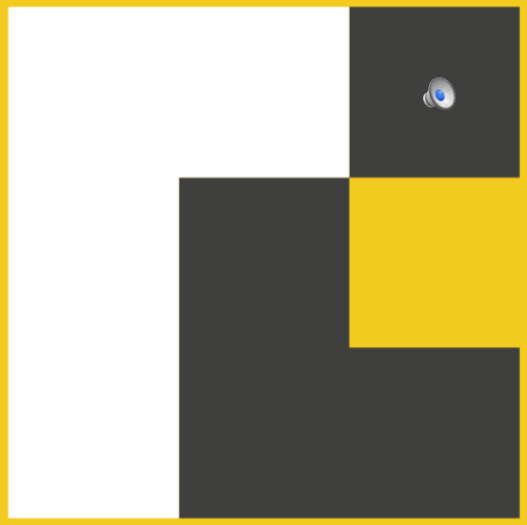


CLICK NL
DESIGN

06.MEI.2015

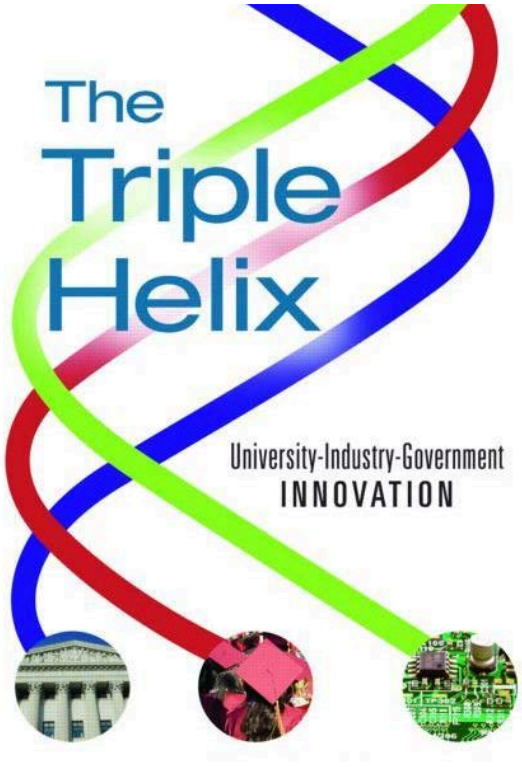
KIVI ®60:

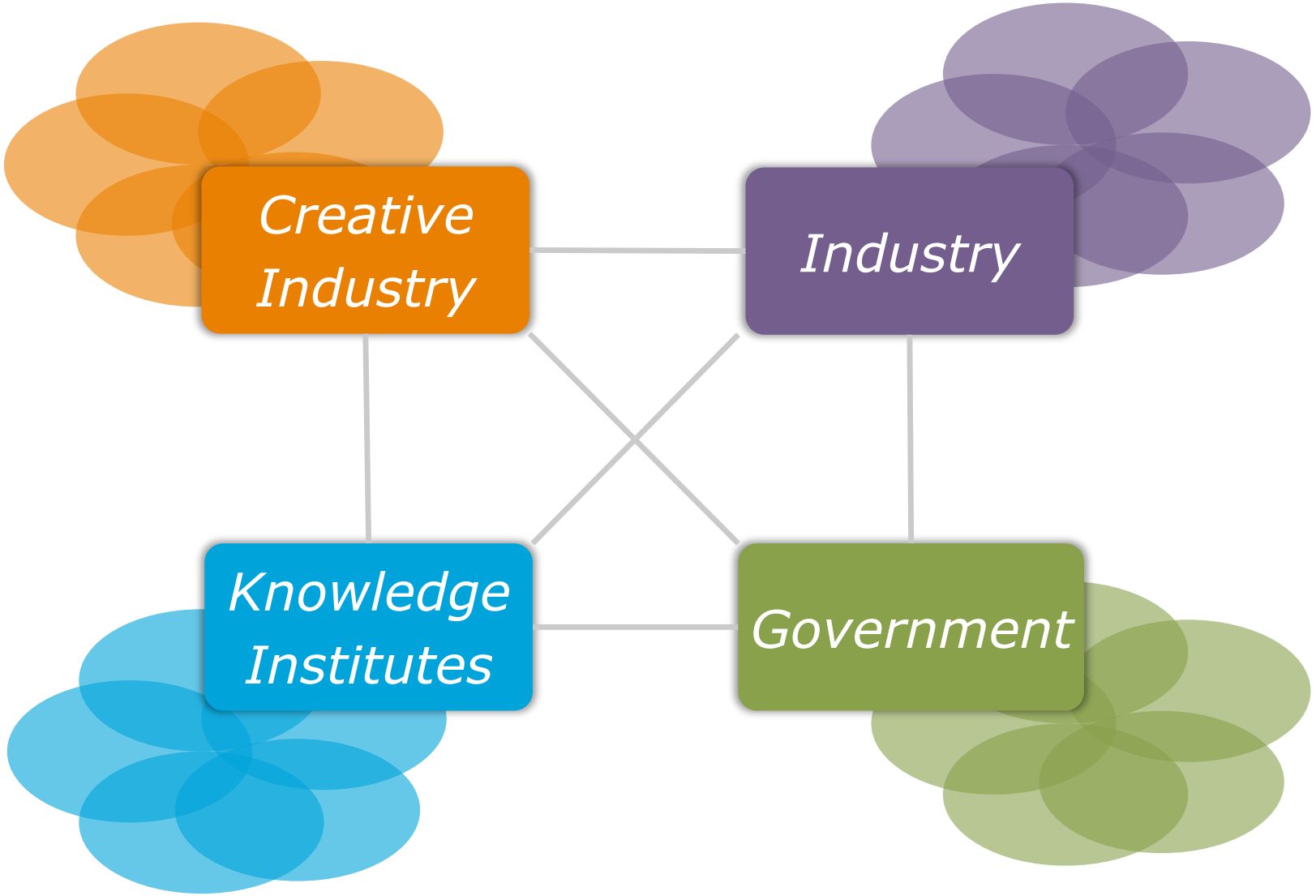
TELL ME WHY ?
CLICKNL DESIGN

DAAN VAN EIJK

WHY ?

