

## Selection of research proposals (38) Building Talent 2021 – round 2

Below you will find the 38 selected research proposals from the second 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.

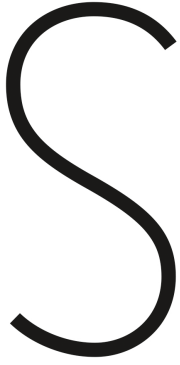
We encourage interdisciplinary collaborations. That is why we invite you to also consider design assignments from other disciplines, if these are thematically related and you think you can make a contribution with your perspective, expertise and working method.

### *Architecture*

1. **Thijs de Zeeuw - Landschapsarchitect**  
*garden and landscape architecture, interactive design, information design, animals, ecology, the relation between human and non-human*
2. **Site Practice**  
*garden and landscape architecture, industrial design, landscape, craft, sustainability, bio-based*
3. **RAAAF**  
*art-science, vacancy, heritage, craftsmanship, model making*
4. **NEXT architects**  
*urban development, school construction, sustainability, adaptability*
5. **Rubén Dario Kleimeer**  
*urban planning, landscape architecture, landscape photography, cartography, field research*
6. **Atelier Blik**  
*garden and landscape architecture, interior design, nature-inclusive building, tiny houses*
7. **Radartoren Architectuur**  
*product, furniture and industrial design, national monument, sustainability, art*

### *Digital Culture*

8. **Bakken & Baeck**  
*interactive and information design, emerging technology, machine learning, visual communication*
9. **Prinsen.Studio**  
*audio-visual, online media, (live) visuals, open source design, video template, innovation*
10. **Johannes Verwoerd Studio**  
*typography, audiovisual, type design, interaction, installation*
11. **Stichting FIBER**  
*coding, audio-visual, internet services, renewables, low-carbon*

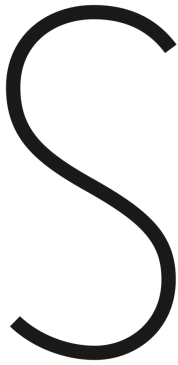


### *Interdisciplinary*

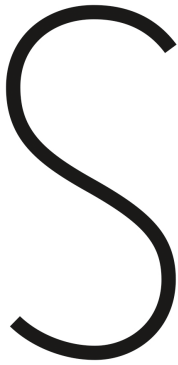
12. **Inside Outside**  
*architecture, bio design, living textiles, plant bio-colonization, interior, circularity*
13. **Supertoys Supertoys**  
*product design, furniture and industrial design, animation, object-hybrids, design experiments*
14. **StoneCycling**  
*digital storytelling, interior architecture, architecture, sustainability, 3D, game design*
15. **Bas Kusters Studio**  
*graphic design, visual communication, textile design, joy*
16. **Bureau LADA**  
*social design, digital storytelling, inclusivity, regeneration, social ecology*
17. **DOOR Architecten**  
*social design, circularity, social sustainability, sharing economy*
18. **Studio RAP**  
*product development, coding, digital fabrication, ceramics, 3D printing*
19. **roomforthoughts**  
*art-science, digital storytelling, care sector, mental health*

### *Design*

20. **Heleen Klopper**  
*product development, textile design, sustainability, repairs, circularity*
21. **STUDIO INEKEHANS**  
*product design, furniture and industrial design, art-science, footprint, sustainability, home, products*
22. **Marjan van Aubel**  
*product design, furniture and industrial design, Solar Design, product design, technical implementation*
23. **Studio Kars + Boom**  
*interior design and spatial design, parametric design, circular constructions, public spaces*
24. **Isaac Monté**  
*light design, product development, materials, art, crafts, art installations*
25. **Studio Bernhard Lenger**  
*social design, graphic design, visual communication, water, sustainability, social design, human rights*
26. **VANTOT**  
*urban planning, product development, sustainability, inclusivity, technology*
27. **Richard Niessen**  
*graphic design and visual communication, identity, engagement, imagination*
28. **Kossmandjong**  
*exhibition design, scenography, growth, travelling exhibition through Europe*



29. **Stichting The Image Society**  
*graphic design and visual communication, social design, human technology and experiment*
30. **Anne Ligtenberg**  
*social design, sexual abuse, social impact*
31. **Studio Elisabeth Klement**  
*graphic design and visual communication, social design, public space, new platforms, free city*
32. **Buro Now**  
*interior and spatial design, product design, furniture and industrial design, corona/working from home, sustainability, mental and physical*
33. **House of Thol**  
*product design, furniture and industrial design, sustainability, product design, product development*
34. **Studio Marije Vogelzang**  
*food design, social design, food, psychology, behaviour, creative strategies, politics, science, sustainability, inclusivity*
35. **Studio SociaalCentraal**  
*food design, social design, sexuality, love, intimacy, elderly, care, well-being, inclusivity*
36. **Vandejong**  
*graphic design, visual communication, social design, programme creation, method development*
37. **Studio Simone Post**  
*product development, product design, furniture and industrial design, circularity, recycling, process, series production, room for misfits*
38. **Humade**  
*product design, furniture and industrial design, new circular ceramics*



## profile I

# Design for the non-human

Thijs de Zeeuw - Landschapsarchitect

main discipline: architecture  
sub-discipline(s): garden and landscape architecture, interactive design, information design  
themes: animals, ecology, the relation between human and non-human  
location: Amsterdam  
website: <http://www.nature-optimist.com>  
proposed start: mid-January 2022

## collaboration partner

As an independent landscape architect, designer and nature optimist, Thijs de Zeeuw works on a diverse variety of projects, each of which leads to new collaborations with different types of experts. His role in these partnerships is always that of designer and uniting force, and champion of the interests of the non-human.

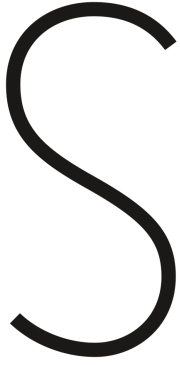
Thijs de Zeeuw's current projects include animal enclosures for ARTIS zoo, the development of several Urban Rewilding pilots in Nijmegen and *Ontwerp als dialoog* (Design as a Dialogue), a design and research project into marine life in Amsterdam's Oosterdok. He is also working on the Zoo of the Future, an ongoing speculative design research project ([www.zooofthefuture.com](http://www.zooofthefuture.com)).

## design brief

How do you design meaningful animal enclosures for both animals and visitors, and how can these designs be made to self-reflectively encourage discussion about the dilemmas that zoos face?

Thijs de Zeeuw is working on a variety of animal enclosures for ARTIS zoo. These are complex assignments that require the balancing of many different aspects within a small surface area. To begin with, each animal must be provided with an enclosure that allows it to develop a meaningful relationship with its surroundings. Furthermore, the visitors must be able to see or discover the animals in a setting that says something about them. And finally, the enclosures must facilitate the zookeepers' jobs. In short, you have to satisfy three different parties whose interests do not always align. The designer's challenge is to combine these practical aspects into an aesthetic that both surprises and educates, that both embraces zoo traditions and breaks away from them, and that above all gives the animals a chance at a meaningful existence. As a designer, how do you approach the responsibilities that come with the choice to put an animal in a cage?

De Zeeuw is closely collaborating with ARTIS to weigh the possibilities and impossibilities and to incorporate these into his designs for the new enclosures. While scale models are put to maximum use, the project would greatly benefit from the ability to use 3D visualisations to better take into account the perspectives of the animals themselves. The Anthropocene obliges us to use our knowledge and resources to find a new equilibrium. For these projects, Thijs de Zeeuw would therefore like to work with a person who has the ability to unite data and 3D design with a speculative view of the future – someone who can use our digital achievements to contribute to the real world of unpredictability.



## profile 2

# Countryside practices

## Site Practice

main discipline:	architecture
sub-discipline(s):	garden and landscape architecture, industrial design
themes:	landscape, craft, sustainability, bio-based
location:	Amsterdam / Twente
website:	<a href="https://sitepractice.com">https://sitepractice.com</a>
proposed start:	second half of January 2022 (or later in consultation)

### collaboration partner

Founded in 2018 by Anne Geenen and David Schmidt, Site Practice is an architecture and design studio established in Mumbai and Amsterdam. The studio approaches each project by committing to a collaborative design process with makers and users from a variety of backgrounds and disciplines. By focusing on the process of creation and construction, they explore material, cultural and ecological conditions with a strong focus on materialisation and detailing.

### design brief

The construction sector is responsible for almost 40% of global carbon emissions. At the same time, an enormous shift is going on with regard to energy, water storage and sustainability in agricultural landscapes. In the project *Plattelandspraktijken*, or Countryside Practices, we will collaborate with a beginning designer or maker who has an affinity with landscapes and/or ecological materials to research potential ways of living, working and producing in rural regions. We will focus on the countryside of Twente, a region that is famous for its idyllic bocage landscapes, yet is also one of the most urbanised areas in the province of Overijssel. The region's economy depends heavily on agriculture and also has a high density of construction companies.

Based on this context, we will study the potential of rural building practices in the areas of construction, landscape, craft and material, with a focus on the role of the creation process. Taking the local area and the availability of natural materials as a starting point, we intend to study how traditional practices could benefit contemporary society and help achieve modern, sustainable architectural practices. The findings of the study will be used to develop a model project for new ways to approach rural labour: a design that suggests a built environment in which traditional craftsmen recognise their production resources and the representation of their own work, and in which the identity of the cultural landscape merges with the built environment. The project will see us convert the aesthetic, material and ecological qualities of the local environment into an architectural design while seeking to balance the approaches of architecture, landscape and material in order to take advantage of their potential and stimulate the imagination by creating tangible, expressive results. A specific end result will be decided in mutual deliberation, taking into account the background and knowledge of the beginning designer. We are also looking forward to receiving his/her input with regard to the artistic visualisations of the end result. Because the project involves a variety of disciplines – architecture, landscape, industrial design – we are looking for a beginner who can work on the project based on an affinity with one of these disciplines.



### profile 3

## Material Playground

RAAAF

main discipline: architecture  
sub-discipline(s): art-science  
themes: vacancy, heritage, craftsmanship, model making  
location: Amsterdam  
website: <http://www.raaaf.nl>  
proposed start: January 2022

### collaboration partner

RAAAF operates at the crossroads of visual art, architecture and philosophy and makes location- and context specific works. The experimental and multidisciplinary studio was founded in 2006 by Prix de Rome laureate Ronald Rietveld and philosopher Erik Rietveld. Working at the intersection of disciplines without making compromises sounds contradictory. But the opposite is true: diversity of backgrounds enhances our skills and deepens our reflection. Our interventions are the result of an independent attitude and research agenda, starting from our own fascinations while confronting them with urgent societal issues.

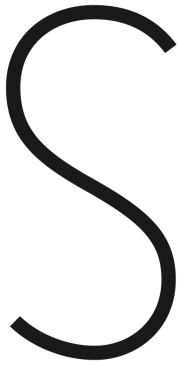
### design brief

Using a variety of experimental materials and craftsmanship techniques, we intend to investigate abandoned architecture and the historical processes that shaped it (and followed it). We wish to investigate new modes of interaction with and activation of vacant buildings as well as new ways to read, document, and memorialise buildings whose future holds only demolition. Through a unique working method based on multidisciplinary research with scientists and craftsmen, RAAAF's real-life thinking models link local qualities with the past, present, and future. We call these Material Playgrounds: explorative setups for the artistic experiments that help us to reflect on vacancy caused by collective challenges such as sea level rise, Covid-19, social values changes and decay.

Using experimental craftsmanship techniques for analyzing vacancy help not just to notice, but to acknowledge transformations, that provide with an original way to look at the vacancy and identify the best way possible matching to rebuild our relationship with the material world. Leads to fundamentally new spatial experiences and new strategies of documentation and preservation. To reveal, materialize and memorialize the invisible layers of the past and present.

