

Strong, smart or innovative in concept, execution, originality or commercial insight. This is an accurate description of the works by thirty fresh new designers. In this YA Special! you can see the chosen projects, the selection committee will sing some praises, and you can read how five of last year's graduates have fared.

WITH COMPLIMENTS

This graduation special wouldn't have been possible without our sharp and experienced selection committee. Dude would like to thank Simon Buijs and former 'dudes' Odette Ex, Rosa Koolhoven, Wieki Somers, Bas Timmer and Marcel Vroom, as well as Tirso Francés from Dietwee.

sanctuaries

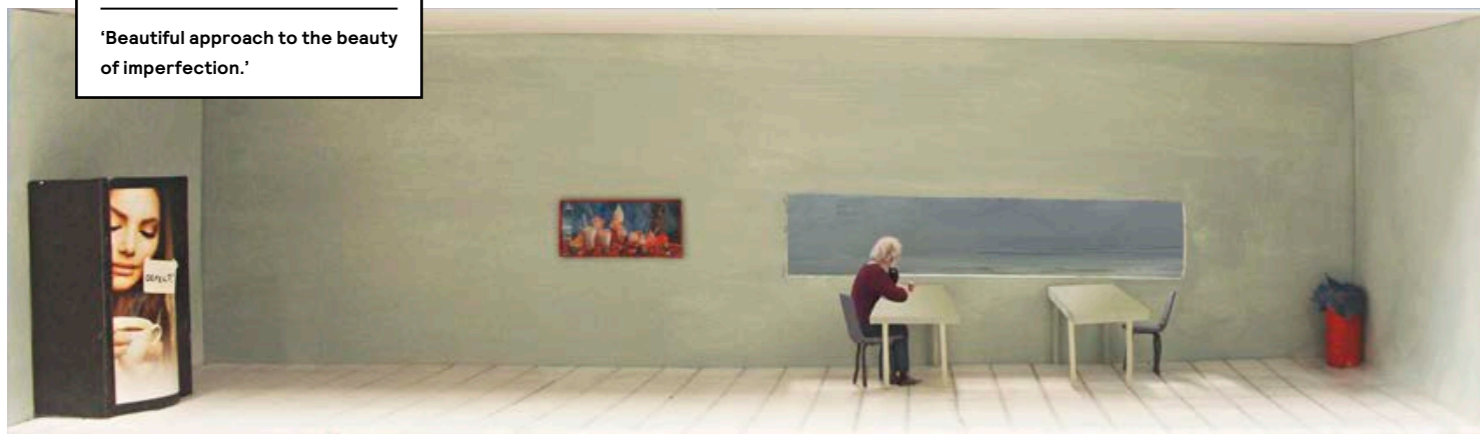
DESIGN: ANNA REERDS
PROJECT: SOLACE
EDUCATION: HKU, UTRECHT
DEPARTMENT: PRODUCT DESIGN
WWW.ANNAREERDS.NL

Whenever Anna Reerds is sitting in a snack bar, looks inside a launderette or walks through a half-empty shopping centre she feels at ease, comforted. Here we don't have to pretend. Pretend we always eat healthily, as if we are never lonely, as if we are in control of our lives. Places like these radiate

a kind of awkwardness, sadness and loneliness. With her video installation, depicting the atmosphere of places like these, the designer wants to offer us solace. The four moving still life pieces show the viewer that we aren't perfect, but that it's ok. It is part of being human.

ODETTE EX
SELECTION COMMITTEE

'Beautiful approach to the beauty of imperfection.'