- ***Vergroten*** *van Impact van Design*
- ***Versterken*** *van Design Research & Innovation*
- ***Verbinden*** *van 'Triple Helix'*

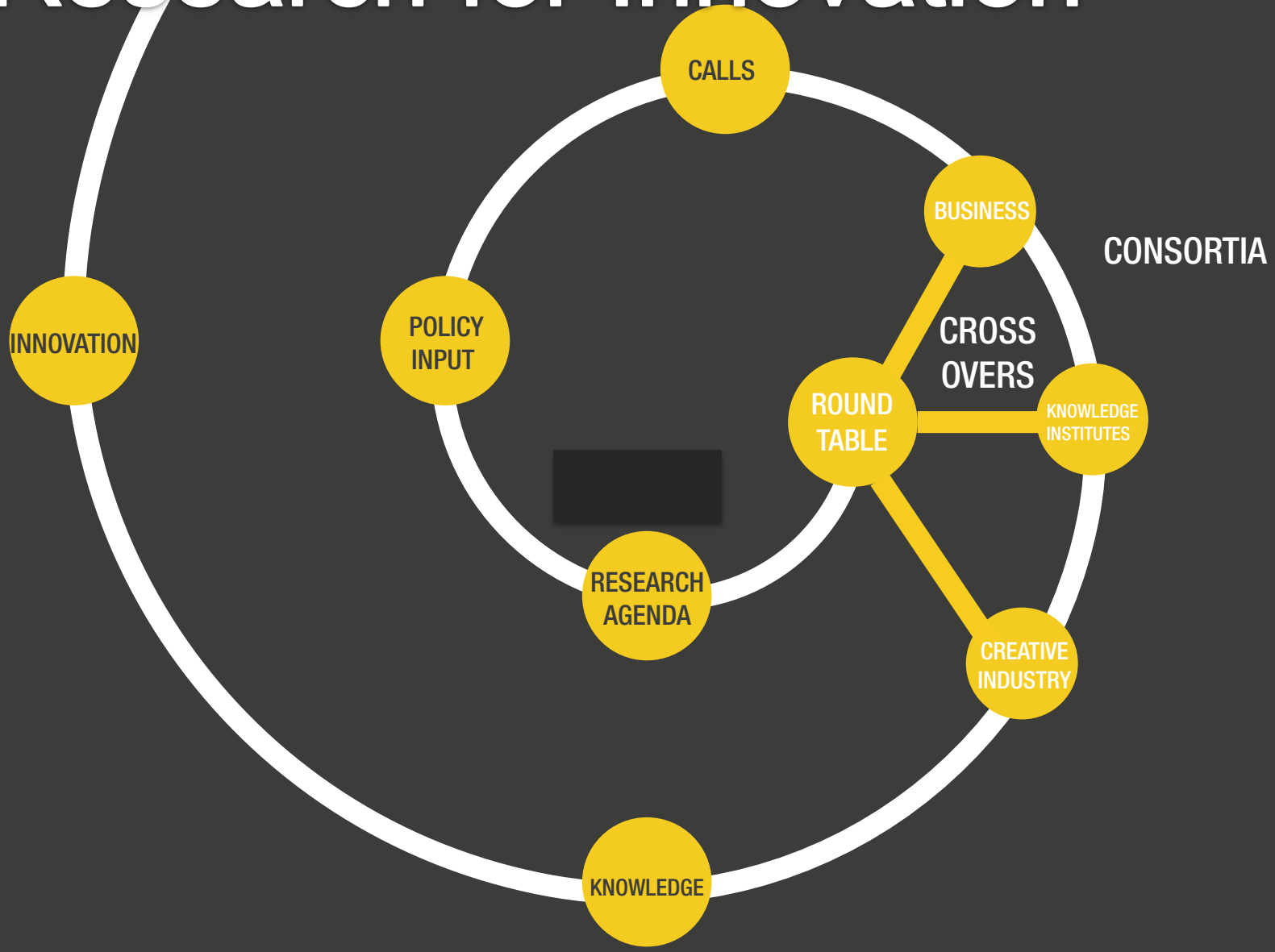



Creative Industry
Industry
Knowledge Institutes
Government

Changing design profession

- *Moving from goods to strategies*
- *Shorter iterations and lead times*
- *From supplier to partner in value networks*
- *Advancing technologies*
- *Limited resources*
- *Democratisation of design*
- *…*