We want to organize a series of studio- and field- workshops to conduct a practical research of craftsmanship techniques and explore materials that are developed in hand with architecture. Searching for a site and application technique based on specific material, instead of choosing a context-specific material based on qualities of the site, is an essentially new approach in the oeuvre of RAAAF. That we want to make in the collaboration with the maker who shares the same ambition and is keen to experiment.

We are searching for an intensive collaboration with an experimental, philosophically minded maker to discover, collect and test craftsmanship techniques and experimental materials, that can be used in unconventional ways. Explore new ways of visualizing invisible layers of our surroundings through the series of physical experiments: models, objects, sculptures.



## profile 4

# Schools with future value

## NEXT architects

main discipline:	architecture
sub-discipline(s):	urban development
themes:	school construction, sustainability, adaptability
location:	Amsterdam
website:	<a href="http://www.nextarchitects.com">http://www.nextarchitects.com</a>
proposed start:	January 2022

### collaboration partner

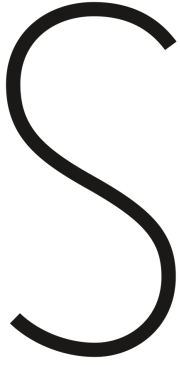
Established in Amsterdam with a second office in China, NEXT architects is an international architecture firm that has been working on design and research projects in the areas of urban development, architecture and infrastructure since 1999. In recent years, NEXT has proven its ability to realise large, complex projects, and has designed various sustainable learning environments in primary and secondary education. For the *Building Talent* collaboration project, the firm will be joining forces with WSP, a globally recognised consultancy and engineering firm.

### design brief

School buildings are among the most cost-efficient types of buildings, with every aspect of their functional and technical conditions optimised for a single specific purpose. The value of schools, as physical spaces, for cities is immeasurable. Cities need things to anchor them, and schools provide that. In the past, schools were stately buildings with specific architectural characteristics that have ensured their continued popularity for various redevelopment projects today. The current trend demands schools that are more sustainable, even zero-energy, fully circular or reconstructible, but without any added cost. The gap between expectations and reality has grown so large that new ways to revise both ambitions and costs are being sought along multiple avenues.

But given all that, does the quality of school buildings still do justice to the meaning of schools and learning environments for society? Does it leave any opportunities for the long-term transformation of school buildings, for their adaptation to future purposes? We intend to put the issue of school buildings in a new perspective – a wider perspective than the current tendering practices offer. Briefly put: can we design a school building that retains its value? The task we have set for ourselves is to offer a realistic alternative: the School with Future Value must be as affordable as the current alternatives. How can the principle of Total Cost of Ownership lead to a different kind of building, and what kind of financial and typological models will have to be used to make it a reality?

*Scholen met Toekomstwaarde* – Schools with Future Value – will help concentrate the daily design practices of NEXT, WSP and the beginning designer on the biggest priorities in the design of educational environments. Being better aware of future challenges will strengthen our ability to design for the future. We are therefore looking for a beginning designer who wants to build castles in the air, a person with grand dreams, a visionary or futurologist with a critical attitude who is free of the restrictions of experience.



## profile 5

# The New Coastline

Rubén Dario Kleimeer

main discipline: architecture  
sub-discipline(s): urban planning, landscape architecture  
themes: landscape photography, cartography, field research  
location: Zeeland, Brabant, Utrecht and Overijssel provinces  
website: <https://www.rubendariokleimeer.com>  
proposed start: mid-January 2022

### collaboration partner

Rubén Dario Kleimeer (Colombia, 1978) is a Rotterdam resident who photographs the urban landscape and public spaces. Observation of the built environment lies at the heart of his practice, and he likes to make connections between his field experiences and architectural theory. He looks for unplanned scenarios in urban environments and asks what kind of society we live in. His approach towards space has a lot in common with that of an urban ethnographer, a field researcher of spatial and social contexts. He identifies what is happening at any given location through participatory observation. Rubén uses his camera as a geometric instrument to photograph the spaces in which we live, work and play.

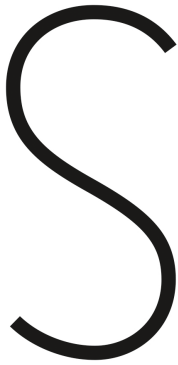
### design brief

What do we do when the sea levels rise by more than one metre? Do we just wait and see what happens or would we rather prepare ourselves? In the last couple of centuries, the Netherlands has reclaimed land from the sea with dykes, locks, pumping stations and windmills. In the past, a storm tide was a sudden, unexpected event. Today we can look ahead and see that the sea level will rise by up to one metre or more by 2100 and possibly by as much as up to 5 metres by the year 2200.

The project 'The New Coastline' (working title) is an analysis and forecast of what the Netherlands will look like when the sea level rises. The work consists of making a number of concise maps, cross-sections and timelines to show what the Netherlands could look like in the near as well as the more distant future. Based on the Current Dutch Elevation ('Actueel Hoogtebestand Nederland'), we can plot the contours of a new coastline in the Netherlands. This line intersects the Netherlands from Zeeland to Breda, via Utrecht to the Flevopolder and meanders from Zwolle to the south of Groningen. This route at 0 metres Amsterdam Ordnance Datum ('Amsterdam Normaal Peil'), which is still imaginary at this point, forms the dividing line between water and land. The project will contemplate the changes for a number of specific urban landscapes.

Together with a beginning designer we will work four times in a repeating rhythm of three weeks: to analyse existing data and translate these into maps/graphs/timelines; to meet with professional colleagues in the fields of landscape architecture and photography, and independent knowledge institutes; and to take photographs at specific locations in the different provinces. We expect this will be sufficient to form a solid basis for data and images. The result will be a document that cares about the future of the Dutch landscape with the potential to become part of the architectural discourse.





## profile 6

# A suite for people and nature

## Atelier Blik

main discipline:	architecture
sub-discipline(s):	garden and landscape architecture, interior design
themes:	nature-inclusive building, tiny houses
location:	Arnhem
website:	<a href="https://www.atelierblik.nl">https://www.atelierblik.nl</a>
proposed start:	January 2022

### collaboration partner

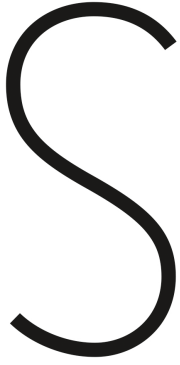
Atelier Blik is a small architectural office in Arnhem working on some very special assignments. Atelier Blik was established in 2008 by architect Marije Weijers. The projects are diverse but have the exploratory approach as a common denominator. The combination of the various disciplines – architecture, interior and nature – can often be seen in the final designs: garden design doesn't end where the facade starts, and the interior isn't treated as separate from the architecture. Atelier Blik does not have any employees but compiles teams based on the assignment at hand. For Building Talent, Atelier Blik wants to find out what it is like to closely collaborate with a beginning designer or maker in their studio with the option of continuing this collaboration.

### design brief

In an area with lots of woodland and on the edge of Arnhem lies a beautiful estate with a rich history. In the next four years, we will build seventy luxury suites on this estate as well as renovate the existing buildings. The suites will be used as short stay accommodation for people who enjoy art, culture and nature. We, in partnership with a landscape architect, are currently working on a design for this area. We will develop various types of estate suites that are responsive to the view, nature and the environment.

The estate is situated in a Natura 2000 area and this is why we want to use a nature-inclusive design. You only have to put a bird box, bat box or bee hive on the facade and build a green roof for it to be considered as a nature-inclusive design. However, we want to take it one step further by incorporating these natural elements in the facade as a construction element, intertwined with the architecture. For example, by rhythmically interweaving greenery with architecture, or incorporating bat boxes in a graphic grid. So the point is not just to attach separate elements to the facade but to actually incorporate nature as part of the architecture and vice versa. Soon we will have a landscape map that displays all the new suites with a second layer over this map representing the combination of nature and architecture.

The beginning designer will become a serious collaboration partner for the above design brief. Atelier Blik hopes that the beginning designer will bring fresh perspectives that could lead to new insights, so that together we can create something new to further the concept of nature-inclusive building; a product that reaches far beyond this estate alone.



## profile 7

# 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: January 2022

### collaboration partner

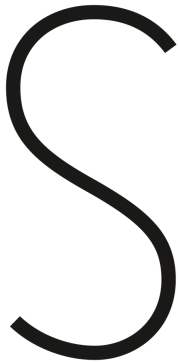
Radartoren Architectuur works at the intersection of architecture, art and social engagement in small-scale local contexts, explicitly choosing to collaborate with other disciplines – The Yarn, Hella Jongerius's research lab and Omlab, a bio-based maker space and workshop – while pursuing a social agenda (bio-based, nature-inclusive, activist, DIY).

### design brief

The project DeHangar.art will see Radartoren Architectuur transforming a vacant, nationally listed airplane hangar farmhouse and the land belonging to it into a test site for the arts. DeHangar.art is sandwiched between Deelen airfield and the cultural enclave Buitenplaats Koningsweg in Arnhem, it's a rhizome landscape and is entirely off-grid. Our goal is for DeHangar to be entirely self-sufficient. This objective is part necessity, part ambition, and intended as an example for other buildings (listed or not) in remote locations. With an eye to the future cultural programme, we will research how DeHangar and its field can be made into an autarkical whole, and how the facilities that will need to be built can be designed as autonomous objects.

The principle behind the layout of the former airplane hangar is that anything that goes in needs to be able to come out. As a result, its 360 m<sup>2</sup> surface allows for flexible use. We wish to house necessary facilities (information, kitchen, toilets, energy storage) in mobile, bio-based and nature-inclusive units, and our ambition is to create a prototype of such a unit on location in collaboration with our partners.

The design of the facility units will be partly founded on the results of our study into autarchy. Aside from the preconditions that must be satisfied, we will devote much of our attention to materialisation, production and mode of execution.



## profile 8

# Roaming the Black Box

Bakken & Baeck

main discipline: digital culture  
sub-discipline(s): interaction and information design  
themes: emerging technology, machine learning, visual communication  
location: Amsterdam  
website: <https://bakkenbaeck.com>  
proposed start: January 2022

### collaboration partner

Bakken & Baeck is a technology-driven design studio with offices in Amsterdam, Bonn, London and Oslo. Combining several PhDs in machine learning and hands-on experience with emerging technologies like spatial computing, we apply digital technology and design to develop new internet applications, new modes of interactions, and new ways of working.

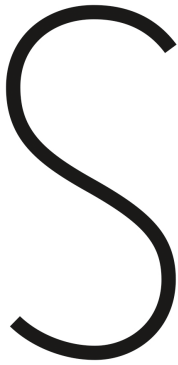
We have been infusing digital design with artificial intelligence (AI), and specifically Machine Learning (ML), for many years. When based on human design principles and verified quality input data, we believe ML offers us the perfect tool to handle complicated patterns and analyse much more information than a human ever accurately could. As a (70+) team of tech-driven designers and design-minded engineers, we aim to create trustworthy ML-driven tools that augment people's abilities in all kinds of complex environments.

### design brief

How might we develop more awareness and confidence around the technological black boxes we use every day? Today, most of us increasingly rely on algorithmic technologies while understanding less and less about them. The 'algorithm' has become shorthand for explaining a process that we don't understand – that is opaque, almost magical – while having a growing influence over how we navigate the world. This tension only grows as industries strive to produce user experiences that are as seamless as possible, with little need for human intervention or understanding.

While many have written about how machine learning (ML) works, its inner processes are still hard to interrogate. To help others sense, and make sense of, these processes, we want to take a visual approach, and dedicate time to exploring new ways of explaining machine learning that are more compelling, playful, and informative. This way, we hope to create more confidence and awareness around the technological systems most of us use on a daily basis.