SIMON BUIJS
SELECTION COMMITTEE

'Well thought-through and executed project. With its minimal design throughout the entire product line I can see this being applied in offices and homes.'



saline solution

DESIGN: MIREILLE STEINHAGE
PROJECT: THE HIDDEN QUALITIES OF SALT
EDUCATION: ARTEZ, ARNHEM
DEPARTMENT: PRODUCT DESIGN
INSTAGRAM.COM/MIREILLESTEINHAGE

Mireille Steinhage believes in the healing properties of salt. The objects she designed, an air humidifier, lamp, radiator and mouth masks, are all equipped with salt to purify polluted air. The reservoir of the air humidifier is filled with a saline solution. The lamp – made in collaboration with Mika Tsutai

from the Kyoto Institute of Technology – and the radiator are both based on the working of the famous pink Himalayan salt lamp: the heat helps to absorb toxins, improving the air quality. The salt in the mouth masks is released through the condensation of your breath. With this project the designer wants to show the value of design to the health industry. At the same time, she indicates how in-depth research is needed first, before we all end up surrounded by healing salt crystals.

arrogant alter ego



ROSA KOOLHOVEN
SELECTION COMMITTEE

'To talk about yourself in a positive and self-confident manner is difficult for many creatives. But already from the demo video on her website you can tell the difference in impact between words like 'I think' or 'I know'. Great concept and well executed.'

DESIGN: MEREL VISSER
PROJECT: THE BEST LANGUAGE CORRECTOR
EDUCATION: AKV ST. JOOST, BREDA
DEPARTMENT: GRAPHIC / SPATIAL DESIGN
MERELVISSER.NET

Because Merel Visser has the habit to discuss herself and her work in a negative way she has often missed out on opportunities, as opposed to the more 'arrogant' people in the design world. She developed 'The Best Language Corrector', a live autocorrection tool for Microsoft Word that teaches you how to write assertively by replacing words while writing with superlatives and positive alternatives. The program doesn't do the whole job for you; you will have to practice. This is how the tool encourages you to think about the way you present yourself, and how you see yourself.

HOW'S IT GOING WITH...

LOTTE DE HAAN, GRADUATE 2018
EDUCATION DESIGN ACADEMY
EINDHOVEN
DEPARTMENT: MAN AND WELL-BEING
LOTDEHAAN.NL

The social designer and researcher graduated with two projects. One, the Was-a-machine, has since then resulted in various spin-offs. Even though the academy does not prepare you for the world outside, practice came easily to her. 'I discovered where my interests and talent lie and learned to speak the language of parties I collaborate with, like councils and assisted care centres. At the academy nothing is ever considered out of bound, in these collaborations weird ideas are not appreciated,' she learned.

Lotte is interested in how the Western and - until now - African World can exchange knowledge and experience on an equal footing. Doing so she aims to resolve prejudice and create understanding and awareness with her sustainable, socially innovative projects. Previously she held workshops in Zambia and Cape Town, now she is back to do research on the system of the second hand clothing trade. Organisation NEXAR saw what she pulled off before and they decided to join forces: workshops in the Middle East, India and Morocco are on the horizon. And Manon van Hoeckel asked Lotte to be her first-ever paid employee. 'A good mix', Lotte thinks. 'I work there two days a week, learn a lot and earn a living with my passion.'



real clothes, not fashion

DESIGN: CHRISTY PATIJN
PROJECT: REAL CLOTHES, NOT FASHION
EDUCATION: AMFI, AMSTERDAM
DEPARTMENT: INTERNATIONAL FASHION & DESIGN
INSTAGRAM.COM/CHRISTYCHRISTEL

A ten-piece uniform free of gender or age. Christy Patijn combined the favourite pieces from her own wardrobe with classic uniforms, like those August Sander photographed at the beginning of the twentieth century while documenting various craftsmen in their work clothes. Each item from this androgynous collection has a title, like 'Painter's Trousers' and 'Bricklayer's Waistcoat', as a homage to these crafts. Each piece of clothing is also given a 'contract', a poetic plea to the purchaser to cherish it for a long time.