Research for Innovation

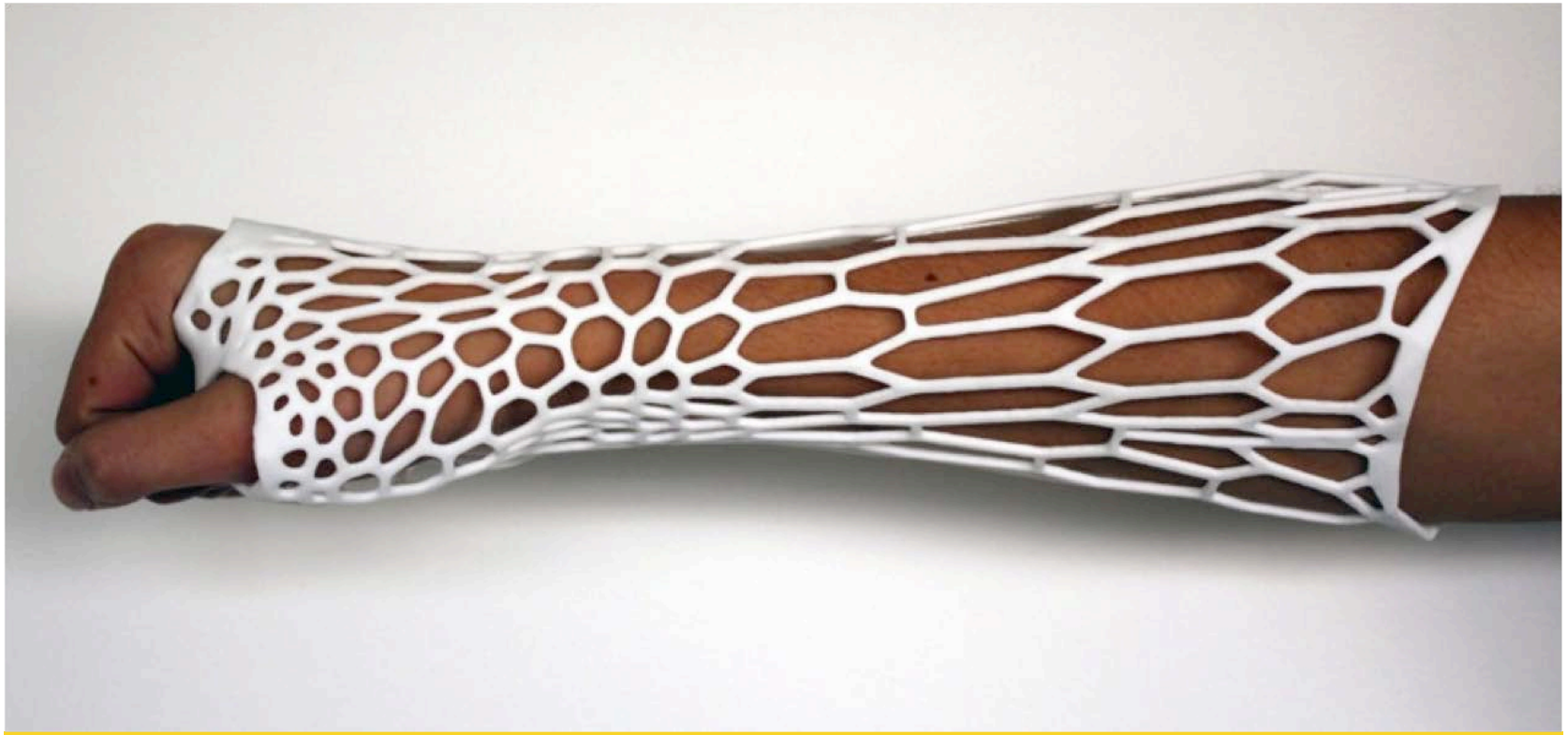


Roundtables

Healthcare

Circular Economy

Advanced Manufacturing

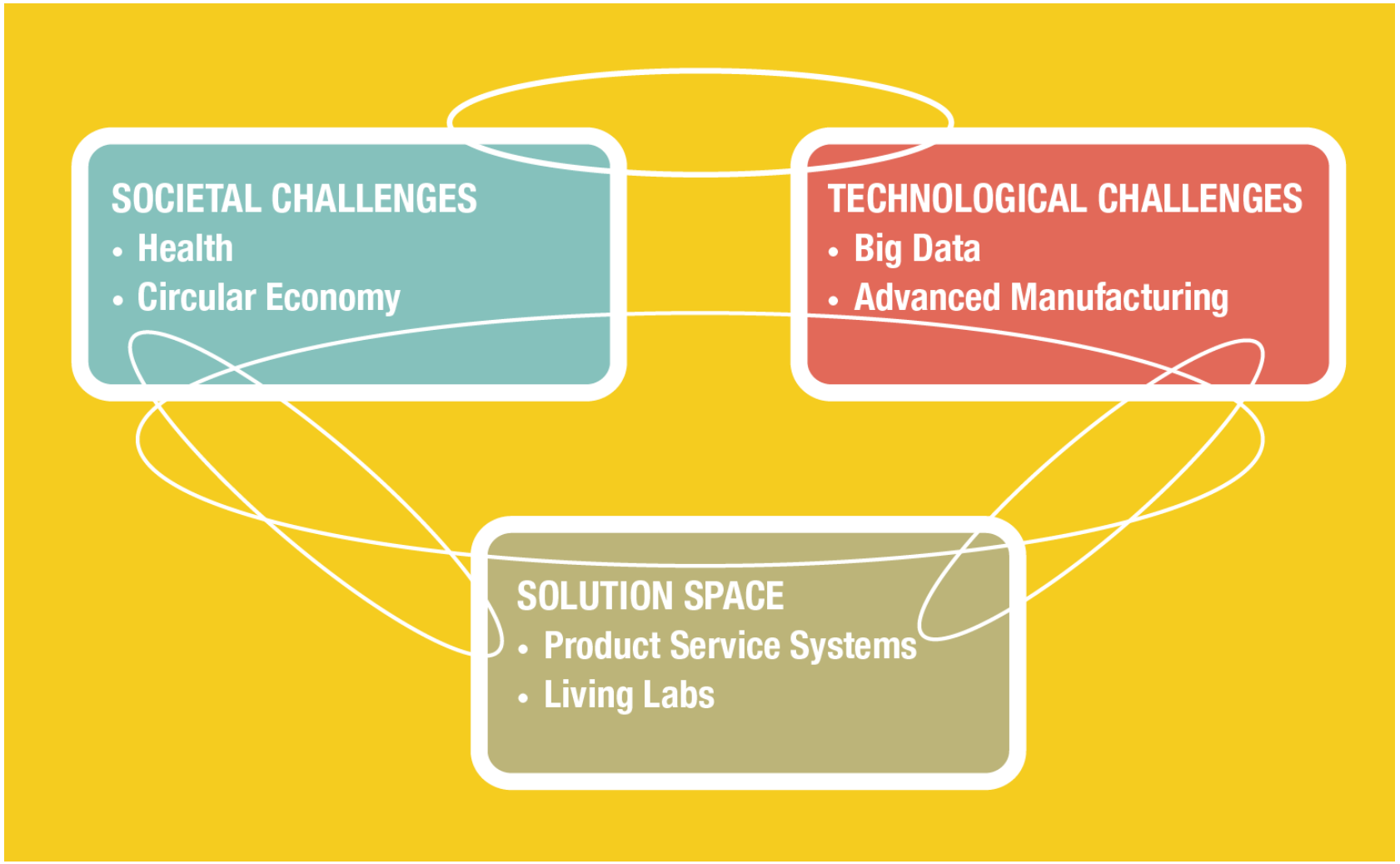


Big Data

Product Service Systems

Living Labs

Strategic Research & Innovation Agenda



crisp

CREATIVE INDUSTRY
SCIENTIFIC PROGRAMME

The Creative Industry Scientific Programme develops a knowledge infrastructure which consolidates the leadership position and stimulates the continuing growth of the Dutch Design Sector and Creative Industries.