Roaming the Black Box is a three month internal project that is dedicated to opening up the black box of machine learning. The design task is to make components of ML easier to understand. We are looking for a self-driven, tech-minded designer to develop a series of visual experiments and prototypes to explain the inner workings of machine learning in a way that is visually engaging and playful, using the media of their choice (e.g., information design, spatial computing, creative coding). This is a task for rapid experimentation, iteration and prototyping. The designer will have access to both a team of experienced engineers and a team of designers who bring years of UX, brand, product and art-direction expertise to the table. This visual exploration will take place alongside research and writing from BB's research team, resulting in a joint digital publication.



## profile 9

# Open source template for music videos

## Prinsen.Studio

main discipline:	digital culture
sub-discipline(s):	audio-visual, online media
themes:	(live) visuals, open source design, video template, innovation
location:	Utrecht
website:	<a href="http://www.prinsen.studio">http://www.prinsen.studio</a>
proposed start:	February 2022

### collaboration partner

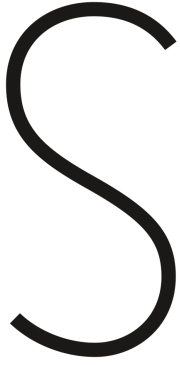
Animation filmmaker and visual artist Udo Prinsen uses an interdisciplinary approach and works with film, art and science on themes related to nature and culture. Udo and his agency are at the heart of the animation sector. He acts as a mediator between the various sectors and is committed to raising awareness of the animation sector among the general public. He recently established a platform for his animation colleagues, Animation31. Udo is seeing an increasing demand for real-time animation that is based on templates and existing applications.

### design brief

Musicians and image-makers have always had a close relationship. Together they form a creative partnership and often instinctively understand each other. At the same time, it can be a bit of a precarious balance from a business point of view. During the pandemic, which proved to be a very challenging time for many artists, Udo initiated various collaborative projects with musicians, not only with the aim to support them but also to explore new opportunities. One question was heard repeatedly: "How can we turn these ad-hoc artistic collaborations into a more durable partnership so that we can generate maximum impact with minimal resources? In such a way that it results in high quality products for the benefit of all?"

In 2020, crowd-funding platform Voordekunst offered Udo a place through their 'Leve het Geven' initiative, where peer support and coaching underpin the development of new ideas. This resulted in an excellent start for Mini Music Movies, which is now being developed further. As part of the Building Talent collaboration, Udo wants to further explore the above question using new software called Touch Designer. This software offers endless possibilities for linking animation, art, location, design, science, sound and music resulting in unique, high-impact experiences. This software makes it possible for illustration, photography, 3D objects, colour, shapes, rhythm, movement and sound to respond to each other.

It is the aim of the experiment to work with a start-up designer to develop a video template for future creative initiatives in which a hybrid, open source collaboration between media, art, design and music is quickly established in order to produce budget-friendly and unique videos and live visuals and encourage cross-over partnerships.



## profile IO

# Live Type

## Johannes Verwoerd Studio

main discipline:	digital culture
sub-discipline(s):	typography, audiovisual
themes:	type design, interaction, installation
location:	Amsterdam
website:	<a href="https://johannesverwoerd.nl">https://johannesverwoerd.nl</a>
proposed start:	January 2022

### collaboration partner

Johannes Verwoerd Studio is a design studio in Amsterdam. The studio consists of the founder himself, who engages in projects in collaboration with varying partners such as designers, programmers, musicians, artists and writers (examples include Twan Janssen, Lieke Marsman, Spinvis). The studio studies the possibilities of typography as a form of cultural expression at a time when the physical world and the digital domain are naturally blending together to an ever-increasing degree, with language, movement and typography as recurring elements that the studio constantly recombines and applies in new and surprising ways. Both the aesthetic and social aspects of language are primary principles in this process, resulting in artistic and educational projects with a variety of partners.

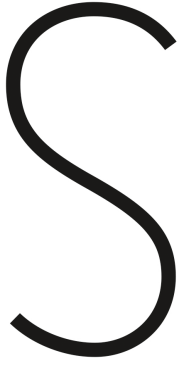
### design brief

A large part of our lives these days takes place in the digital domain: we work, relax and communicate via screens. Our addiction to the virtual has progressed to the point that we are allowing the digital to transcend the screen and blend into the physical world. AR, VR, Google Glass, holograms: these are all applications in which the digital and the physical come together as one. How can language – in this case, the written word – evolve along with this development? What is the future of static writing? What design opportunities are there to develop the classic font into a contemporary form that can hold its own in a digitised physical environment?

In this collaborative project, we intend to work with the beginning designer to create a physical installation in which typography (on a screen or projected) responds to its environment and the behaviour of visitors: a display model of an interactive font. This will transform physical space into an interface and, for a brief moment, blur the line between the screen and the real world.

To begin with, we would like to link the letter shapes to environmental factors like light and/or sound. Johannes Verwoerd Studio will handle the technical and interactive connection, while the beginning designer will develop a Live Font. Eventually, we will reach a stage in which the fonts can be tested in a physical set-up. The beginning designer may choose what kind of software to use to develop the fonts at their own discretion.

Through trial and error, we will adopt a lateral approach and work towards a more limited number of concrete live fonts, or fragments thereof. The project will result in an interactive installation presenting a number of live fonts.



## profile II

# How To Design Towards A Regenerative Internet

Stichting FIBER

main discipline:	digital culture
sub-discipline(s):	coding, audio-visual
themes:	internet services, renewables, low-carbon
location:	Amsterdam
website:	<a href="https://www.fiber-space.nl">https://www.fiber-space.nl</a>
proposed start:	15 January 2022

### collaboration partner

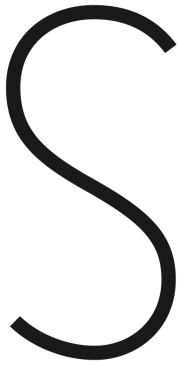
FIBER is a digital culture platform and festival in Amsterdam that operates on the intersection of design and art. FIBER's Reassemble Lab is an ongoing project: a new multi-year lab programme that wants to actively contribute to major planetary challenges. This project supports artists and investigative thinkers when making prototypes of new (collaborative) works as well as alternative ways of knowledge development. For this project we work with the following partners; design researcher Mick Jongeling, web researcher and decolonial computer expert Abdo Hassan and the team behind the Solar Protocol (Tega Brain, Alex Nathanson, Benedetta Piantella).

### design brief

Our living environment is changing from a stable to an unpredictable and sometimes extremely hostile environment as a result of climate change. The impact of the transport sector as the main cause of CO2 emissions is well-known but the still relatively unknown and misunderstood internet and digital media industry also has a huge impact. People are talking about 'data warming' as the next primary driver of climate collapse. Data companies play a major role in this but individuals and designers can create an essential counterweight. Research into alternative energy generation, distribution, sharing and adjusting the design field to the eco-friendly non/low-carbon reality will enable us to take the first steps towards a sustainable future.

FIBER is looking for a talented, beginning designer to assist them with experimental design research focusing on energy generation, distribution and the use of renewable energy (and CO2 emissions) within digital services. FIBER invites a designer with experience in coder, design researcher and interaction design and development to help shape the research, a mapping and a first prototype of a new, eco-friendly and regenerative digital infrastructure in partnership with our organisation and project team of experts. This project assignment brings together relevant research, a mapping and the actual development of a project website. We aim to identify a sustainable way to develop internet technology which investigates a reduction of the CO2 footprint and the associated server structure.

Besides the nature of the experimental research, which will be the start of a wider initiative to make our organisation more sustainable, this project will also serve as a knowledge-sharing vehicle for the wider creative and cultural sector. The information acquired will be shared via an online publication.



## profile 12

# Bioreceptive Textile Prototypes

## Inside Outside

main discipline:	interdisciplinary
sub-discipline(s):	architecture, bio-design
themes:	living textiles, plant bio-colonization, interior, circularity
location:	Amsterdam
website:	<a href="http://www.insideoutside.nl">http://www.insideoutside.nl</a>
proposed start:	January 2022

### collaboration partner

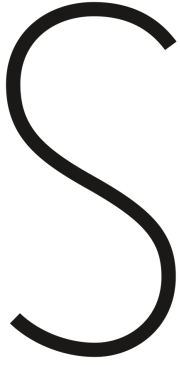
Inside Outside, founded by Petra Blaisse in 1991, is a multi-disciplinary team of architects, landscape- and interior designers. The studio works in a multitude of creative areas, including interior, landscape and exhibition design. The studio's main interest lies in the creation of dynamic, layered and site-specific environments – both inside, outside, and in the in-between. We create spaces that are flexible, adaptable and at times temporary. Textiles, plants, color, light, sound and time are the tools with which we create spaces that are interrelated, soft and hybrid, interacting with specific surroundings and challenging expectations through an often-unexpected use of tactile materials and techniques.

### design brief

Bioreceptivity was identified as a material quality in 1995. Concrete, ceramics, glass, and cellulose-based materials are currently re-mixed, re-designed to be bioreceptive and tested with prototypes, responding to the urgency to develop future-proof materials that improve the environmental quality of our cities and spaces. By allowing poikilohydric, plant-like organisms, such as algae, fungi, lichens, and mosses, to colonize and grow on building components, inactive and left-over surfaces are transformed into storm water management agents and absorbers of CO<sub>2</sub>, nitrogen and pollutants, that are predominant in contemporary cities.

Breathable, responsive, elastic, permeable, porous; our research hypothesis is that textiles can become ideal bioreceptive materials. We intend to work on outdoor and indoor experimental set-ups, testing different textile prototypes, morphologies, porosities, and chemical compositions in interaction with carefully selected epiphytic plant organisms. With this design task, we will focus on material and prototype development at the (micro-)level of the yarn and/or 3D printing powder, aiming to enhance the bioreceptive qualities of our textile structure at the micro-level. A textile normally starts to slowly degrade once it has been installed. On the contrary, a landscape has just been born once planted. In this research, we want to cross-over both fields and their processes, by developing a novel, future-proof textile material. Through design-oriented and practical research, we aim to expand our practice, and push research and applications of sustainable textiles from fashion into architecture.

For this prototyping phase, we want to strengthen our team with a starting designer or maker, who has affinity and experience with scientific research and (bio-)material development, within a design-oriented research project. We are looking for someone, who can offer a fresh perspective and expertise, has experience or interest in connecting (plant & mycelium) biology and design, and is able to bring research and conclusions into practice and hands-on prototyping. Experience with product/material lifecycle mapping and circular supply chain design, would also be a strong asset.



## profile 13

# Virtureal: objects in-between the digital and physical

Supertoys Supertoys

main discipline:	interdisciplinary
sub-discipline(s):	product design, furniture and industrial design, animation
themes:	object-hybrids, design experiments
location:	Rotterdam
website:	<a href="https://www.supertoysupertoys.com">https://www.supertoysupertoys.com</a>
proposed start:	mid-January 2022

### collaboration

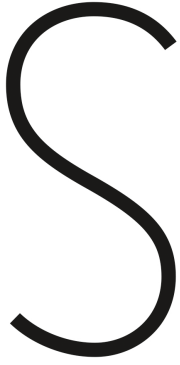
With Supertoys Supertoys we explore the concepts of metamorphosis and object-furniture-hybrids: the idea of a transformation from one object to another is a theme central in our designs. The freedom of the digital space is crucial for our design process, the vast digital cosmos where everything is possible. Our true motivation is to find ways to express the objects' own existence, digitally and physically, designing objects for what they are and not what they are for.

