranova story contains gateways to other parts of the universe. This can be done through partially overlapping story lines but also literally through hyperlinks. This way, all stories are directly or indirectly connected.

The stories of Oranova are aimed at a (young) adult audience, but the multimedia approach of the project gives room to serve a specific target group per presentation, and at the same time entice the audience to try out new narrative forms. *Oranova Spiegelmaker* [Mirror-maker] is an experiment to create a graphic novel for Instagram with a diary-like narrative. To advance the expansion of the Oranova universe, it would be an added value for Mooves to be able to start developing *Oranova Spiegelmaker* with a beginning art director.

For *Oranova Spiegelmaker*, you will work in a story team consisting of Remco Polman, screenwriter Jantiene de Kroon and possibly an intern. As concept artist and character designer, you will be supervised in designing a unique style that fits well with the story and the medium and is in line with the visual styles of the genre and the other Oranova stories. There is room for experimentation within the story team and for adapting the scenario and the designs to each other.



profile 12

Our Polite Society Type

Our Polite Society

| | |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | graphic design and visual communication, typography |
| themes: | variable font technology, conceptual |
| location: | Amsterdam |
| website: | www.ourpolitesociety.net and www.ourpolitesocietytype.net |
| proposed start: | November 2021 |

collaboration partner

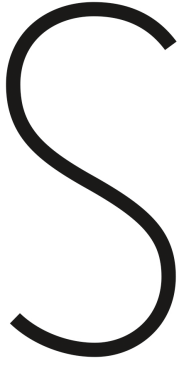
Our Polite Society is a studio for graphic design, type design and typographic research. Our Polite Society's production comprises formats such as books, magazines, posters, exhibitions, websites, and typefaces. Our way of working is informed by the specificities of materials and techniques, and the standardizations and restrictions of production processes. The typographic medium is a recurrent common denominator. Our self-initiated work investigates how typographic form reflects socio-historical phenomena, and how it relates to ideology and the distribution of knowledge. We have been publishing typefaces under the imprint Our Polite Society Type since 2017.

design brief

This proposal is about the development of a typeface family, deploying the technology of variable fonts (VF). The project includes defining a conceptual and formal starting point and from there exploring and expanding shared knowledge of variable font processes. The aim is to use variable font technology not merely as a supporting tool, but as a way of thinking during the process of type design. A variable font is a font file that can store a continuous range of design variants, with an infinite number of fonts available to be sampled. VF technology has been applied by foundries recently to design extensive families. The novelty value is obvious, but for us – as type designers coming from graphic design practice – there are lingering questions surrounding end-use and application.

Our research will consist of studying historical VF predecessors, taking a closer look at current examples to identify how VF technology is used, and developing a starting point for the design of a new typeface that uses VF not merely as a tool, but thematizes and conceptualizes it as part of the design process. When the idea of a typeface-family with clearly defined typestyles is dissolved, there is an opportunity to rethink the concept of a typeface and what it represents.

Our approach to type design is conceptual and contextual. Since our type designs are usually developed in the framework of a bigger design project, there is little time to dive deeper into the research and development of more technological aspects of the process. For us it would be a great opportunity to collaborate with a designer who is native to these new technologies – in particular variable font design – and to explore the possibilities of such processes within the context of our way of working and thinking.



profile 13

Asclepius

Siba Sahabi

| | |
|------------------|---------------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | interior and spatial design |
| themes: | care sector, art, light installations |
| location: | Amsterdam |
| website: | https://www.sibasahabi.com |
| proposed start: | early October 2021 |

collaboration partner

Due to my own German/Iranian nationality, cultural identity plays a central role in my work. I focus on interdisciplinary and intercultural issues. I am also the director of the Siba Sahabi Foundation, which initiates and produces interdisciplinary projects.

Since 2019, I perform extensive research into various societal themes once a year. In addition to research projects, I create limited design editions and art installations. My work has been displayed in a variety of galleries, including the Saatchi Gallery in London, the Museum Direktorenhaus in Berlin and the Museo Nacional de Bellas Artes in Buenos Aires.

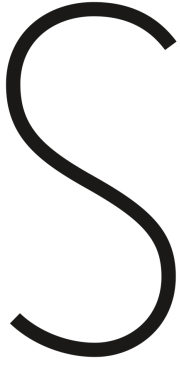
design brief

Together with a beginning designer, I will develop a light art piece for the central waiting area of the healthcare centre CareXL in Rotterdam. Waiting is often associated with immobility, passivity and even powerlessness. We want to change that by means of an artwork that distracts and inspires the waiting visitors and patients, and might also offer a topic of conversation.

In 2019, I conducted an extensive study into the waiting experiences of patients in the healthcare system (www.moirai.nu). By involving a variety of disciplines, including philosophy, psychology, art, theatre, architecture and design, we were able to study the relation between time and healthcare in a wider context. My study was presented as an exhibition at Maastricht University Medical Centre+, with many positive reactions from patients, staff and visitors.

Architect Serge Schoemaker subsequently invited me to translate this study into an artwork for the central waiting room at CareXL healthcare centre in Rotterdam. As a project architect, he is involved in the development of this new healthcare centre, commissioned by Atabey Senyurek.