CRISP focuses on the design of Product Service Systems, generating and disseminating the knowledge, tools and methods necessary for designing complex combinations of intelligent products and services with a high experience factor.

CRISP is funded by Dutch government FES funding and a consortium of over 60 scientific and industrial partners.

'testbed projects'

Grey but Mobile

Improving care-related mobility services for the elderly supporting them to live independently and stay social connected.

I-PE

Intelligent Play Environments are those in which a playful persuasion approach encourages social and physical play, which in turn can contribute to wellbeing. Such environments may counter part of the trend that children are not physically active and risk obesity and isolation.

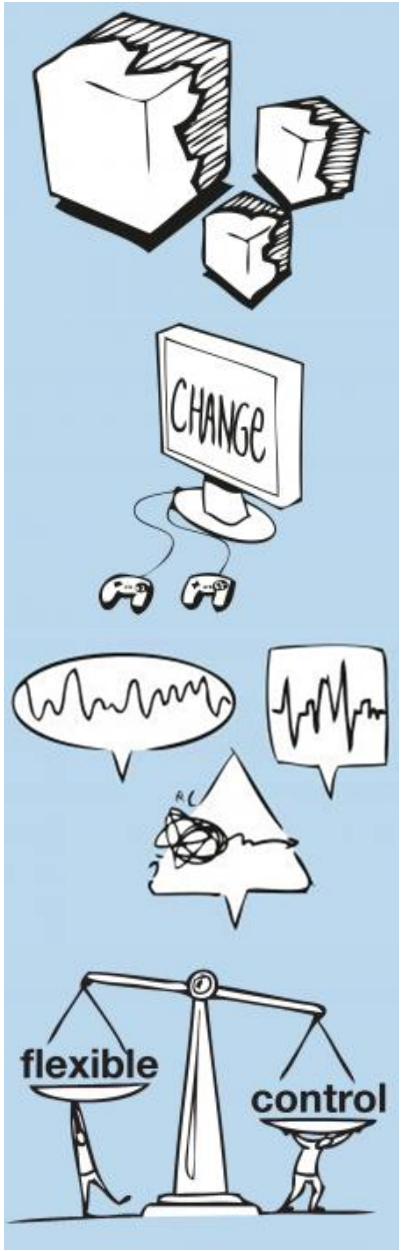
Selemca

Humanising care-droids using creative technological solutions to supplement and replace existing care-services.

Smart Textile Services

An inspirational test bed enables textile developers to understand the multi-disciplinary opportunities and challenges of creating Smart Textile Product Service Systems.

'foundational projects'



CASD **(competitive advantage through strategic design)**

Using the strategic role of design to strengthen the competitive position of Product Service Systems and industrial design providers

G-Motiv

Designing motivation. Changing human behaviour using game-elements. Achieving lasting change is difficult; people are often poorly motivated to change their behaviour.

PSS101

This project is developing a framework of tools, techniques and methods that improves conceptualization and communication between all those involved in designing PSS, across industries.

GRIP

When designing a PSS, designers try to find a balance between flexibility and control to create effective and socially responsible value for users and other stakeholders.

CRISP Magazines

www.crisppplatform.nl/magazines

Final CRISP event

“CRISP Shakes it off!”