### design brief

During the last 1,5 years of the Covid epidemic it became imminent that in the future everybody will spend more time hovering between the digital and the physical world, which will subsequently transform the practice and field of design on a substantial level. In our work we like to blend aspects of real environments with digital elements or the other way around, we think of it as 'the virtureal'. Crossing the boundaries between the digital and physical world back and forth by working with 3d software, VR, AR and working with digital fabrication techniques, is where we feel an immense creative force and potential.

Within the collaborative programme Building Talent we would like to share and explore this potential and share our network with someone who is fascinated by the digital environment and who is versatile in 3d CGI software and animation. For us it would be a great opportunity to collaborate interdisciplinary with a visual artist, ideally longer term, with the goal to show another side of furniture and objects. Since the duration of this collaboration period is three months, we would like to focus on one specific goal which is to explore the power of digital animation versus physical works and the value in living with both.





## profile 14

# Online tactility of aesthetic construction materials made from waste

## StoneCycling

main discipline:	interdisciplinary
sub-discipline(s):	digital storytelling, interior architecture
themes:	architecture, sustainability, 3D, game design
location:	Amsterdam
website:	<a href="https://www.stonecycling.com">https://www.stonecycling.com</a>
proposed start:	January 2022

### collaboration partner

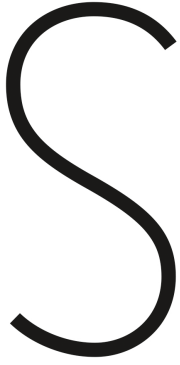
StoneCycling works hard to develop the next generation of high-end, sustainable materials. Our mission is to decrease the world's waste streams – but we refuse to compromise aesthetically. All of our products meet industry standards and can be used for both interiors and exteriors. Our WasteBasedBricks are found all over the world in facades, wall cladding and flooring for high-end, sustainable architectural projects.

In this project, the beginning designer will be supervised by Tom van Soest, co-founder and creative director of StoneCycling. Van Soest is responsible for aesthetic product development at StoneCycling and is always searching for new colours and textures that can be made from waste.

### design brief

Every day, hundreds of millions of samples of aesthetic construction materials are sent to consumers, architects and interior designers around the world. Based on these samples, architects choose whether or not to use these materials in their designs, and once the decision has been made, the sample ends up in the waste bin. The sending and throwing away of these samples is a tremendous burden on the environment, and costs time and money. The fact that the system works this way has to do with the experience of actually seeing and feeling a material: colour and tactility are important aspects. However, the worlds being created these days, particularly in video games and animation, are increasingly realistic. In fact, it is becoming more and more difficult to distinguish them from the “real” world.

The purpose of this project is to research whether the tactility and offline experience of holding and touching a material can be equalled or surpassed online through the use of such digital technologies. We wish to digitise a physical experience, making the colour, structure and tactility of materials truly leap off the screen. If we succeed, this could significantly improve the speed and sustainability of the design processes for StoneCycling and similar companies around the world. StoneCycling is looking for a beginning designer who can help shed light on the possibilities offered by the technologies used in 3D and video game worlds for the presentation of materials to architects. In turn, StoneCycling will help the beginning designer understand modern design and sales processes. Which parts of these processes would be suited to 3D representations, and how can a tactile experience be created?



## profile 15

# Joy

## Bas Kusters Studio

main discipline: interdisciplinary  
sub-discipline(s): graphic design, visual communication, textile design  
themes: joy  
location: Amsterdam  
website: <https://baskusters.com>  
proposed start: spring 2022

### collaboration partner

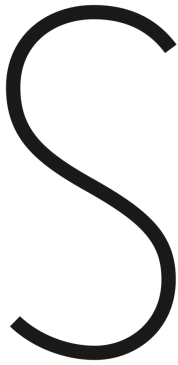
Bas Kusters Studio was established by artist and designer Bas Kusters in 2005. With a degree in fashion design and a 360-degree vision, he has always embraced everything that helps him to express himself, and with his projects and shows he creates entire worlds. He likes to use all possible forms of expression such as installations, live action painting, music, dance, performance, soft sculptures and decor to bring his stories to life. All these different aspects are also used in collaborations with his commercial clients to achieve the best possible results. Bas Kusters Studio is renowned for maximum output, opulence, passion and assertiveness. Bas has developed a more autonomous practice in recent years. The studio wants to grow and intends to achieve this by working with new people on new directions with plenty of opportunities for research and dialogue. Bas enjoys working on research based and community based projects.

### design brief

Bas Kusters, his freelancers and interns, have been researching personal emotions for a while now. As the name indicates his new project Joy is all about the emotion of joy. Observing joy is something that Bas enjoys doing every day. A state of happiness and gratitude, these kinds of positive thoughts, are sometimes more of an aim than a reality. Can he instigate this emotion of joy or in some way shape or steer it?

Bas, in collaboration with a beginning designer or maker, wants to carry out open, visual and relevant research that should lead to an element of a larger multidisciplinary presentation about joy. The direction of the project will be based on this research and decided mutually. This project will be in line with other works created by the Bas Kusters Studio at the same time.

The studio expects the beginning designer to have an affinity for the work produced by the Bas Kusters Studio and the studio's general principles. The possible results can be shown in a collection of autonomous expressions that come together in a physical experience or sensory landscape. This could be 3D design, animation, film, print or surface design, object design, photography, sculptures or an installation. The studio also wants to find out how this project can be experienced not only physically but online as well, and to see what then remains of it.



## profile 16

# City of Social Ecology

Bureau LADA

main discipline: interdisciplinary  
sub-discipline(s): social design, digital storytelling  
themes: inclusivity, regeneration, social ecology  
location: Amsterdam  
website: <http://www.bureaulada.com>  
proposed start: January 2022

### collaboration partner

Bureau LADA (Landscape, Architecture, Design, Action) is a cross-disciplinary Amsterdam based studio with focus on architecture. Currently active between Amsterdam, Cairo, Zagreb and Venice the practice is testing the social capacity of the discipline through actions, performative and built interventions. Established in 2010 by Dutch-Croatian architect and urbanist Lada Hršak, the studio collaborates with practitioners from the fields of ecology, science, art, heritage, and sociology. The practice operates as multi-lingual collaborative, listening to the sense of urgency and testing 'what design can do'.

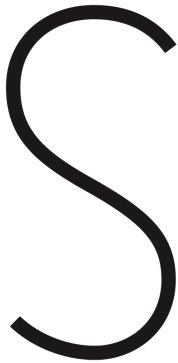
### design brief

Current urban renewal projects, however 'beautiful' they may appear, frequently sterilize the urban tissue, erasing the existing social, physical and ecological layers. This leads to gentrification, ecological impoverishment, housing crisis, lack of imagination and repetitive spatial cleanliness, as for example in Amsterdam. The 'Woonprotests' that started on 12th September 2021 advocate structural rethinking of the housing policies. 'City of Social Ecology' application addresses this kind of urgency, urgency for a more layered approach to urban renewal with the ambition to re-evaluate the social and ecological characteristics of an existing site, forwarding the social agency of the architectural discipline.

Positioning the discipline within a larger field of spatial ecology, material and species flows. Profiling those flows as input and body of knowledge to operate with. The study aims to look into and introduce additional sense of 'values' or layers previously not counted with, invisible layers, adding them to traditional urban renewal practices. This may lead to adjusting the policies, practices and a more inclusive renewal process.

The proposal is to feel, listen and investigate the present (future or lost) values of the case study sites, feel the energy and imagination of the site. Focusing on case studies in Amsterdam Noord and the future refurbishment of our current studio space: the LTS complex at De School in Amsterdam West. Methodology contains interviews with the engaged parties (Verdedig Noord, citizens, city ecologist, developers and sociologists) digital understanding and deep looking into species and places. The ambition is to uncover and visualise social, ecological and material 'footprints' engaged in such a process. Hopefully registering a set of 'new' tools and topics. Topics that would be shared with the instances engaged in the process as well as the policy makers.

The chosen designer may bring new and alternative elements to this proposal, hopefully from the fields of digital culture and sociology. The full scope of the project would be defined in the collaboration with the chosen partners.



## profile 17

# Architecture as a service, a sharing economy where wealth makes way for wellbeing

DOOR architecten

main discipline: interdisciplinary  
sub-discipline(s): social design  
themes: circularity, social sustainability, sharing economy  
location: Amsterdam  
website: <https://doorarchitecten.nl>  
proposed start: January 2022

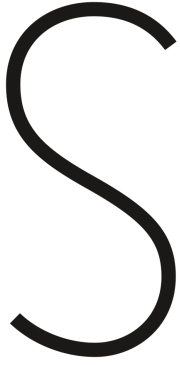
### collaboration partner

DOOR architecten was established by Saskia Oranje and Karin Dorrepaal in 2014 and has since grown into a close team of 18 professionals who all excel in what they do. As an agency we have a strong social commitment. This means that business decisions are not solely based on financial returns but also on the ecological and social impact of these decisions. Social sustainability and circularity are part of our DNA. A nice area, pleasant working conditions, a comfortable home, healthy living and in balance with nature. For DOOR, architecture is about the connections between people, the environment and society.

### design brief

It is becoming increasingly difficult for people to find affordable accommodation in the city: there is a chronic lack of social housing, the number of homeless people has doubled in the past ten years and young people just starting out and people on median incomes are finding it particularly difficult. We are looking for alternative ways to show solidarity such as a building that can provide the necessary financial flexibility for those who most need it. We see a lot of potential in so-called sharing systems. In a sharing culture, individuals participate in sustainable practices that are supportive and characterised by co-creation, co-management, co-ownership and co-consumption of resources. It is less about the interests of the individual and more about the interests of the collective. The question is whether we can incorporate the concept of a sharing culture into a way of living that ensures a return to a healthy balance between wealth and wellbeing. However, it is important that this concept also provides the financial flexibility for those who most need it. This study aims to find out which design principles have a positive impact on feelings of togetherness and belonging as well as on the affordability of accommodation, and on the immediate environment. The long-term goal is to achieve greater emotional (social), ecological and economic value.

We would like to experiment. We want to gain insights that go beyond an architectural approach. We also need input from sociology: someone who is at the heart of society and who can examine from a scientific point of view exactly how these social issues arise and what can be done about them. In addition, there is the economic perspective, because how can we ensure that a housing concept is affordable and offers financial scope? It must be measurable (social entrepreneurship, economy, governance and organisational).



## profile 18

# Digital Craftsmanship with Ceramics

## Studio RAP

main discipline: interdisciplinary  
sub-discipline(s): product development, coding  
themes: digital fabrication, ceramics, 3D printing  
location: Rotterdam and Makkum  
website: <http://www.studiorap.nl/>  
proposed start: January 2022

### collaboration partner

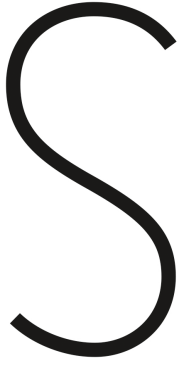
Studio RAP is an architectural design company that combines the power of computational design with innovative digital fabrication methods. Our team consists of architects, designers, roboticists, programmers and researchers. Together we explore innovative technologies and try to improve the way we design, produce, manage and build architecture. We are based in Rotterdam, surrounded by robots in an industrial atmosphere in order to discover and realise challenging architecture.

### design brief

Studio RAP envisages a richly decorated, expressive and affordable architecture. The studio wants to achieve this using 3D-printed buildings and components. Production using digital printing processes enables us to create high quality products at lower costs than if the products are made by hand. This 'digital craftsmanship' makes a rich architecture accessible to a greater cross-section of society. Of course, these new products require a new type of design, aligned with the printing process and current design thinking.