In collaboration with a beginning designer, I intend to develop a unique light installation that helps create an attractive, well-designed environment and improves the waiting experience. The purpose of the art installation for the healthcare centre is to appeal to people of different cultural backgrounds, education levels and ages, which is why it is important to have a variety of perspectives, opinions and experiences during the design process as well.



profile 14

Research Abundance

MAISON the FAUX

| | |
|------------------|-------------------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | performance, fashion design |
| themes: | capitalism, maximalism, multidisciplinary |
| location: | Arnhem |
| website: | http://www.maisonthefaux.com |
| proposed start: | October 2021 |

collaboration partner

MAISON the FAUX describes itself as "A creative studio posing as a grand couture fashion house". MAISON the FAUX works consist in theatrical, immersive performances in which performance, fashion, decor, spatial design and various artistic disciplines are fused into a single comprehensive experience. In addition to these independent presentations, MAISON the FAUX works for various well-known clients in various disciplines and societal sectors.

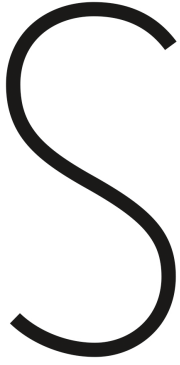
design brief

This autumn, MAISON the FAUX is starting a new research project to further explore themes, concepts, forms and working methods of the studio. This project serves as a preliminary study for an upcoming performance centred on the subject of The Horn of Plenty. This entails studying themes such as excess, capitalism and the limits of the unlimited.

Our signature is maximalism: more is more. We believe that grand, passionate statements and disinhibition create room for new worlds and possibilities. The unlimited aspect of the maximalist attitude gives us freedom, and with The Horn of Plenty, we want to draw our audience into a world of sensory experience. A world in which you lose yourself through the stimulation of all your senses. We will be developing a decor, costumes and performance for this experience and will collaborate with various makers including a food designer.

In the context of *Bouwen aan talent*, we think it would be interesting to zoom in on a specific part of the project. Components like costume, sound, decor or performance could be elaborated in this preliminary study. Depending on the discipline and needs of the beginning designer or maker with whom we will be working, we can select and study a specific part of The Horn of Plenty.

A multidisciplinary approach is essential to our work. In the experiential worlds of fashion that we create, we seek synergy between different disciplines. We are always seeking the multi-layeredness and immersiveness made possible by combining and blending disciplines, so collaborating with makers who – like us – seek to break out of their pigeonhole is important to us. We are looking for a collaboration partner who is open to exchange and to exploring boundaries.



profile 15

Sinjar / Şengal / شنگال

Hozan Zangana studio

| | |
|------------------|-------------------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | product development, performance |
| themes: | research, collective memory |
| location: | Netherlands |
| website: | https://www.hozanzangana.com |
| proposed start: | October 2021 |

collaboration partner

Hozan Zangana was born in Kirkuk, Kurdistan / Iraq 1983. In the 90s his family fled to the Netherlands, where Hozan had to rebuild a life for himself as a teenage refugee, in a foreign country with a very different culture and language.

Hozan uses elements in the world, such as language, tradition and rituals, that do not occupy any space but do increase human connection as an inspiration for his work. He studied at the Rietveld Academy in Amsterdam and at the Design Academy in Eindhoven, where he mastered in Well-being. He has exhibited all across the world.

design brief

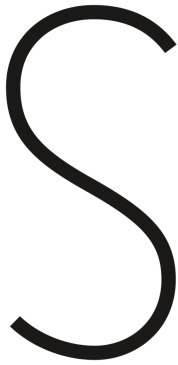
In 2014 a genocide of the Yazidi people by ISIS took place in my homeland. The Sinjar mountains, where they fled for safety also presented a challenge for their survival, where they had to cope with the natural elements. My goal is to translate their suffering into sculptures to help be a voice for their story, so it will never be forgotten.

We need to research the stories of the survivors and the circumstances in which they experienced their collective trauma. We will do this by reading articles and books on the subject and will conduct an interview with the representative of the Yazidi community in the Netherlands. We will select stories and collect images and material after which we will find ways to translate this knowledge into abstract form and volume.

The collection will be in miniature, but magnified through performance, photography and exhibition. Because in the end, the stories are central in this project, and the sculptures serve as a way to communicate.

It is very interesting for me to know the view of someone from outside of my culture and how they would organize their research, and which questions they would ask. I would also like to share the knowledge I have gained through the years and my experience with creating shape and volume.

The focus will be on the research part of the stories and, depending on the partner's level of experience and ability to learn, I offer the possibility to also design part of the collection and collaborate with full credits. I am looking for someone skilled in research, analysis and connecting the dots. Experience with Adobe, photography and creative presentations and 3D-modeling is an asset. Material research/experimenting, model making and general dexterity is a plus.



profile 16

Business of Climate Solutions

Kode21

| | |
|------------------|-------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | product development |
| themes: | climate solutions, sustainability, businesses |
| location: | Utrecht |
| website: | https://www.kode21.com |
| proposed start: | October 2021 (later date possible in consultation) |

collaboration partner

Kode21 (Ceren Bagatar, Zubin Nayak, Michiel Cornelissen) is the first design agency that specializes in finding synergy between design and climate solutions. Design can help make climate solutions more attractive, and climate solutions can be used to create better products and services. Also, our Business of Climate Solutions tool has reached the final round of the What Design Can Do #nowastechallenge.

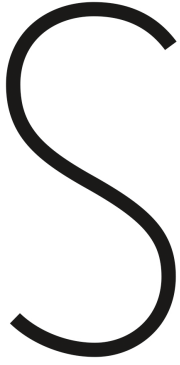
design brief

Climate solutions are the technologies and strategies that together can prevent the climate crisis.