ROSA KOOLHOVEN
SELECTION COMMITTEE

'Living with less is becoming more important. The idea to only own ten pieces of clothing that insist you take good care of them, pieces that all fit together, are both stylish and practical, I think is pretty cool. And beautiful. I would love to own a collection like this!'

nomad nest

DESIGN: DÉsirÉE MALESSA
PROJECT: NEST - NOMADIC ESSENTIALS FOR SIMPLER TRANSITIONS
EDUCATION: MAFAD, MAASTRICHT
AFDELING: DESIGN
WWW.MALESSA.STUDIO

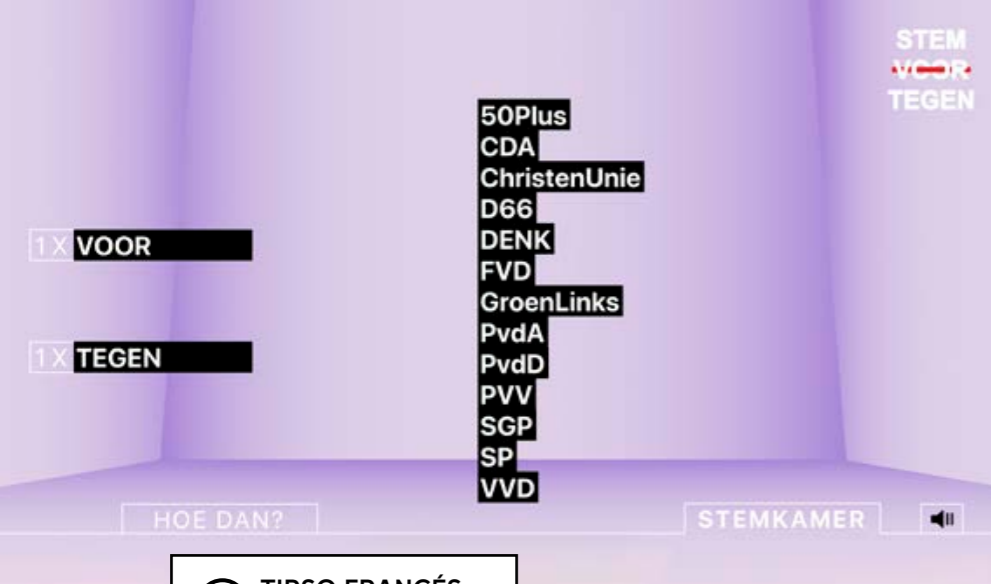
When studying or at the start of your career, moving is a recurring ritual and the space you inhabit often quite small. Not bad, because you are flexible and living a virtually nomadic existence you don't want to have to rely on complex furniture and knickknacks. 'NEST', the collection by Désirée Malessa is everything you need: a minimalist moving box that you can use not only to move your personal belongings but that you can also choose to turn into a bed, storage shelf, table or bench. Multifunctional, no tools required and above all great for the environment and mobility.

ODETTE EX
SELECTION COMMITTEE

'Current and creative, and strong in its simplicity and purity.'

Stills: Mykolas Brazaitis





STEM
VOOR
TEGEN

50Plus
CDA
ChristenUnie
D66
DENK
FVD
GroenLinks
PvdA
PvdD
PVV
SGP
SP
VVD

1X VOOR

1X TEGEN

HOE DAN?

STEMKAMER



TIRSO FRANCÉS
SELECTION COMMITTEE

'Intelligent and innovative consideration of improving our electoral system in these times is not a luxury.'

vote for
against

DESIGN: MAUD VAN DER LINDEN
PROJECT: VOTE FOR AGAINST
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: MAN AND LEISURE
MAUDVANDERLINDEN.COM

A more balanced election system? Maud van der Linden introduces the counter vote. With this variety of the voting system everyone who has the right to vote can cast one in favour of a political party, and one against another party. The designer aims to motivate parties towards more collaboration and discourage polarising behaviour. Watch out, ladies and gentlemen politicians; lies, discrimination and tirades of profanity might just earn you a counter vote in the next elections! How it works exactly, is explained at www.stemvoortegen.nl.