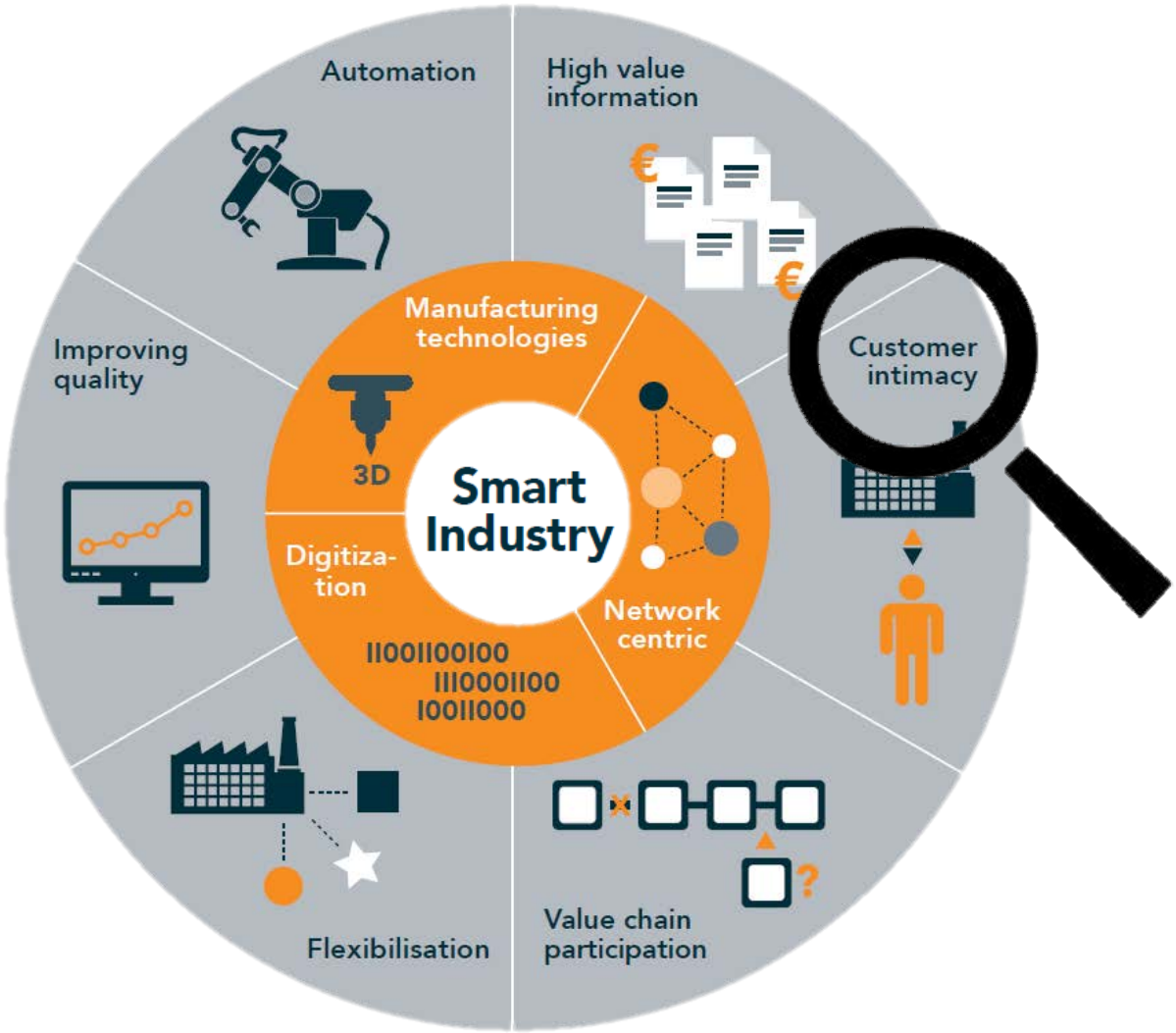
18 June 2015 Rotterdam

www.celebratingcrisp.com

Fieldlab UPPS

Experimenteerruimte voor Ultra Personalised Products & Services

Sterkere band met de eindgebruiker



UPPS

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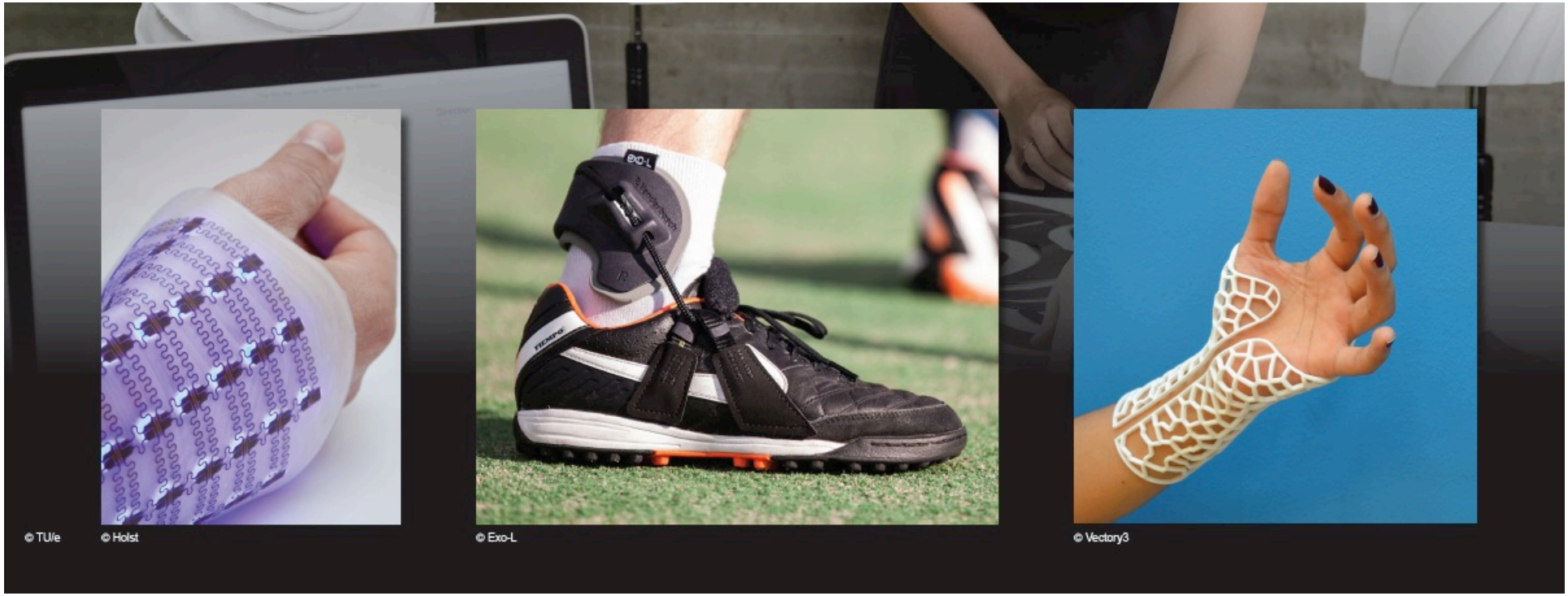
Differentiatie en concurrentievoordeel



Betere fit met de klant	Minder verspilling	Nieuwe business modellen	Lokale productie

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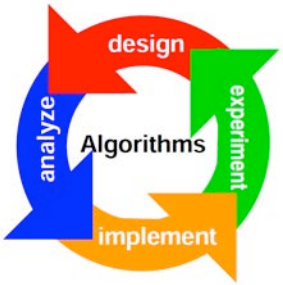
Kennisaanbod en –ontwikkeling in UPPS

ANALYSE	DESIGN	PRODUCE	TEST
Anthropometrical databases	Co-creation process	Additive/advanced manufacturing	Home/care labs
3D body scanning	System design	Electronics (foil) printing	Retail test
Use data	Design algorithm programming	Assembly automation	VR



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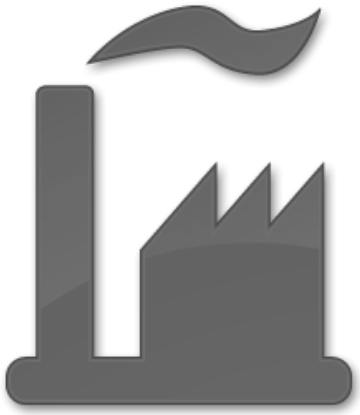
UPPS zoekt samenwerkingspartners

Technology Providers

- Faciliteiten en kennis delen binnen Fieldlab
- Samen met UPPS methodologieën ontwikkelen