Kode21 is seeking someone to help improve and refine our *Business of Climate Solutions* tool (www.kode21.com/bocs). This process helps businesses employ climate solutions to develop attractive and promising products and services that are not only climate positive, but often have further advantages in such areas as health, waste reduction and nature conservation. Early trials of this tool (with businesses such as Philips Healthcare) were positive, but we would like to make it even better and more accessible.

Talks are still ongoing, so nothing is certain yet, but Project Drawdown (in which some very interesting businesses are participating, such as Netflix and Google) may be involved as a partner in our BoCS workshops.

We have reached a point where we have been working on this project for so long that we would welcome the fresh perspective of a beginning designer. Furthermore, if this discipline continues to gather attention at the rate we have seen until now, then a long-term collaboration is a definite possibility.



profile 17

Sign of life

Het Huis van Betekenis

| | |
|------------------|-------------------------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | illustration, graphic design, visual communication |
| themes: | homelessness, visual reporting |
| location: | Utrecht |
| website: | https://hethuisvanbetekenis.org |
| proposed start: | early October 2021 |

collaboration partner

Illustrators, cartoonists, journalistic illustrators, animators and independent draftsmen: more than 15 creatives are involved at Het Huis van Betekenis in Utrecht. They are eager to share their work, ideas and inspiration with each other, the world, and with you.

The illustrators and draftsmen at Het Huis van Betekenis share a love for drawing and a belief in the artistic and social power of drawings. They collaborate, share, learn, grow, and help each other. We are open towards other creative professionals, the city of Utrecht and the world at large, with regard to topical themes like sustainability and inclusiveness.

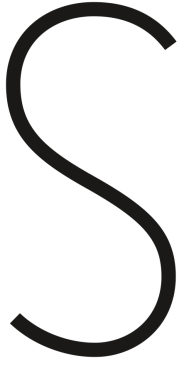
The professional development of illustrators and draftsmen is one of our main priorities, with special attention for beginning talents. Inspiration and knowledge, co-creation, networking, artistic and commercial self-development: many activities involve combinations of these aspects. Our ultimate ambition is to take the discipline to a higher level.

design brief

How do you survive, let alone make a life, in the streets as a homeless person? On a world level, the Dutch are quite a happy people, scoring fifth in the happiness ranking. How civilized a society is, can be measured by (among other things) its social policies and how it deals with vulnerable groups like the homeless. The homeless are an unfamiliar group to many people; they often see them as threatening, and many ignore or reject them.

We, Het Huis van Betekenis, want to put a human face on these people and to give them a place, right in the middle of society. Homeless people are not to be pitied, are not the losers of our society. They have a story, a past *and* a future. They are courageous, creative, and able to survive in our society.

The design brief is: create a journalistic, visual report portraying the lives of homeless people from Utrecht (in concrete terms: approximately three homeless individuals). Devise a narrative and form of publication that helps society to develop more awareness of and understanding for this vulnerable group. You will receive support from various stakeholders, including Stichting Weerzien, which will help put you in contact with homeless people.



profile 18

Handicraft Database

Studio Maarten Kolk & Guus Kusters

| | |
|------------------|-----------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | textile design, product development |
| themes: | materials, handcraft, traditional craft |
| location: | Eindhoven |
| website: | http://www.mkgk.nl |
| proposed start: | October 2021 |

collaboration partner

Maarten Kolk and Guus Kusters (Kolk & Kusters) both graduated with honours from Design Academy Eindhoven and have often been described as contemporary romantic poets. Their crafts and extensive research based work is exhibited and sold around the world and has been acquired by various museums and added to private as well as national/public collections. The duo aims to make tangible the fleeting moments of beauty that they observe in the natural landscape.

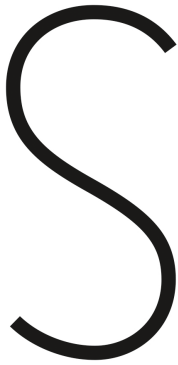
design brief

In *Handwerk Database* (Handicraft Database), we research alternative threads and materials derived from the abundance of existing and already processed materials in the world. What possibilities lie in textile processing using traditional craft techniques? The purpose of the study is to develop a database of colours, materials and possibilities that can then be applied in subsequent projects.

Together with the beginning designer, we will set up a research plan based on the possibilities in the area of colour, material properties, processing and the supply of “haberdashery”. In this study we see the world at large, rather than the shop, as a supplier of haberdashery for handcraft. We believe that seeing pre-existing materials or products as potential sewing thread (when you rework them into this shape) unlocks a wealth of possibilities for processing and innovative application.

In the *Handwerk Database* study, we are attempting to create an archive of colours and materials in the area of innovative threads, materials and handcraft techniques derived from the abundance of materials in existence. Over the course of three months, we will collaboratively create an archive representing the result of our study. The archive will be created in duplicate: one for Kolk & Kusters, one for the beginning designer.