Studio RAP has developed a technique that makes it possible to produce 3D printed ceramics on a large scale. Studio RAP invites a beginning designer to research, in partnership with us, what a 3D printed ceramic facade could look like. We want to achieve this through design-based research in the area of 3D printed facade components. The research consists of a feedback loop between the design on the one hand and the digital production on the other. We will ask the beginning designer to work on design and prototypes. We are looking for a contemporary design, high technical feasibility and affordable solutions.

You will divide your time between the office and our robot workshop. Your working days will be varied and you will quickly see the results of your design choices. During this collaboration, you will use our clay printer in the robot workshop. With this impressive printer, we will print design prototypes. A hands-on mentality is required and you should not be afraid of getting your hands dirty now and again. We expect the beginning designer to have an interest in digital fabrication and innovative design. Experience with 3D printing would be an advantage but this could also be something you can learn during the collaboration. We are looking for someone with a can-do attitude, a strong background in graphics, a conceptual mindset and a hands-on mentality. Architectural experience is not required.



## profile 19

# 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](http://www.labyrinthpsychotica.org) / [www.roomforthoughts.org](http://www.roomforthoughts.org)  
proposed start: January 2022

### collaboration partner

Roomforthoughts is a business and artistic research practice based on the premise that the best way to realise the value of art for society is through collaboration.

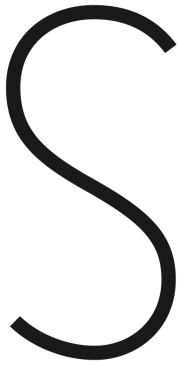
Dr Jennifer Canary (PhD) is an installation artist and artistic researcher and the founder of Roomforthoughts. Canary's work focuses on understanding thoughts and how they determine our actions. She has extensive experience in bringing together stakeholders in order to better understand and accept subjective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

### design brief

Probably everyone knows what it's like to be dumbstruck by what another person says or does. In such cases, we experience an empathy gap. It's hard to be curious about something you don't understand, especially when it involves intense, often emotional experiences. There is also the risk that we might stigmatise the other person, or make a bad situation worse. So we are often afraid to say or do the wrong thing. Yet at the same time, there's someone who feels misunderstood and is afraid to talk about it. Fear can overwhelm our ability to be curious or to ask for help, yet feeling acknowledged and heard is crucial to empathy. How can we overcome this gap?

After years of artistic research, we have developed a theory and a method to encourage curiosity and stimulate the imagination. This unique method consists of a kind of mind map for ultimate empathy, comprising five thematic areas, which must now be converted into a design form – a literal treasure map – that can be used by the various target audiences. Should it be a digital app? An actual digital treasure map (HTML) that can be implemented both individually and in a two-day interactive course? All of the above? We have a lot of good ideas, but need a fresh perspective to help put them into practice.

You will help create a digital translation of this functional artistic theory, *The Anoiksis Theory/The Anoiksis Map*, into a professional educational all-round service product. You will assist us in designing its form, and during our weekly design sessions you will learn, watch, listen and help us create a prototype that can be implemented. You should be at home in one or more of the following 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. You can work independently, but are also a team player. And if you carry a stigmatising label, you are more than welcome!



## profile 20

# Woolfiller recycled

Heleen Klopper

main discipline: design  
sub-discipline(s): product development, textile design  
themes: sustainability, repairs, circularity  
location: Amsterdam  
website: <http://www.woolfiller.com>  
proposed start: January 2022

### collaboration partner

In the past, when clothes had holes in them, people used to darn them by hand whereas nowadays they are more likely to throw them away. Heleen Klopper developed a system, called Woolfiller, for mending holes in woollen fabrics, turning the repair of clothing into a participatory and sustainable practice. Woolfiller is supplied as a workstation and DIY kit consisting of carded wool in various colours, a piece of foam rubber and two felt needles. Woolfiller won the New Material Award in 2009, and it was named as one of the 50 best inventions of 2010 by Time Magazine.

### design brief

In the twelve years since Woolfiller has been established, the business has acquired a significant pile of wool remnants that are too small for the DIY kits, perhaps slightly matted and therefore not aesthetically pleasing enough anymore. This huge pile of wool would be perfect for an upcycling project. But where do we start?

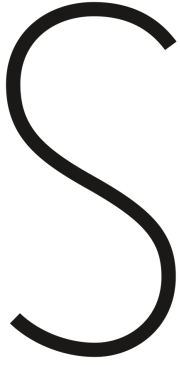
The following three topics are already on the agenda:

1. On a yearly basis Dutch sheep produce 1.5 million kilos of wool that seen as a waste product. How can we contribute to a renewed appreciation of Dutch wool?
2. Collaboration with recycling shops: how can we create more new ways to encourage recycling?
3. Upcycling and quality: how can we get more people interested in mending, making, and quality – and what exactly is meant by quality?

We shall engage with this challenge together, taking a hands-on approach and by trial and error. We will experiment with techniques such as carding, spinning, knitting, weaving, felting and so on. We already have a lot of these techniques in-house or available to us. We will also start talks with several sheep farmers and wool specialists.

We are already in touch with two ambitious recycling shops. We will look at various possibilities for collaboration. Could we come up with one or more fun eye-catching initiatives to get even more people interested in mending their own clothes?

We are looking for a starting designer with an innovative eye, who can ensure more impact and an artistic design implementation. Besides a good feel for colour and material use and knowledge of textile techniques, affinity with communication and marketing is a plus.



## profile 21

# footprint 1850

## STUDIO INEKEHANS

main discipline:	design
sub-discipline(s):	product design, furniture and industrial design, art-science
themes:	footprint, sustainability, home, products
location:	Arnhem and possibly Berlin
website:	<a href="https://www.inekehans.com">https://www.inekehans.com</a>
proposed start:	February 2022

### collaboration partner

Ineke Hans has a wealth of experience in the design of furniture and products, both for small series and industrial production, and digitally as well as collaboratively with communities. Projects for Fogo Island in Northern Canada (2013), the discovery that certain developments in the product design world were moving in the wrong direction and questions about the impact of design and the changes that she had observed taking place throughout the years led to the 'London Salons' in 2015: a personal investigation into the future of furniture design and the changing role of the designer. The series of salons were concluded with the 'Explore & Act' brochure and exhibitions showing examples of possible ways forward.

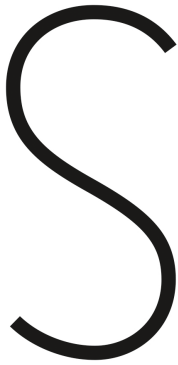
### design brief

The Marker fisherman's cottage (1850) and Gerrit Rietveld's holiday chalet (1950) in the Netherlands Open Air Museum (NOM) were the inspiration to design a 'holiday chalet 2050 with 1850 footprint'. 1850 is the estimated year of construction of the fisherman's cottage as well as the start of the Anthropocene. Nowadays, both dwellings would be considered 'off-grid'. The museum has a complete inventory of the Marker fisherman's cottage and also knows a lot about traditional construction. This will act as a guideline for the newly designed dwelling, together with the relevant knowledge and methods of today.

Footprints can be calculated but the values are also determined by the information you enter. This often makes it difficult to see the forest for the trees and the end values are quite abstract for users. This project aims to show the impact of a reduced footprint on our day-to-day lives and how much this footprint has increased compared to the past. It is the aim of this detailed study to provide a wide audience with an understanding of values, but also of stories and facts about materials and production methods used now and in the past, our consumer behaviour and the choices available to us. You can also physically experience this for yourself through a short stay in the chalet whereby you make choices about what you really need in your life.

We are exploring the possibility with curator Annemartine van Kesteren of Museum Boijmans van Beuningen to organise talks with designers, producers, consumers and policymakers under the title: 'Designers & Makers, Users & Shakers', in the context of the 'De Afbreekeconomie' exhibition. What do these four parties need and how can they help each other to achieve a reorganisation of our economy? The footprint study could shed new light on different ways of consuming and producing.





## profile 22

# Solar Search

Marjan van Aubel

main discipline: design  
sub-discipline(s): product design, furniture and industrial design  
themes: Solar Design, product design, technical implementation  
location: Amsterdam  
website: <http://marjanvanaubel.com>  
proposed start: January 2022

### collaboration partner

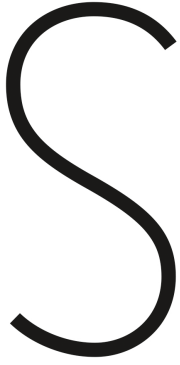
The studio of Marjan van Aubel is an interdisciplinary place that works on issues related to solar energy. This can vary from architecture to the incorporation of energy in self-powering lamps. The studio is experienced in working with various techniques and often collaborates with others in the industry. The studio works with a new technique called OPV: organic circular solarpanels that are flexible and transparent. Besides Marjan van Aubel, the designer will also be mentored by Anne Huijnen. Anne has been working at the studio for the past three years and, as a solar designer, is involved with the design of the roof for the world exhibition, a large architectonic solar installation in New York.

### design brief

The energy transition is an urgent issue that will require many solutions and in which design plays an important role. In the future, will we see a design as incomplete if it does not generate its own energy? Solar Energy is now seen as something technical. How can we better incorporate this into everyday objects so that it becomes part of our living environment? How can we enhance the personal and emotional impact of these designs? The studio has a number of products in mind that would be suitable for incorporating solar energy to make them self-powering.

Together with the studio, you as a designer will take two products to the next level: a parasol, which is still in the concept phase, and a luminous solar panel that hangs in front of the window, of which a number of working prototypes have already been made. Criteria for both products are circularity, costs, scalability and execution. A third-generation solar cell technology will be used for both products: organic, lightweight colored solar panels (OPV). Many prototypes and tests will be made, and it will be very much a hands-on process involving various collaborations with industry and partners.

The studio is looking for a beginning designer who has a keen technical eye and can develop concepts into working prototypes. The studio has all the necessary facilities for a successful partnership. Both parties will need an open and inquiring attitude. Knowledge of product design is a requirement for the mechanical part. Experience with developing hardware and software is not a must, but it is useful for the speed of the project because we work with consumer electronics. The designer, together with the studio, will be involved with the entire process, from developing models and testing to the creation of a technically feasible product that can be put into production. The start-up designer will learn about solar energy but should have personal experience in product development. The collaboration consists of exchanging knowledge and the development of new solar products together.



## profile 23

# The Urban Jungle

Studio Kars + Boom

main discipline: design  
sub-discipline(s): interior design and spatial design  
themes: parametric design, circular constructions, public spaces  
location: Utrecht  
website: <http://www.karsenboom.com>  
proposed start: January 2022

### collaboration partner

Cynthia and Kevin, as the co-owners of Studio Kars + Boom, decided to join forces 11 years ago. We create illustrated stories: playful products, objects, installations, mapping and prints. With these designs we create new worlds to make people laugh, stop what they are doing, look around, play, be amazed, and to discover new things.

We are dedicated to a multidisciplinary approach, whereby we tackle a design brief from an illustrative or graphics angle. At the same time, we don't like to restrict ourselves too much and will also use other disciplines and techniques to enable us to show the entire story from a new and surprising perspective.

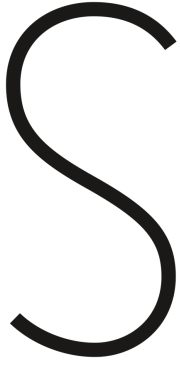
### design brief

The theme is the Urban Jungle with the city as playing field. Studio Kars + Boom wants to work with a beginning designer to investigate the concept of public spaces from a design point of view, using form and visual language. We want to take a fresh look at these spaces and develop an interactive installation with a story-telling aspect that triggers astonishment and surprise.