Maakindustrie

- Mogelijkheden UPPS uitproberen
- Korte experimenten
- Langdurige strategische relatie

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CIRCO

CREATING BUSINESS THROUGH CIRCULAR DESIGN

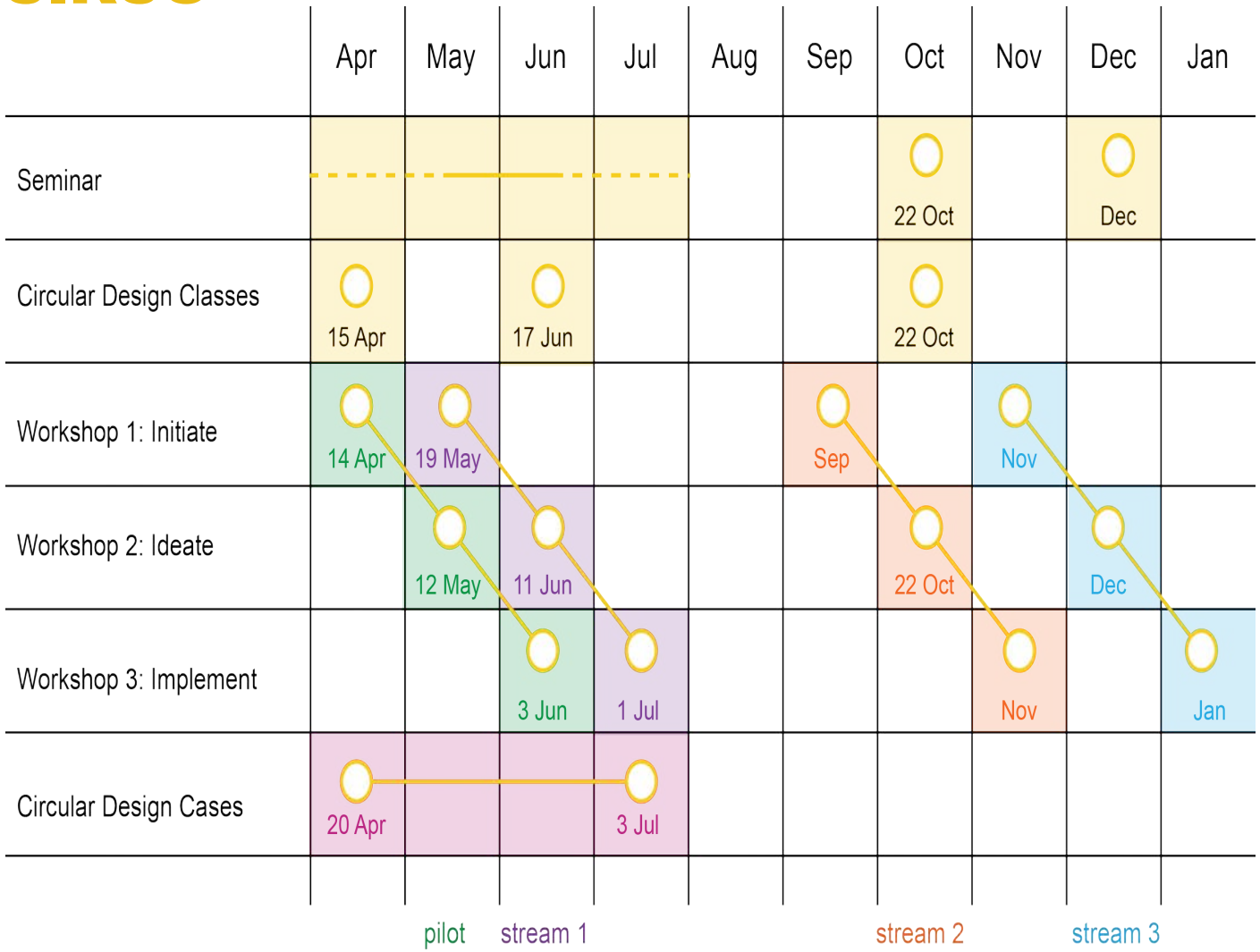
CIRCO IS ONDERDEEL VAN CIRCULAIRONDERNEMEN.NL

CIRCO 2015

- **Circular Design Classes** - for designers that last: one day training about circular design for professional designers
- **Circular Business Design Tracks**: in series of workshops, companies and designers jointly create new circular products, services and business models.
- **Circular Design Cases**: project in which students and designers work together to (re)create circular iconic products.
- **Seminar** during the Dutch Design Week, part of the DRIVE festival of CLICK NL
- Inspirational **talks** throughout the country
- Online publications of **Best Practices**, tools, articles and interviews

Clicknl.nl/circo

CIRCO


Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Seminar
22 Oct
Dec
Circular Design Classes
15 Apr
17 Jun
22 Oct
Workshop 1: Initiate
14 Apr
19 May
Sep
Nov
Workshop 2: Ideate
12 May
11 Jun
22 Oct
Dec
Workshop 3: Implement
3 Jun
1 Jul
Nov
Jan
Circular Design Cases
20 Apr
3 Jul
pilot
stream 1
stream 2
stream 3

RACE

Realising Acceleration towards a Circular Economy

The RACE Coalition, consisting of the societal organisations, is working on 7 themes to accelerate circular business in the Netherlands. Each theme has a primary leader who works with partners such as TNO, IMSA and Acceleratio. The Ministry of Infrastructure and the Environment supports the RACE Coalition.