We consider the entire study to be a design assignment. We expect the beginning designer to have and contribute the following: knowledge about colour theory, an affinity with handcraft and textile techniques, an understanding of production methods (both existing and to be developed), knowledge and insight in material usage and application, the co-design of tools for the processing of the threads and techniques, and an eye for refinement. We also consider the presentation of the archive and the form of documentation to be part of the design brief.



profile 19

From Talent to Talent

Vandejong

| | |
|------------------|-----------------------------------------------------------------|
| main discipline: | design |
| sub-disciplines: | graphic design and visual communication, social design |
| themes: | programme creation, method development |
| location: | Amsterdam |
| website: | http://www.vandejong.com |
| proposed start: | October 2021 |

collaboration partner

We believe that the world can always be made better. But doing things better means doing them differently. And we're good at that. Over the past thirty years, we have proven to be an excellent partner for people who know how to change the world. Together, we seek out new meanings and create surprising forms of communication and designs to help the world move forward.

design brief

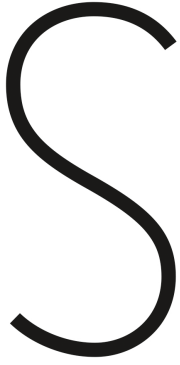
We are looking for a beginning designer to restructure and design our Trainee Programme for young designers. Currently, we have a 12-month programme in which newly graduated designers and copywriters have the opportunity to gain work experience at a creative agency. However, as it stands, the programme has insufficient structure. Through this collaboration, we want to develop a method that allows us to supervise trainees according to set principles and to reflect on the supervision offered, so that the process becomes measurable and transparent.

Through practical research and a theoretical framework, we wish to identify the important steps young designers must take and how we can tailor our trainee programme accordingly in order to make the process as valuable and reciprocal as possible.

Our goal is to develop a method and to visually translate this into a canvas or roadmap that allows us to document and visualise the process, in order to better monitor and adjust it where necessary. Once developed, this method can be widely implemented in the entire field, so that it can truly make a large-scale difference for the integration of freshly graduated designers.

We find it interesting to approach this assignment from a design perspective. So far, we have only considered the issue from a purely organisational point of view. In practice, however, this has proven to be too narrow an approach that fails to connect academic experience with professional practice. We believe that a practice-driven approach implemented by and in collaboration with designers would help us establish a better-structured and more impactful programme.

The exact parameters of the assignment can be determined in consultation with the designer. The designer will also have a great deal of freedom regarding the design of the research results. We appreciate designers with a personal style and way of thinking that complements ours and who can offer us new insights.



profile 20

Experimental screen-based design

Studio Harris Blondman

main discipline: design
sub-disciplines: graphic design and visual communication, coding
themes: online co-creation, new technology
location: Amsterdam
website: <http://www.harrisblondman.nl>
proposed start: October 2021

collaboration partner

Studio Harris Blondman is the award-winning graphic design studio of Joris Landman and Harry Bloch. The Dutch-Swiss studio combines classic editorial and design knowledge with new media expertise and creative coding, and works at the cutting edge of graphic tradition and digital experiment. Studio Harris Blondman designs and makes identities, branding, campaigns, printed matter, magazines, books, exhibitions, motion graphics, apps, websites, and screen-based projects for international clients, from the creative and academic domain to the commercial sector.

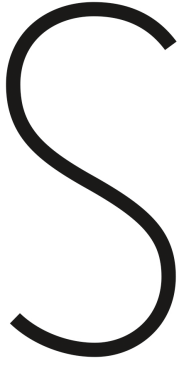
design brief

As part of *Bouwen aan talent*, our digital graphic design studio will experiment with the potential of technologies for real-time, online, collaborative creation.

In the context of screen-based and web design, a technology can be understood as a coded toolset or framework with a specific use that has its own practical and artistic possibilities. The technologies we focus on underlie such things as live collaborative drawing, writing and editing, as well as visual and text-based communication such as video telephony and chatting. Roughly speaking, these all work by using centralized information to simultaneously instruct multiple web browsers, screens, devices. Although developed primarily for applications such as Zoom and Google Docs, this principle inherently allows for alternative, unintended uses, which we will explore in a playful, visual way.

We place this experimental, graphic research against the backdrop of COVID-19, which has given a new urgency to these tools and technologies, and a new scale to their development and application. We are now entering a next phase, where they are becoming permanently embedded in our daily circumstances, work, education. With these things in mind, we see critical and artistic inquiry into these technologies becoming all the more important.

Do you have a starting practice in screen-based and code-based graphic design, and a decent knowledge of HTML, CSS, and JavaScript? Come experiment with us. We will research and visually experiment with the possibilities of collaborative online tools, and with the limits of the medium. We will design and build speculative, playful, real-time, collaborative objects, and some unexpected graphic design.



profile 21

Mapping Creative Coding Ecologies

Stichting Creative Coding Utrecht

| | |
|------------------|-----------------------------------------------------------------------------------|
| main discipline: | digital culture |
| sub-disciplines: | interactive and information design, databases |
| themes: | accessibility, mapping |
| location: | Utrecht |
| website: | https://creativecodingutrecht.nl/ |
| proposed start: | October 2021 (later date possible in consultation) |

collaboration partner

Creative Coding Utrecht (CCU) is the ultimate platform for digital creativity. CCU motivates makers, connects organisations and sectors, inspires audiences and shares knowledge with students, hobbyists and IT professionals. CCU offers you all you need, be it for an exploration of creative coding and upcoming technologies or to expand your professional art practice. In addition to organising activities and offering guidance to makers, CCU is also increasingly acting as an initiator of and contractor for design commissions.

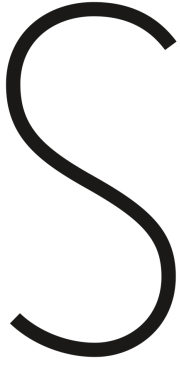
design brief

CCU intends to map out the field and the relations within it in an interactive, navigable data visualisation of the Creative Coding Ecology in the Netherlands. The map should visualise the variety of practices, software platforms, disciplines, makers and sources of knowledge, and make it possible to search among these. The objective is to make the practice and network of creative coding more accessible for people with different backgrounds, interests and levels of skill.