Our outdoor spaces have become much more important since the start of the corona pandemic. We spend more time at home which makes us appreciate the outdoors more. We feel that it's the perfect challenge for us as a studio, together with a beginning designer, to take a fresh look at these spaces and to ask questions such as: did we pay enough attention to public spaces and aesthetics during the urbanisation process? How can we rediscover the outdoors and make it more interesting? Did we appreciate our outdoor spaces enough in the past? Together with the beginning designer, we will carry out field research as well as desk research. We will also look beyond our borders since other disciplines in other countries have already been looking at similar issues related to outdoor spaces.

This research will be the basis for developing a concept and design for an installation that will surprise people and serve as a public space where people can meet and interact. This will be based on a graphic, story-telling perspective to allow the visitor to briefly experience another world.

In short, the Urban Jungle is an interactive outdoor installation designed to make both young and old pause and marvel for a moment about the urbanisation of the Netherlands. We want to research this sense of astonishment and surprise using form and visual language, together with the beginning designer.



## profile 24

# Rope

Isaac Monté

main discipline:	design
sub-discipline(s):	light design, product development
themes:	materials, art, crafts, art installations
location:	Rotterdam
website:	<a href="https://www.isaacmonte.nl/">https://www.isaacmonte.nl/</a>
proposed start:	beginning of 2022

### collaboration partner

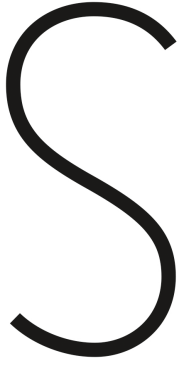
I have been fascinated by unusual materials ever since the early days of my product design studies at the Willem de Kooning Academie. I am interested in the various ways I can manipulate these unusual materials to ultimately reuse them as an application for a product or interior. The final product is determined by the possibilities and limitations of the material concerned. Through the use of these new materials I try to inspire other designers and to surprise the end user with unusual materials in new applications.

### design brief

In the research phase of my other projects, I regularly use rope to make sketch models. For this new project I want to let rope and light play the leading role. So from a technique I normally use to make sketches, to a material application and material manipulation for light curtains and light sculptures. By using different knotting techniques I want to create unique and site-specific light objects. With the project I want to investigate how light can be brought into the interior in new ways in the form of a sculpture, object or curtain. Furthermore, my fascination is also with how rope can refract and filter the light, and how the intensity of the light can be influenced by knotting the rope in different ways and playing with the density. The intention is to experiment with different ways of braiding, with different thicknesses and with different colors in order to influence the refraction of the light and to create a filter by means of the rope. For this project I want to bring crafts and technology together by combining rope weaving with light.

The use of rope comes from a fascination for sailor techniques and bondage. Both also start from a basic material (rope), which is translated into an end product by means of various manipulations (knots). A labour-intensive process that seems simple, but through the repetition and variety of techniques is translated into an intriguing object. In my own projects I also use the manipulation of a basic material to arrive at a final product.

The development of new materials and techniques involves a process of trial and error, of experimenting a lot and making design choices. I expect the beginning designer to have knowledge of crafts and textile techniques and an understanding of colour, materials and light combinations. I am looking for someone who has a real enthusiasm for experimentation, a critical attitude to reflect on the various experiments, a creative attitude to translate a selection into actual designs, and an enterprising spirit to show the final product to the public.



## profile 25

# New Watersystems

## Studio Bernhard Lenger

main discipline:	design
sub-discipline(s):	social design, graphic design and visual communication
themes:	water, sustainability, social design, human rights
location:	Eindhoven
website:	<a href="https://www.bernhardlenger.com/">https://www.bernhardlenger.com/</a>
proposed start:	January 2022

### collaboration partner

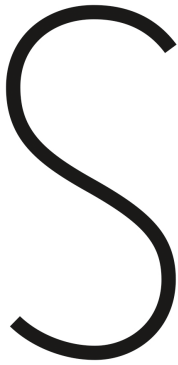
Studio Bernhard Lenger is a communication and social design studio supporting local governments, NGOs, and businesses to stimulate action within social transitions. Within the studio, I research and design strategies to understand the social and environmental transitions we will have to go through. Outcomes range from events or tools to communication campaigns that bring people together and encourage them to take action.

### design brief

With the changes occurring in the climate, we will have to adapt not only our environment but as well our behavior, systems, and the policies that guide our society. The current system allowed the optimization of the quality and distribution of water. Still, it seemed to have no other role for the public besides consumers. A variety of campaigns has been made to communicate to the public to use water more sparingly or to adapt gardens to increase the capacity for rainwater to be absorbed by the soil. A lot of communicative efforts are directed towards the current consumer to act.

Nevertheless, suppose we want to enable the public to act. In that case, we need to allow the public to take different roles and relationships with water. Within this research, Studio Bernhard Lenger is analyzing the current water system and how structural changes and communication can reintroduce the feeling of (co-)ownership within the public. The project aims to develop a model and the necessary tools to allow the public to see themselves not as a consumer but as a caretaker, a protector or maybe even a (co-)owner of water. Furthermore, it will create an overview of the public's roles surrounding caring for drinking water, lakes, rivers, or the ocean. With the overview, we can speculate on new forms of water systems and visualize the possibilities arising once we stop the commodification of water.

Within this collaboration, I want to continue the research and visualize a new systematic water model. Together with the starting designer, I want to bring the research to a more applied level. Therefore, we will show the opportunities that appear once we move away from a purely service-orientated approach. Due to the past year's research, experts from Waterschap de Dommel, Province Noord Brabant, Gemeente Eindhoven, and the Embassy of Water will be involved as advisors for the continuation of the research.



## profile 26

# Controversy

## VANTOT

main discipline:	design
sub-discipline(s):	urban planning, product development
themes:	sustainability, inclusivity, technology
location:	Eindhoven
website:	<a href="http://www.vantot.com">http://www.vantot.com</a>
proposed start:	January 2022

### collaboration partner

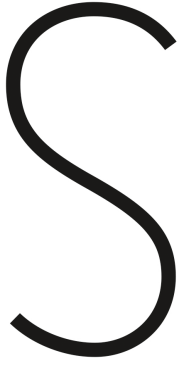
VANTOT is a design studio that implements technology. Our partners in this area include research institute Solliance on the High Tech Campus, the City of Eindhoven and the Design District. Our sustainable (street) lighting perfectly fits the Smart City concept. We aim to develop our own vision, examples and image with help from the Technical University's research group in Twente, among others. The research group of Dr Julieta Matos Castaño (postdoctoral researcher, TU) has named our (street) lighting installation Sunseeker as one of the few examples to create a new standard resulting from an apparent controversy: Aesthetics & Technology.

### design brief

What are the basic principles a designer should use to contribute to a well thought-out, inclusive and dynamic Smart City? We want to develop a communication tool based on our personal vision and to use this tool to facilitate the involvement of policy makers and the public with these issues. Finding and creating examples (designs) and applications in line with this aim is an important part of this. In our experience, people have very fixed ideas about what these principles should be, so that we feel the need to speak out.

Our cities are transformed by technology. Many Smart City initiatives assume that technology is always beneficial, and offer visions and projects representing perfect solution-oriented futures. However, as with any other social technological developments, in practice smart technology can either empower or disempower, include or exclude stakeholders. Controversies arise when there is a conflict between different perspectives. Controversies are situations in which the different players agree they disagree, while the issue at stake is important enough not to be ignored. What happens when we use these controversies as a starting point to design a sustainable future and encourage ethical reflection and local involvement?

As a beginning designer, you will carry out research into an inclusive and well-considered vision of the Smart City concept for VANTOT, using the knowledge provided by the Technical University in Twente, focusing on the dynamics and technology in public spaces. We will translate this vision into visual and textual communication tools to share this vision with policymakers and the public. What form this tool will take has been left open and will be decided by us together. You will have the opportunity to literally shape this vision, for example as an interactive website, a book, a 3D world, animation, etc. Basically, it's up to you to find a way to represent, present and address your findings.



## profile 27

# Identity The Palace of Typographic Masonry

Richard Niessen

main discipline: design  
sub-discipline(s): graphic design and visual communication  
themes: identity, engagement, imagination  
location: Amsterdam  
website: <http://www.richard-niessen.nl>  
proposed start: January 2022

### collaboration partner

The Palace of Typographic Masonry pays homage to the wealth and diversity of graphic languages and their value in our society. It is a place to highlight the intrinsic purpose of graphic design, a collective (imagined) building that is entirely dedicated to the inevitable abundance, poetry and finer details of the craft. This mission of The Palace of Typographic Masonry is conveyed at exhibitions, in publications, lectures and other initiatives, including an encyclopaedic website. This project began its life as a personal initiative of Richard Niessen, but since then more than 40 other graphic designers have contributed to this unique 'Gesamtkunstwerk'.

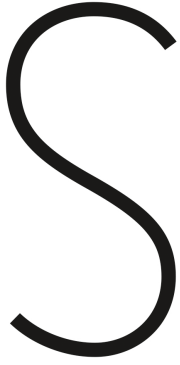
### design brief

The identities of institutions are for the most part purely instrumental and a visual form of image management. These visual identities homogenise all communication, creating a cosmetic facade between sender and receiver that makes a real dialogue impossible.

The 'Hallway of the Subjective Narrative' in The Palace of Typographic Masonry follows a fascinating underlying theme that starts with the explosion of applied art in the form of posters in public spaces at the end of the nineteenth century. Artists were inspired by this mass culture and the first pioneers started to use applied art as a political weapon. These events influenced Hendrik Tomaszewski to design his Polish film posters in the post-war years. We could say that his poetic approach was one of the first times that a designer incorporated his personal reflection (the subjective narrative) in graphic design.

The Palace has compiled a collection of poster designs where the makers have expressed themselves through engaged, poetic images and typographies. What is striking about this collection is that this way of working appears in certain clusters of time before disappearing again for years on end.

The Palace of Typographic Masonry wants to collaborate with a beginning designer to develop an identity that embraces this 'underlying theme of the subjective narrative'. It is keen to explore how an identity can be reflexive, can have multiple dimensions and reflect the shortcomings, issues and insecurities of an institution. Can an institute speak with multiple voices? Can we make fun of it?



## profile 28

# Growth

## Kossmanndejong

main discipline:	design
sub-discipline(s):	exhibition design, scenography
themes:	growth, travelling exhibition through Europe
location:	Amsterdam
website:	<a href="https://www.kossmanndejong.nl/nl/">https://www.kossmanndejong.nl/nl/</a>
proposed start:	January 2022

### collaboration partner

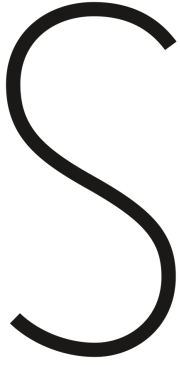
Kossmanndejong (KDJ) is an Amsterdam-based agency that designs narrative spaces. Spaces that inspire you, move you, spark your imagination and make a lasting impression. In short, spaces as experiences. A lot of KDJ's work involves designs for cultural institutions, public spaces and businesses. Their principle is: 'We want to move you with stories that matter'. KDJ tells urgent stories, every one of which is unique and made with enthusiasm and love. The designers have an integral approach to the projects – from strategy to design and production – and the narratives are often presented through a mix of collection, installation, multimedia, interaction, sound, light, text and art.

### design brief

Kossmanndejong conducts research into the phenomenon of 'growth' and wants to design a compact travelling exhibition that is autonomous on the one hand and on the other can be applied in a wider context (think city and theatre festivals or theme projects) in various locations. The idea is not to make a standard 'white walls' exhibition but a non-linear, non-hierarchical artistic setting where the visitor can discover interconnected stories through audio as well as physically.