Topsectors

Logistics

Life Science & Health

High Tech Systems

Agro & Food

Water

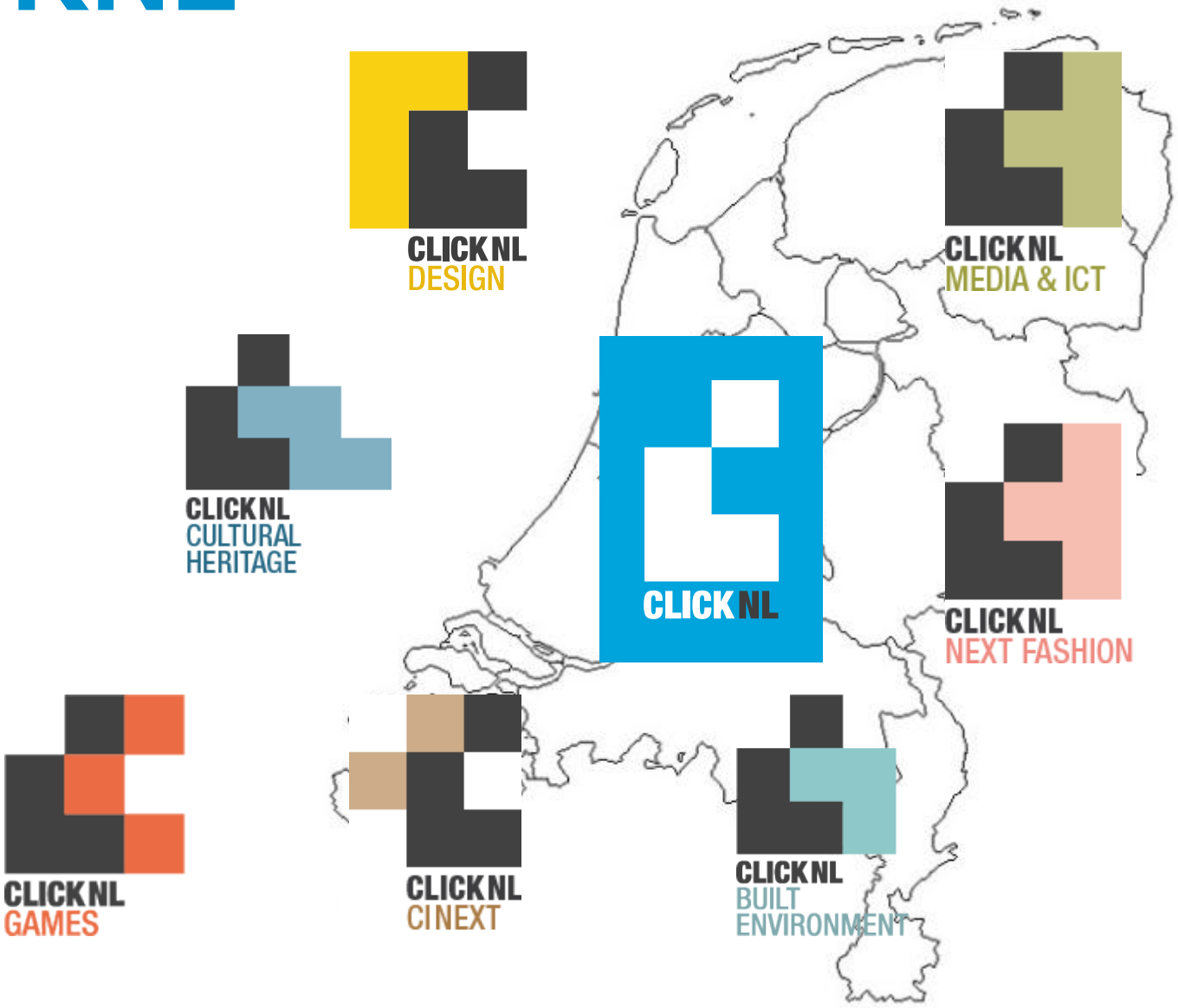
Energy

Chemistry

Horticulture

Creative Industry

CLICKNL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CLICK NL
MEDIA & ICT
CLICK NL
CULTURAL
HERITAGE
CLICK NL
CLICK NL
NEXT FASHION
CLICK NL
GAMES
CLICK NL
CI NEXT
CLICK NL
BUILT
ENVIRONMENT