MARCEL VROOM
SELECTION COMMITTEE

'Clear and realistic proposition on material use, production, application and recycling. The design is smart and beautiful.'

floral dress

DESIGN: JESSICA RIJKERS
PROJECT: FLOWER TEXTILE
EDUCATION: WDKA, ROTTERDAM
DEPARTMENT: FASHION DESIGN
JESSICARIJKERS.COM

The Netherlands are known worldwide for their floriculture of cut flowers. Most people however don't consider how many flowers end up in the garbage bin without having even been put up for sale. More known is the fact that the fashion industry is one of the most polluting industries in the world. Cotton production is a harmful process where use of water and CO₂ emissions play an important part. Jessica Rijkers combined these two notions and explored how flowers can become the basic material for a new textile. The result is 'Flower Textile', a recoverable material, entirely from Dutch soil and a hundred percent biologically degradable.



BAS TIMMER
SELECTION COMMITTEE

'An innovative idea to deploy Dutch heritage and our culture as a resource to reduce waste.'



DESIGN: FLOOR SKRABANJA
PROJECT: 3D-KNITTED FURNITURE
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: MAN AND WELL-BEING
SKRABANJA.COM

Cutting, stitching, gluing and stapling upholstery around the shape of a piece of furniture often renders the textile unsuitable for recycling. That is why Floor Skrabanja used a 3D-knitting technique to construct a seamless shape from a single yarn. This creates recyclable upholstery with minimal material waste. The knitwear used to dress the furniture forms part of the construction. '3D-knitted furniture' has been developed with the TextielLab of the TextielMuseum Tilburg, Fonds Knitting Holland and Knitwear Lab.

knitting furniture

we amsterdam

DESIGN: MANON HERMANS
PROJECT: THE AMSTERDAM PACT
EDUCATION: WDKA, ROTTERDAM
DEPARTMENT: ILLUSTRATION
VINONINA.COM

Out of all Dutch cities Amsterdam is the most 'infected' with mass tourism. The city is known as a kind of open-air museum, without qualms or values and riddled with alcohol, drugs and prostitution. Manon Herman interviewed people who live right in the busy city centre about their experiences with tourists and translated those stories into animations to be shown on billboards throughout the city. She hopes that this helps both tourists and residents to feel more involved with the city, and even – albeit voluntarily – make a pact to be more mindful of each other. The animations show how everybody in Amsterdam belongs.



brexिताles

DESIGN: LINDA VIJUMSONE
PROJECT: BREXITALES
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: MAN AND COMMUNICATION
LINDAVIJUMSONE.EU

Three years ago, the United Kingdom cast its vote on Brexit. Those for and against were divided into two almost equal camps, and the differences caused severe polarisation. The referendum was influenced to a high degree by lies and misinformation, eventually playing a bigger role than the cold hard facts. Still it is these fabrications that will be remembered. To make a young generation understand Brexit Linda Viļumsone conceived of the 'Brexिताles', an illustrated children's story that can be read from the perspective of the Leavers or the Remainers, while the kids curl up in the colourful cushions of the reading corner. This way children are told both sides of the story.



ROSA KOOLHOVEN
SELECTION COMMITTEE

'The world has become extremely polarised and we don't really listen to each other anymore. By bringing both sides of the issue together in a children's book they learn that each story has two sides, and that you need to step out of your bubble and be aware of fake news. Brilliant!'

somewhere fair fair away

DESIGN: GUUSJE THELISSEN
PROJECT: SOMEWHERE FAIR FAIR AWAY
EDUCATION: HKU, UTRECHT
DEPARTMENT: MEDIA
INSTAGRAM.COM/ILLUGUUS

'The Great Feel Of Organic!' written on the window of a well-known supermarket. We all want to do the right thing. But what is right? Are we trying to make the world a more beautiful and better place, or are we silencing our guilt? Marketeers need us to keep consuming, supermarkets literally sell themselves using hollow phrases and take advantage of our are-we-doing-the-right-thing-dilemma. The colourful mixed media installation by Guusje Thelissen with fictional products, a playful brand name and funny advertising is a parody on the consumer society that makes you laugh and think.