KDJ would like to welcome a talented multidisciplinary designer to help us with this project. Someone who is interested in gaining a greater understanding about the phenomenon of growth, who can approach this subject from various disciplines and, based on a concept, can design a compact travelling exhibition in collaboration with KDJ partner Femke Bijlsma and co-designer Lucandrea and in consultation with the Swedish initiators and manufacturers.

We are currently organising a number of workshops with experts and managers of Dutch museums to reflect on the initiative and build support. The beginning designer will attend these strategic sessions. The designer will further develop the idea and the design and if this requires the support of any other disciplines, then the agency will arrange for it. KDJ hopes that by fleshing out the design, they will attract the interest of organisations that want to develop this theme further or start a dialogue. The ambition is to realise 'growth' at three or four locations: there are no customers at present, but there is some interest from Sweden.



## profile 29

# SWIPE

## Stichting The Image Society

main discipline:	design
sub-discipline(s):	graphic design and visual communication, social design
themes:	human technology and experiment
location:	Amsterdam or Eindhoven
website:	<a href="http://www.imagesociety.nl">http://www.imagesociety.nl</a>
proposed start:	spring 2022

### collaboration partner

The Image Society studies the meaning of images in our society. We live in a visual culture but when we think of images, the first thing that comes to mind is usually photographs and painting or art. However, contemporary visual culture is about so much more than art alone and includes things such as well-designed text. It may not be a separate academic discipline, yet visual culture does have its own dynamic. Images do well in these tumultuous times of wealth and poverty, crisis and revolution. They can be of vital importance in important matters; they have an impact on real events and even the economy. Your typical person sees more images in one day than someone in medieval times would see in a lifetime. At the same time, the most distinctive feature of this new social development may not be the number of images we see in a day but our deep need to visualise and present everything that has meaning to us.

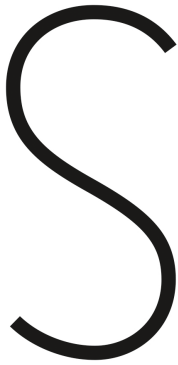
### design brief

We are looking for a beginning designer to assist us with in-depth practical research to provide context for smartphone-film SWIPE. The results of this research will lead to a publication (pocket) of the same title. The interactive smartphone film will (during the same period) be made by designer Mieke Gerritzen in partnership with design agency Thonik, which will provide the animations. It will be a typographical film about our online behaviour and our relationship with technology. The film's structure requires some critical practical research and a theoretical framework to further explore our relationship with our smartphones. The resulting publication should strike a different note to that of the film. The book is more of an analysis and reflection on our online behaviour while the film is more of an experience and confrontation.

We would already like to indicate the general direction of the critical practical research assignment. People's use of smartphones comes in for a lot of negative criticism, as does the way our lives are ruled by social media. A lot of books and articles have been written about this subject. However, nowadays it would be difficult to imagine life without the smartphone as an 'extension' of ourselves. For this reason, we think it would be interesting to start this research from a positive point of view. Of course, we will not hesitate to address some of the more critical points but the general idea is to emphasise and investigate the fact that our digital existence can add value to our lives. The research is not just not fact-based but also allows for fantasy, a vision for the future and a personal interpretation.

The beginning designer will have the opportunity to work for our partner Next Nature (Amsterdam or Eindhoven office). Next Nature offers a dynamic work environment focusing on projects that explore the future of nature and technology. The working language is English.





## profile 30

# #YouToo?

## Studio Anne Ligtenberg

main discipline:	design
sub-discipline(s):	social design
themes:	sexual abuse, social impact
location:	Eindhoven
website:	<a href="https://www.anneligtenberg.nl">https://www.anneligtenberg.nl</a>
proposed start:	January 2022

### collaboration partner

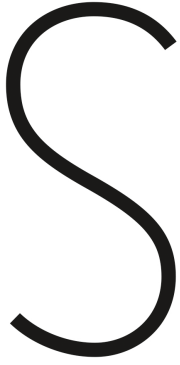
Social design studio Anne Ligtenberg consists of the designers Anne Ligtenberg and Mats Horbach. They have been successful pioneers in the social design field for eight years, with five years of experience in design education and a large social and creative network. Their work has a strong social character. Over the years, the designers have become experts in collaborative projects with social organisations and the target group, and manage to have impact with their humane design.

### design brief

Studio Anne Ligtenberg feels we need to lower the threshold that prevents victims of sexual abuse from asking for help. With the #YouToo? project they are building a platform to improve the skills of care providers to make it easier to discuss sexual abuse. For this project they will draw on the collective knowledge of victims and experienced care providers. The studio will launch a platform towards the end of 2021 where care providers and health professionals, from physiotherapists to midwives and from social workers to dentists can find tips and advice from a network of experts. This platform is being developed in partnership with support organisation Blauwe Maan, Victim Support Netherlands and a number of smaller support organisations in the Netherlands.

Studio Anne Ligtenberg started #YouToo? with a view to having social impact, so that victims can get the support they need. As a social design studio they see the potential and opportunities to make a difference where social issues are concerned. But how do you measure and assess the impact? What is your measuring point, what 'soft' data do you collect and how do you translate this so that it becomes accessible for the target group, managers and policymakers? For this research project, Studio Anne Ligtenberg would like to collaborate with a beginning designer (graphic-, information-, communication- or social design) to make the impact of #YouToo? visible. Who does it reach? Who uses it? What are their experiences? Through the collection of testimonials about the #YouToo? project and by showing the impact, the goal is to develop an appealing proof of concept design to demonstrate the value of design to the social domain.

The beginning designer should not be afraid to experiment with the analysis and visualisation of the data. Furthermore, the proof of concept must be comprehensible for people in the social domain. This means that it will have to be extensively tested and reviewed with people outside the creative sector, and the designer will have to be eager to engage in these discussions. The studio will offer access to its network and the parties involved in #YouToo?, insights into its design practice, support with the application of the knowledge gathered throughout this study in the beginning designer's practice, and a place to work in the studio in Eindhoven.



## profile 31

# Public Display

Studio Elisabeth Klement

main discipline: design  
subdiscipline(s): graphic and visual communication, social design  
themes: public space, new platforms, free city  
location: Amsterdam  
website: <http://www.elisabethklement.com>  
proposed start: January 2022

### collaboration partner

Studio Elisabeth Klement takes on multiple forms of practicing design, ranging from working as an editorial designer to organizing events or educational activities as well as curating exhibitions that deal with showcasing graphic design. These projects are an ongoing exchange between commissioned and self-initiated work. Over the past few years studio EK developed a series of projects and platforms, often in collaboration with other designers, artists and theoreticians that have become a tool to conduct research about the field of graphic design and to connect design to other disciplines.

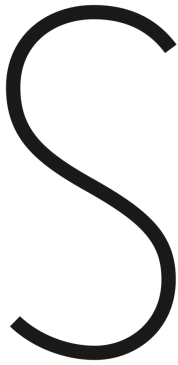
### design brief

The project Public Display is about examining the tools and platforms cities offer as means to disseminate ideas and to propose new structures and surfaces for displaying graphic design in the cityscape. The project is part of an ongoing research of studio Elisabeth Klement in collaboration with studio Laura Pappa.

Public interest in this subject arose when the worldwide pandemic hit us in 2020, closing all museums and galleries. This turned our collective attention towards the cityscape and its potential to display works and share ideas in the open air. Without commercial input poster walls and other message-carriers such as screens and billboards became a desolate space of communication, making the lack of possibilities for non-commercial communication in the city painstakingly clear. How one meets graphic design in the city is mostly in service of advertisements or giving direction. Rarely does it have the opportunity to be displayed in its most rogue form, unhinged from commercial or info-graphical responsibilities. This project aims to research past and present solutions for displaying messages in the city and to imagine new structures for designers and citizens alike.

The project is categorized in four stages: Historic (in which we are researching historic display spaces), Current (mapping and discovering non-commercial displays), Speculative (which will be developed with the Building Talent associative designer) and Presentation (an exhibition throughout the city of Amsterdam). During the collaborative programme, we aim to execute the 'Speculative' stage of the project Public Display in which, through research and practice, we set out to propose new display scenarios for noncommercial messages in the city space.

We're looking to collaborate with a starting designer who sees the potential of graphic design as a medium that bypasses its commercial or info-graphical responsibilities and who has an interest in seeking how practicing graphic design could find a more autonomous platform in public space. The project aims to consider new futures for the field and thus also create possibilities for expanding their own work and starting up their own design initiative.



## profile 32

# My office is my home!

## Buro Now

main discipline:	design
sub-discipline(s):	interior and spatial design, product design, furniture and industrial design
themes:	corona/working from home, sustainability, mental and physical health
location:	Amsterdam
website:	<a href="https://www.buronow.nl">https://www.buronow.nl</a>
proposed start:	January 2022

### collaboration partner

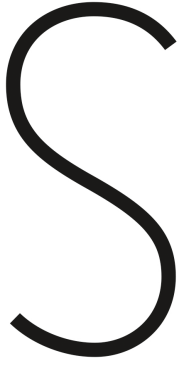
Victor leNoble and Stijn van Woerkom together form Buro Now, a design agency focusing on interior design. The agency is committed to developing sustainable working methods to reflect the background and principles of the two designers. It is their ambition to turn Buro Now into a design partner that is able to propose sustainable solutions as part of their projects in a systematic and substantiated manner, and to encourage clients to use sustainability as an important criterion in the assessment of the final project results.

### design brief

Whether permanently or temporary, whether for one day a week or five, one thing is for sure: working from home is here to stay. However, the idea of creating a dedicated workspace at home is still new for many people. A standard desk may not be suitable for a small apartment and having two desks in a young family's first starter home may take up a disproportionate amount of space. This is why we want to investigate what types of sustainable furniture or other interior products would help people create a healthy workplace at home, from an aesthetic as well as a functional point of view.

'My office is my home' is a socially relevant design brief that responds to the new reality of working from home with solutions that are suitable for the home environment. Together with the beginning designer we want to create a healthy workspace at home: on a decent chair, at a good desk, with adequate lighting and fresh air. Social and psychological aspects also play a role: a well-integrated workspace at home can contribute to a healthy work-life-balance. Working from home also results in less traffic on the roads.

Buro Now wants to collaborate and share networks with a designer who can come up with one or multiple furniture or other interior design products that are suitable, both from a design and a functional point of view, for the homes of young people with relatively small homes. People who are looking for a permanent WFH solution but would prefer it if they did not have to sacrifice any of their existing space or who do not have space for a standard desk. The designs will only use sustainable design principles, product techniques and materials.



## profile 33

# Capitalise on the impact: research and application of innovative and sustainable materials

House of Thol

main discipline:	design
sub-discipline(s):	product design, furniture and industrial design
themes:	sustainability, product design, product development
location:	Overasselt
website:	<a href="http://www.houseofthol.nl">http://www.houseofthol.nl</a>
proposed start:	January/February 2022

### collaboration partner

House of Thol was established by the designers Thomas Linssen and Jana Flohr in 2013/2014. They develop accessible products and design solutions for easy green living. They use their own lives and the challenges they encounter in developing a sustainable lifestyle as a starting point for their designs. House of Thol focuses on the creation of accessible products that facilitate behavioural changes in day-to-day life and introduce people to the power of design. Products such as Waterworks (natural watering system for houseplants), the Flower Constellations (durable brass flower arranging disks) and Helios (brass grow disks for cuttings, pits and kernels) have all been launched by the designers themselves, sometimes with the help of crowd funding, and sold all over the world. For their future collections they intend to make more use of innovative and sustainable materials.

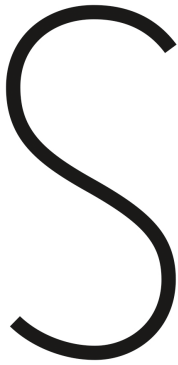
### design brief

In recent years, there has been an increased focus on sustainable materials research and development, resulting in a wealth of new and interesting materials being shown in exhibitions. At the same time, we noticed that these innovative materials are rarely used in the products that actually appear on the market. Often it remains just an idea or a concept and fails to achieve the desired impact. As designers, we feel it's high time to take the next step and to make good on the promised impact.