CLICKNL Design

designlink

Voor een professionele keten

DESIGN UNITED

bno

HBO

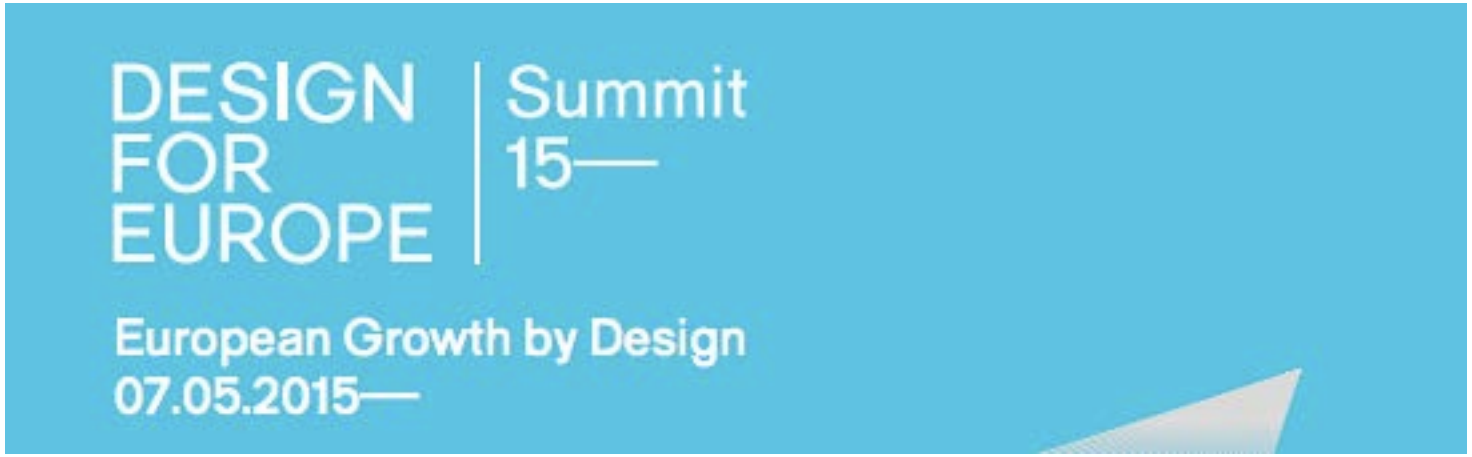
KIVI Engineering Society

design management netwerk

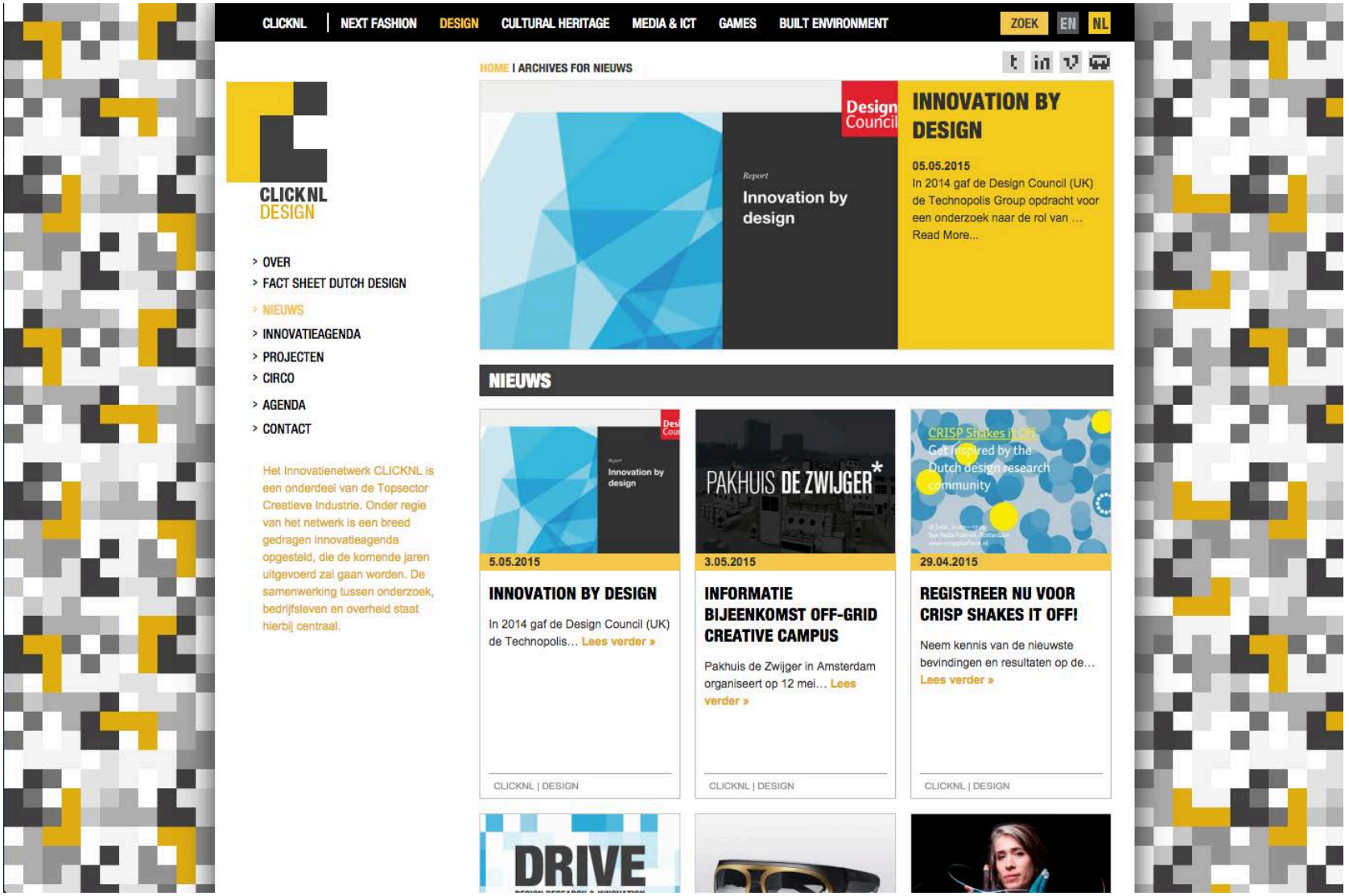
TNO innovation for life

kamer van koophandel

International



Website


CLICKNL
NEXT FASHION
DESIGN
CULTURAL HERITAGE
MEDIA & ICT
GAMES
BUILT ENVIRONMENT
ZOEK
EN
NL
HOME I ARCHIVES FOR NIEUWS
CLICKNL
DESIGN
> OVER
> FACT SHEET DUTCH DESIGN
> NIEUWS
> INNOVATIEAGENDA
> PROJECTEN
> CIRCO
> AGENDA
> CONTACT
Het Innovatienetwerk CLICKNL is een onderdeel van de Topsector Creatieve Industrie. Onder regie van het netwerk is een breed gedragen innovatieagenda opgesteld, die de komende jaren uitgevoerd zal gaan worden. De samenwerking tussen onderzoek, bedrijfsleven en overheid staat hierbij centraal.
Design Council
Report
Innovation by design
INNOVATION BY DESIGN
05.05.2015
In 2014 gaf de Design Council (UK) de Technopolis Group opdracht voor een onderzoek naar de rol van …
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In 2014 gaf de Design Council (UK) de Technopolis… Lees verder »
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PAKHUIS DE ZWIJGER*
3.05.2015
INFORMATIE BIJEENKOMST OFF-GRID CREATIVE CAMPUS
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REGISTREER NU VOOR CRISP SHAKES IT OFF!
Neem kennis van de nieuwste bevindingen en resultaten op de…
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CLICKNL | DESIGN
DRIVE

DRIVE

Design Research & Innovation Festival

Mind the Step

World Usability Day

Data 2015

- *19 mei-11 juni-01 juli CIRCO Workshop*
- *17 juni CIRCO Circular Design Class*
- *18 juni open dag CRISP Final Event Rotterdam*
- *17-25 oktober Mind the Step DDW Eindhoven*
- *21-22 oktober DRIVE Festival Eindhoven*
- *12 november World Usability Day*

HOW KIVI ?

- ***Vergroten*** *van Impact van Design*
- ***Versterken*** *van Design Research & Innovation*
- ***Verbinden*** *van 'Triple Helix'*

KIVI
Engineering Society

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