The creative coding field is a sub-culture of the maker movement and consists of many platforms, knowledge bases and forums. The objective of this maker culture is to enable the creative application of technologies. But because code is a medium with such wide applicability, the field is fragmented and no clear overview of any kind is available. As a result, creative coding is failing in its ultimate objective: to encourage accessibility and inclusiveness.

Since we work with a linked database and an API has already been developed, the designer can freely experiment with the visualisation of the map and the development of functionalities for the navigation of the database.

Our programme includes network meetings and a hackathon. We intend to embed the project in these activities, which offers great opportunities to build long-term contacts and collaborate with international makers during the hackathon. CCU will act as the client and provide the designer with guidance, facilitate presentations in collaboration with the project partners and create opportunities for national and international collaborations.



profile 22

Bouwen aan talent - Redrum Bureau

Redrum Bureau B.V.

| | |
|------------------|-------------------------------------------------------------------------|
| main discipline: | digital culture |
| sub-disciplines: | audio-visual, online media |
| themes: | experience, music, interaction |
| location: | Ede |
| website: | https://www.redrumbureau.com |
| proposed start: | October 2021 |

collaboration partner

Redrum is a high-end film and animation studio in Ede. Founded in 2009, it has since grown into one of the largest film and animation studios in the Netherlands. Redrum works for both nationally and internationally prominent clients. The demand for skilled, creative designers and programmers in the film and animation sector is growing, and in order to achieve a good balance between competence development and talent attraction we have set up our own academy (Reducations).

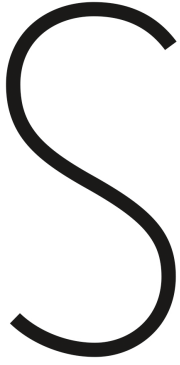
Our design vision focuses on creating high-quality, realistic films and animations that interact with people. Innovations and lifelong learning ('skills in motion') are among Redrum's core values.

design brief

In this project we want to study whether people's motions can interact with music in real time. To create an optimal interaction between emotion/motion, music and digital information and communication technologies involves many different elements – socially and emotionally as well as practically. We are looking for beginning designers who want to make a job out of working with music.

The design brief concerns making an interactive film in which the music must "move" along with human interaction. This film will be used for a museum experience. The special aspect is that we want to make the music interact with the movements of the visitors. We will trigger sound effects using depth cameras. The closer you are, the louder the sound. We also want to research whether we can use facial recognition to influence the music: if a person is smiling a lot, the music will be different than if their expression is neutral. The client will also be involved in the assignment, and the beginning designer will create the track together with the instructor.

The beginning designer will be involved in the entire process, becoming acquainted with all facets. This learning project will contribute to his or her long-term employability. Based on a concrete request, we will create a wonderful track to be used in the film for the museum experience. The entire process will be completed over the course of three months.



profile 23

ADS mirror at home: faster empathetic support in your own home

Studio Gerjanne van Gink

| | |
|--------------------|---------------------------------------------------------------------------|
| main discipline: | digital culture |
| sub-discipline(s): | online media, graphic design and visual communication |
| themes: | healthcare, dementia, co-creation |
| location: | Utrecht |
| website: | http://www.gerjannevangink.nl |
| proposed start: | October 2021 |

collaboration partner

In her design studio, product designer and healthcare innovator Gerjanne van Gink focusses on social issues. Through her designs she highlights a problem, presents solutions and studies future scenarios. One example is a research project into the introduction of smart products to help people with Alzheimer to increase their independence in an empathic manner.

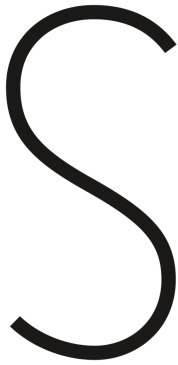
Studio Gerjanne van Gink is building a collection of products that can help people with dementia under the name Alzheimer Empathy Collection.

design brief

A design study into the development of an app version of the ADS mirror for private individuals. This app will make it easy for informal carers to test whether the ADS mirror could help their loved ones in the early stages of dementia.

The aim of the research is to study if we can, with few barriers and therefore more quickly, develop a product that is more feasible and more affordable and which is able to support and extend the independence of the person in the early stages of dementia.

Studio Gerjanne van Gink is looking for digital talent with an eye for interface who can study the development of an app for the ADS mirror. The design study will be conducted in (among other places) a nursing home and a care home with sheltered housing where people can still live independently. The app is being developed in response to the demand in the field of nursing homes and informal carers. The goal is to help people with dementia remain independent for longer when using this app. Co-creation with the target group, self-reliance and human dignity are important in the process.



profile 24

Hybrid Exhibition

Fillip Studios

| | |
|--------------------|---------------------------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | digital storytelling, exhibition design |
| themes: | exhibition, physical & digital experience |
| location: | Arnhem |
| website: | https://www.fillipstudios.com |
| proposed start: | October 2021 |

collaboration partner

Fillip Studios is an art and design studio whose mission it is to create impact through a sense of wonder. The studio, founded by artists Roos Meerman and Tom Kortbeek, develops artistic concepts and conducts design studies in order to create impact through wonder.

Fillip Studios' artistic concepts can be found all over the world. Fillip Studios undertakes design studies in cooperation with universities, research institutes, museums and businesses.