Together with a beginning designer we want to compile a library of new, innovative materials and to investigate to what extent we can use these materials in accessible products. We will look at things such as the properties and impact of these materials and the practical possibilities to utilise them in a feasible and affordable product. Perhaps you have developed a new material yourself that you would like to use in an actual product. We will produce two tangible reference works for future design products and product development, both for House of Thol and the beginning designer.

We also develop starting points for products that capitalise on the impact of sustainable materials. With our focus on products and expertise in developing accessible and durable products, we will work with the beginning designer to hopefully create a design that can be further developed into an accessible product for a green lifestyle.

The studio is located in a rural area and difficult to reach by public transport. Having your own transport is therefore a plus.



## profile 34

# Imagine Eating

Studio Marije Vogelzang

main discipline: design  
sub-discipline(s): food design, social design  
themes: food, psychology, behaviour, creative strategies, politics, science, sustainability, inclusivity  
location: Dordrecht  
website: <https://www.marijevogelzang.nl>  
proposed start: January 2022

### collaboration partner

Marije Vogelzang is the owner of Studio Marije Vogelzang. She is also head of Food Non Food of Design Academy Eindhoven and founder of The Dutch Institute of Food & Design. She has been involved with food related design for more than 22 years and is inspired by the origin, the social impact and the psychological aspects of eating. The visitor plays an active role in her interactive and edible installations. This stems from the conviction that it is easier to effect behavioural change when people step out of their passive 'consuming' behaviour and take on a more participatory role. She aims to take food out of the binary 'nice-disgusting' and 'sustainable-bad' idea and to allow people to discover the rich and wonderful world of food for themselves. A world that is also about beauty, what you do with your body and your senses, about the psychological aspects of food, feminism, customs, food culture, politics and especially about yourself.

### design brief

Food related design projects are valuable but all too often only accessible to a small audience. With Imagine Eating, Marije Vogelzang wants to create an accessible work that challenges the consumer to think – and particularly act – differently. It will be a recipe book and social media channel that tries to encourage consumers, in a gentle and humorous way, to shake up ingrained patterns and to show them daily food dishes from a different perspective. The project will, together with 52 experts in 52 chapters with 52 humorous illustrations, cover a different topic each time such as food politics, behavioural psychology, queer food, food culture or climate change. In each chapter the consumer is given creative challenges to make different food choices with the aid of tools provided by the designer, and a social media channel to share the challenges.

For this collaboration the beginning designer is given the challenge to develop a creative idea that is accessible to the general public. The designer will also explore creative strategies and education and figure out how to translate a complex issue into a new and appealing challenge. The designer will provide a new and fresh perspective, contribute to the development, testing and collection of the research and work on content creation. Marije will share her knowledge, network and insights with the beginning designer and provide a tasty lunch.



## profile 35

# 'Beschuit met Aandacht' card game

Joes and Manon

main discipline: design  
sub-discipline(s): food design, social design  
themes: sexuality, love, intimacy, elderly, care, well-being, inclusivity  
location: Eindhoven  
website: <https://joesmanon.nl>  
proposed start: January 2022

### collaboration partner

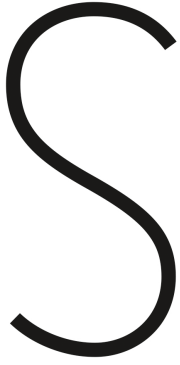
Joes Janmaat and Manon Barendse from Studio SociaalCentraal are developing a series of new perspectives for social organisations and the (semi) public sector. They instigate positive change with regard to social issues. Within that process they are approachable experts and committed partners with a keen eye for the social context. Studio SociaalCentraal has a proactive attitude and provides tailor-made designs. The designers are empathic and sympathetic in the way they approach customers and others, as well as the issue at hand. This is why Studio SociaalCentraal always carries out qualitative research, enabling them to create impactful designs based on the underlying motives, beliefs and objectives of the target group. Their strength is to make research and new perspectives visual, tangible and meaningful. The card game 'Beschuit met Aandacht' (roughly, 'morning rusk with care') is the starting point of their wish to expand their scope and to be able to repeat solutions, and could prove to be an excellent pilot for the 'next step'.

### design brief

Studio SociaalCentraal developed the card game 'Beschuit met Aandacht' in the middle of the pandemic, a time when loneliness and distance were the norm, especially in care homes. The card game encourages people to talk about closeness, intimacy and emotions. It proved to be a great success: during co-creation sessions in care homes in Eindhoven the designers could see how people came to life when talking about the past, the present and the future. People enjoyed talking about things such as: whose hand would you most like to hold right now? How can you bring romance into your life? And with whom would you still like to spend the night?

The card game is ready to be used. The next step is to develop a series of workshops to help ensure a gentle introduction of the conversational tool. The themes covered by the 'Beschuit met Aandacht' card game require a sensitive introduction in care homes and training courses for care professionals. The objective is to reduce or eliminate any obstacles to (starting) a conversation around these taboo subjects so that care professionals and the elderly feel more comfortable talking about these things.

Studio SociaalCentraal wants to work with a beginning (social) designer to find a suitable workshop approach. The beginning designer should have experience in the design of interactions and workshops, coaching and guiding project teams and facilitating workshops. He/she should also have an open and proactive attitude, be familiar with conversational methods and not shy away from talking about taboo subjects with integrity. A designer with an inquiring attitude who enjoys facilitation and has an affinity with care.



## profile 36

# Van Talent tot 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: January 2022

### collaboration partner

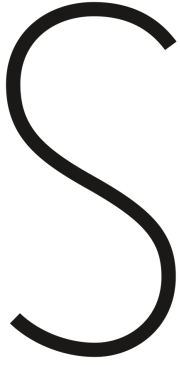
We believe that the world can always be made better. But doing things better means doing them differently. And we're good at that. Over the past thirty years, we have proven to be an excellent partner for people who know how to change the world. Together, we seek out new meanings and create surprising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

### design brief

We have been working with talented young designers and writers for many years through our Trainee Programme. We see that there is a gap between the knowledge and skills taught at art school and the skills often required in practice. Our Trainee Programme is aimed at bridging the gap between beginning makers and professional practice as effectively as possible, and we are looking for a motivated, ambitious beginning designer to help us further shape this programme.

The programme in its current form offers newly graduated designers and copywriters the opportunity to gain experience working at a creative agency for twelve months. The programme could however use more structure. We would like to understand better how we as a creative agency can best help beginning designers. Based on this understanding, we would then like to work with you to further flesh out our Trainee Programme. This will involve desk research, field interviews (e.g. with other design agencies, designers and copywriters, even the art schools themselves) and putting your personal experiences to good use. Together, we will work to formalise the trainee programme. You will eventually cast the research results into a concrete form. This could be anything: a publication, a website, a poster campaign – it depends entirely on the results of the research and your creative ideas. The only condition is that it takes a tangible form. Taking a broader perspective, we are also curious to see how this form could be disseminated across the entire professional and educational fields. Our hope is to make a real difference for all parties.

We wish to approach this assignment from a design perspective instead of a purely organisational one. We think that a practice-driven approach for and by designers will achieve more impact for designers and creative agencies, and perhaps for art schools as well. The exact parameters of the assignment can be determined in mutual consultation. You will also have a good deal of freedom in choosing the form and design of the research results. We welcome designers with a unique style and mindset that complement ours and can provide us with fresh insights.



## profile 37

# Lasting Leather

Studio Simone Post

main discipline:	design
sub-discipline(s):	product development, product design, furniture and industrial design
themes:	circularity, recycling, process, series production, room for misfits
location:	Rotterdam
website:	<a href="https://www.simonepost.nl">https://www.simonepost.nl</a>
proposed start:	February 2022

### collaboration partner

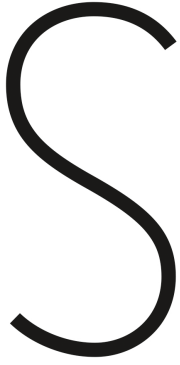
Simone Post is a textile and product designer with a studio in Rotterdam. Her work has been exhibited and acclaimed worldwide, and stands out for her exploration of colours, materials and patterns. For Simone, it is not necessarily the product itself that is the most interesting part of the design process. For her it's more about the process. Simone Post experiments to discover the hidden potential of materials and techniques whereby she pushes the boundaries of materials, craftspeople as well as manufacturers. Her focus is on an audacious and unexpected use of materials, preserving craft traditions and promoting sustainability. She has worked with brands such as Adidas, Kvadrat and Vlisco.

### design brief

Simone Post's Lasting Leather Lab study is about finding applications for the cutting waste of a major leather manufacturer. Thirty thousand hides are processed daily creating as much as forty percent waste. Leather has a controversial image, particularly now we are seeing more and more animal-friendly alternatives, but it lasts and often looks better as time goes by. Simone wants to give a visual representation of the process, of the 'grid' that remains after pieces have been cut from a complete piece of hide. She literally builds a new cowhide from scratch by filling such grids with other scraps. The final results were displayed at the Dutch Design Week 2019. Her experiments in this area also led to the creation of a beanbag that is exhibited in the Rademakers Gallery in Amsterdam.

Simone Post is interested in collaborating with a beginning designer who can offer a fresh perspective, to develop a design suitable for serial production on the basis of earlier samples and prototypes. The goal is to address the huge waste flows in the leather industry by setting up a new product line. Simone Post has sufficient in-house capacity to personally oversee this process in order to learn as much as possible from each other and to add to the research results. Together with the designer different aspects will be considered, with a focus on formal research and production techniques and partners, finishing details, the padding and what other products can be made. Sustainability, circularity as well as aesthetic design are the most important considerations when making these choices.





## profile 38

# Linking Elements

## Humade

main discipline:	design
sub-discipline(s):	product design, furniture and industrial design
themes:	new circular ceramics
location:	Amsterdam, Uithuizen, Makkum
website:	<a href="https://humade.nl">https://humade.nl</a>
proposed start:	January 2022

### collaboration partner

Humade is a design studio in Amsterdam run by Lotte Dekker and Gieke van Lon, two designers with a real curiosity for new materials and possibilities. The studio is working on various projects and creates aesthetic, meaningful and sustainable products to cherish and that encourage people to look at the world anew. Sometimes the designs are inspired by old craft traditions and translated into a contemporary product. Humade products are sold worldwide, mainly in museum shops and concept stores.

### design brief

Our planet is overexploited: the ice caps are melting and sea levels are rising while the land is subsiding and the earth's raw materials are becoming scarce. Renewables are becoming increasingly important and Humade wants to contribute to a sustainable and peaceful world with their Linkingelements project. Humade works in partnership with Pilot Kleirijperij, who is investigating the possibility of developing a new type of clay from silt dredged out of the Ems-Dollard Estuary. This clay could then be used to reinforce the dykes and raise the land. Humade is looking at the option of using this waste stream as a raw material to produce circular ceramic products.

Humade, in collaboration with a beginning designer and local production partners, wants to further develop various recipes and techniques into feasible production methods including extrusion, turning, casting and 3D printing at Sundaymorning@EKWC. Humade is looking for a designer with a fresh and open-minded perspective who can help translate the ceramic study into innovative applications for the material and the resulting samples, templates and production processes.

The ceramic knowledge, research competences and hands-on mentality of the designer will help take the project to the next level. The designer will also be involved with the creative recording of the entire process in an inspiring exhibition in Keramiekmuseum Princessehof. Humade will share the research findings and assist in the collaboration throughout the process.