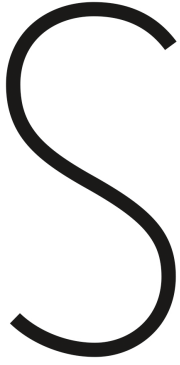
design brief

The digital world has a lot to offer. However, we still remain physical human beings who crave a physical experience of, for example, an exhibition. The corona pandemic has brought both matters to a head. How can we combine the advantages of both worlds in order for them to reinforce each other? How can we create a hybrid exhibition practice that is flexible and prepared for future lockdowns and at the same time able to deepen, extend and strengthen the experience of an exhibition in the open world?

The design brief comprises an experiment with hybrid forms to create an exhibition that combines the qualities of the digital world and the physical world. The corona pandemic has caused an acceleration in the application of digital means, also in the experience of art and design. The value of a physical experience remains important, however, and everyone is craving to go out into the world again. In this experiment we try to combine these developments in order to reinforce both.

For us the combination of physical and digital has the potential to deepen and broaden the power of a physical aesthetic experience. To deepen, on account of being able to create more space and ways in order to provide more (different forms of) information. To broaden, on account of being able to offer the aesthetic experience in more different and appropriate forms to a more diverse and more inclusive audience.

The aim of the experiment is to develop a prototype and possible framework for future expressions to present more diverse and more inclusive design (exhibitions) in a hybrid way that offers a reinforcing mix of physical and digital.



profile 25

Housing Construction and Air Quality

Frits van Dongen architects and planners

| | |
|--------------------|-------------------------------------------------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | architecture |
| themes: | housing construction, air pollution |
| location: | Amsterdam |
| website: | https://www.fritsvandongen.nl/projecten/ |
| proposed start: | November 2021 |

collaboration partner

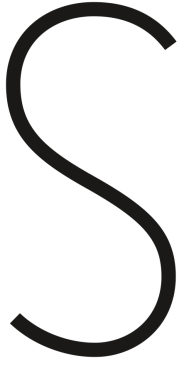
Frits van Dongen architects and planners is an architecture firm with more than 35 years of experience. Since 1988, Frits van Dongen has realised more than 12,000 dwellings domestically and internationally. The firm stands out for its diverse housing typologies that each have their own qualities. The Frits van Dongen team consists of a stable core of senior architects, junior architects and technical designers. In addition, we enjoy engaging with a broad and multidisciplinary team to achieve unexpected solutions for current urban, economic and sustainability issues.

design brief

At the urban planning level, existing cities within the Netherlands are becoming increasingly dense. However, we cannot escape developing new locations. Building “in the fields” is not the solution though, and our natural areas should not be reduced in size. Building near a road (or motorway) can be a solution, but brings its own problems. The nuisance of traffic noise can be solved nowadays, but the air quality near the motorway is harmful to public health because of particulate matter. In the future, this is going to limit housing development possibilities. Electric driving does not solve this problem, as brake dust and the wear and tear of the tyres contributes to the high concentration of particulate matter in these areas. In this study we therefore wish to take a broader and multidisciplinary point of view to find answers to the question of how we can still convert the (building) land next to the roads (or motorways) into pleasant and healthy residential areas.

We are looking for a creative, inquisitive designer who can answer the question of how we can use areas with a moderate to poor air quality for housing. We do this by means of a multidisciplinary study into air quality, housing development and the living environment.

By working with a beginning and talented designer, we can also continue to develop ourselves. New perspectives often lead to new insights. Crossover creativity - the use of creativity to come up with innovative solutions for complex issues - is necessary to move forward as an organisation and to offer solutions for the challenges that housing developers in the Netherlands are facing today.



profile 26

The Generative Material Age - Mycelium Robotics (4D-Printing)

Officina Corpuscoli

| | |
|--------------------|---------------------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | bio design, product, furniture and industrial design |
| themes: | mycelium, bio fabrication, 3D printing |
| location: | Amsterdam |
| website: | https://www.corpuscoli.com |
| proposed start: | October 2021 |

collaboration partner

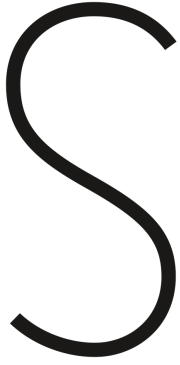
Strongly characterised by a creative transdisciplinary approach and rooted in a collaborative, research-based and experimental practice, Officina Corpuscoli's work explores and questions cultural stigmas as well as the design discipline itself. The agency reflects on contemporary (material) culture, thereby creating new opportunities, critical analyses and advanced visions for the (creative) industry and for the broader social spectrum. Officina Corpuscoli works at the junction of design and biotech, by means of active cooperation with living systems and organisms.

design brief

The project focuses on investigating the fusion of living materials (mycelium-based composites), digital algorithms, robotics and additive manufacturing, with a view to the design/creation of bespoke bio-fabricated structures & artifacts, on various scales. The project aims to expand on methods and overall applications related to working with mycelium-based materials and bio-fabrication-driven technologies, incorporating the opportunities provided by additive manufacturing techniques and computational design-driven approaches.

Specifically, we will build on the current state of art resulting from the investigations performed as part of Bio Ex- Machina (ongoing): an approach interweaving digital and biological computation through the use of robotics (4D printing), aimed at the creation of new tools, strategies and overall processes, for the definition of unique bio-fabricated structures and artifacts. By closely partnering with living agents, we engage in designing by literally cultivating materials and applications to achieve novel functional and aesthetic properties, as well as novel bio-fabricating approaches.

Aiming to successfully expand on the provided project framework, Officina Corpuscoli is seeking applicants with competences related to digital modelling, coding, computational design strategies, 3D printing, robotics, hands-on prototyping, etc. No prior knowledge about bio-designing/bio-fabricating with mycelium-based materials is required, though basic knowledge in this regard would of course be an asset. The applicant will be fully taught and trained in the skillful design practice, by means of adapted scientific tools and methods.



profile 27

Social Design Showdown Workplace

Afdeling Buitengewone Zaken

| | |
|--------------------|-----------------------------------------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | social design |
| themes: | journalism, research, meetups |
| location: | Rotterdam |
| website: | https://afdelingbuitengewonezaken.nl |
| proposed start: | early October 2021 |

collaboration partner

Social design agency Afdeling Buitengewone Zaken (2012) clarifies complex societal issues and stirs people into action. We examine the behaviour of new and existing target groups and convert our findings into inventive prototypes with which to explore possible futures. This way we create new perspectives for complex challenges and turn organisations into permanent frontrunners with the capacity for independent and purposive innovation.

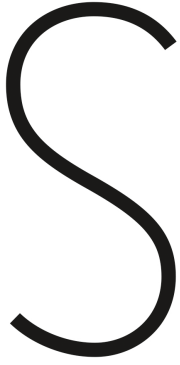
design brief

De Werkplaats is a temporary research site where talented social design researchers spend some time researching how the social design discipline is represented by journalism. The researcher-in-residence uses the resources of partners – lecturers and researchers of the *Hogeschool voor de Journalistiek* and experienced designers of Social Design Showdown – to describe social design projects and to work on developing his or her own practice.

The design brief concerns the representation of the entire discipline of social design. Design agency Afdeling Buitengewone Zaken is the initiator of the Social Design Showdown platform. Through several (online) meetups, social designers will come together to debate the discipline and discuss relevant themes with external people. The main goal is to achieve cross-fertilisation between beginning and more experienced designers.

Within this probing research project, we define the Workplace as a temporary research site where talented social design researchers spend a short period doing research. The events organised by Social Design Showdown serve as a means to gain insights from experts and colleagues on the one hand, and as a platform to share or validate results on the other.

We seek a collaboration that eventually generates clear insights regarding the description of the design process, the results or the figure of the designer, but also regarding the overall representation of the discipline to the world at large. These results will be shared widely among the whole Social Design Showdown community.



profile 28

#metoo conversational etiquette for professionals

Real Comics

| | |
|--------------------|-----------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | product development, illustration |
| themes: | care sector, sexual violence |
| location: | Amsterdam |
| website: | https://realcomics.nl |
| proposed start: | October 2021 |

collaboration partner

Production agency Real Comics works with various image makers to create images and visual narratives to present complex topics in a clear and accessible way. Real Comics began as a personal quest for ways to integrate knowledge and emotion in communication. Draftsmen worked as a visual minute-taker or illustrator, or within predefined frameworks to develop practical stories aimed mainly at simplification. Real Comics takes a reverse view of images or visual narratives, namely as work that adds depth. As work that can transport people into the skin and feelings of another person. That can let you feel emotion through colour and line and that can steer your thought through words and word sequence. Visual narratives as a higher form of communication can be found in Graphic Novels, but this genre has not managed to break through to a wider audience. This is the gap that Stijn aims to fill with Real Comics.

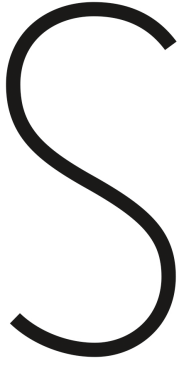
design brief

The family doctor, the therapist, the youth worker, the school dean: each of them encounter people who have suffered sexual violence. If the professional dares to raise the subject in conversation, this may provide the impetus to engage with trauma processing. But professionals are often unsure of how to do so. However, there is helpful advice available, and methods that are effective. It's just that these professionals are insufficiently aware of these tools. Our project, '#metoo conversation etiquette for professionals', aims to change that.

After a number of years of increasing disclosure by victims, now it's the turn of professionals to show initiative. This project aims to support a wide group of care and support professionals. Using conversation guidelines and offering some elementary knowledge and processes, we prepare them for conversations about sexual violence. We help them to offer their clients optimum support.

This project builds on a broad partner support project, 'Samen-Helen', in which Stijn Schenk and Legien Warsosemito-Schenk develop visual materials and a 'partner support' toolkit.

The final product must have the designer's full and personal backing. We are therefore seeking a beginning designer with passion, vision and courage. Someone who is willing to follow instructions but is also sufficiently self-assured to develop and defend his/her own vision.



profile 29

Residency for the People

Lucas Maassen

| | |
|--------------------|-----------------------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | social design |
| themes: | organisation of artist-in-residency, inclusivity |
| location: | Eindhoven |
| website: | http://www.lucasmaassen.com |
| proposed start: | November 2021 |

collaboration partner

Lucas Maassen studied at the Design Academy Eindhoven. His peculiar play with objects as individual characters with a life of their own soon found recognition. In 2008 he participated in an exhibition at the MOMA, after which his Sitting Chair, Yoga Chair and Nano Chair travelled the world. His work was displayed in places including Grand Palais Paris, Vitra Design Museum Weil am Rhein, New Museum New York, Museum of Art and Design New York, Centraal Museum Utrecht, and the Van Abbe Museum Eindhoven.

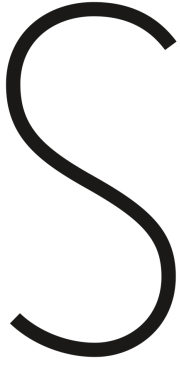
Maassen gradually came to focus more on collaborative projects, ranging from collaboration with his children in Lucas Maassen & Sons (since 2013) to restaurant/gallery Wall Street (2017-2019). The latter project, which was all about creating value, led Maassen to discover how refreshing it can be to work with people from outside the art and design bubble such as expats, community residents or asylum seekers. His current project, Residency for the People (RftP), is a further and radical elaboration of this experience.

design brief

Residency for the People (RftP) opens up the artist-in-residence concept for everyone. Especially people who are not creative professionals are offered the opportunity and support to realise a dream or to work on their own development. Participants do not need to make art or design, but are encouraged to be creative and inventive in the conceptualisation and implementation of their plan.

All sorts of questions converge in RftP. How do people shape their own life? What functions can designers fulfil in society? Can the design world be opened up to everyone? RftP responds to the popularity of makerspaces and DIY and seeks wider applications of the research design approach. Set up as a long-term project that probes the limits of art and design, the project addresses agency, relevance, inclusivity and impact.

One of the most difficult aspects of the project concerns reaching people outside the art and design bubble. It's not just that RftP is unknown, but the very concept of a residency or an open call is unfamiliar to most people. Your design brief, as a beginning designer, is therefore to organise a residency as a means to examine ways to reach 'everyone'.



profile 30

3D Hacking Bio-leather

LABELED BY.

| | |
|--------------------|----------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | bio design, fashion design |
| themes: | 3D printing, wearables, circularity |
| location: | Eindhoven |
| website: | www.labeledby.com |
| proposed start: | October 2021 |

collaboration partner

LABELED BY. aims to transform the fashion industry through innovation and technology. The goal is to create a personalised, local and circular fashion industry. Its activities comprise research into materials and new production techniques, design, production, consultation and education. One of the specific goals is to make the fashion industry circular by using unconventional materials.

design brief

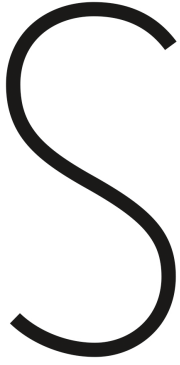
This project builds on previous research projects in which wearables (clothing items and accessories) are printed using a 3D printer. Most of the materials used in today's 3D printers are very limited and based on plastics. We want to get away from that, and are therefore developing a new 3D printer that can use materials such as bio-plastics and bio-leather.

The research will concentrate on the aesthetical qualities of 3D print bio-leather and its application in wearables. This collaborative project should produce new insights regarding the applicability of bio-leather in the fashion industry. This will help us map out the potential material solutions for a circular fashion industry.

The collaboration will start with a series of workshops to help the designer understand the principles of the 3D printer and to explore the materials. The designer will also learn how designs can be converted into a format that the 3D printer can read. In addition, co-creation sessions will be organised with relevant parties from various disciplines.

We aim to encourage the designer to learn by making, throughout the whole process. This includes the production and evaluation of samples. The samples are then used for further iteration. Both the 3D printer and the bio-leather are amenable to further tweaking, all with a view to achieving the desired result.

The second phase of the project involves converting the samples into a wearable. This can be an item of clothing or an accessory such as a shoe or bag. Finally, the results will be presented based on a selection of samples and the wearable.



profile 31

The Anoiksis Map

roomforthoughts

| | |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| main discipline: | interdisciplinary |
| sub-discipline(s): | art-science, digital storytelling |
| themes: | care sector, mental health |
| location: | the Netherlands |
| website: | www.labyrinthpsychotica.org and www.roomforthoughts.org |
| proposed start: | early October 2021 |

collaboration partner

Roomforthoughts is a business and artistic research practice based on the premise that the value of art for society can best be realised collaboratively.

Dr Jennifer Canary (PhD) is an installation artist and artistic researcher, and the founder of Roomforthoughts. Jennifer's work is all about understanding thoughts and how these determine our actions. She has extensive experience in bringing together stakeholders in order to better understand and accept subjective and mental experiences, and in applying academic and artistic methods to conduct research aimed at the collaborative development of innovative tools.

design brief

Your job is to help convert a functional artistic theory – specifically, 'The Anoiksis Theory/The Anoiksis Map' – into a professional educational all-round service product. You will help us develop a practical form for The Anoiksis Theory and Anoiksis Map.

The theory is a multi-functional thoughts art work and mind map, rolled into one. It is also a practical method to help us be curious regarding the subjective experiences of 'labels'. It is a method for creative workers to avoid stigma in their storytelling, but also to add depth to a story arc. It is a method of early detection and prevention, but also a method that our clients can use: professionals working in the police, justice and mental health domains.

This project will concentrate on The Anoiksis Map. The goal is to further develop this mind-map as a 'full service method' to help people with their work in various occupational fields. The final design/prototype will have a game element (for instance a physical game, or an online HTML game, a foldable map/brochure, or an app, or a combination of any or all of these). This tool will be used, researched and tested by students of two minor programmes.

You will help us monitor the process and to adjust the tool where necessary. You learn, watch, listen and help us in our weekly design sessions to create a usable prototype that the students can try out in practice. You should feel at home in one or more of these areas: systems design, thought design, education design, game design, graphic design and/or service design. You are flexible, inquisitive, and have a passion for storytelling.

During this project the presence of the starting designer will be expected on Tuesday mornings in the studio of Roomforthoughts, due to the presence of the students involved.