ROSA KOOLHOVEN
SELECTION COMMITTEE

'Humorous, colourful and well made! The little videos on Instagram are also excellent. It criticises the consumer-focused society in a non-threatening way. Fun!'



HOW'S IT GOING WITH...

JORN VAN STEIN, GRADUATE 2018
EDUCATION: HKU, UTRECHT
DEPARTMENT: PRODUCT DESIGN
WWW.ATTACH.STUDIO

Following a successful launch with a five-headed collective ZwartFrame Jorn van Stein and Bernd van Driel separated to start from scratch with Attach Studio. 'We got along really well ever since the HKU, we share the same vision and interests', says Jorn. 'We now mainly focus on collectibles and exhibitions design.' Attach Studio is located in a shell-state former car factory in Rotterdam, that is being remodelled by the seventeen new residents – interior designers, designers, stage designers, artists. Jorn and Bernd are creating an office space with workshop for in-house ceramics production, because they were given the dream commission: 240 ceramic cups for Sergio Hermans Michelin star restaurant in Zeeland. Jorn pitched his design and new colours successfully. 'We still both have a part-time job. It is not easy to combine your own studio, that job, networking and a private life', Jorn thinks. Through their participation in BNO Start they benefit greatly from mentor Jan Belon, strategy director of Afdeling Buitengewone Zaken (Department of Extraordinary Affairs). 'Our conversations with him help us to focus on three goals: a new studio identity, applying to the Creative Industries Fund, and in three years an exhibition in Milan with our own work and curated works by other designers.'



circadian rhythm clock

DESIGN: MANDY LIEBREGTS
PROJECT: SCENT IMENT
EDUCATION: WDKA, ROTTERDAM
DEPARTMENT: PRODUCT DESIGN
INSTAGRAM.COM/MANDYLIEBREGTS

One in five people in the Netherlands will develop dementia. Symptoms of this destructive disease are increased forgetfulness, depression and an altered day rhythm. To increase the self-reliance of people with dementia Mandy Liebrechts explored the use of scent, a very strong trigger connected to the deepest part of someone's memory. 'Scent iment' is a 'circadian rhythm clock' that spreads pre-programmed scents to remind people of their daily activities like getting up, eating, sleeping or going outside. This renewed sense of the passing of time is reinforced by the built-in light that radiates natural daylight.



e.topia

DESIGN: MARION FOULQUIER
PROJECT: E.TOPIA
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: MAN AND COMMUNICATION
WWW.MARIONFOULQUIER.COM

'E.TOPIA' is a website that shows everything involved in the pre-production of the eponymous animation film. A behind-the-scenes look shows you the set designs, props and main character puppets, and it provides information on the research surrounding and existing e-dump site in Ghana. The site and the film – an eight-minute stop-motion animation on a Western Instagram Robot who is found on a dump and repaired by a local girl – Marion Foulquier wants to draw attention to the way we deal with electronic waste.

TIRSO FRANCÉS
SELECTION COMMITTEE

'For many people electronic waste is still very abstract. "E.TOPIA" offers insight into this matter from a human angle, in a smart and even touching way.'

BAS TIMMER
SELECTION COMMITTEE

'There still is no cure for dementia, but this product helps people in a most natural way.'



ODETTE EX
SELECTION COMMITTEE

'A great idea that sets itself apart through simplicity, recognisability and a beautiful, pure execution.'

SIMON BUIJS
SELECTION COMMITTEE

'What a beautiful and personal project. Here in the West we have a somewhat detached way of dealing with death, and this is a beautiful and light-hearted way to bring people closer together again.'



memorial vases

DESIGN: KELLY WEY
PROJECT: MEMORIAL VASES
EDUCATION: HKU, UTRECHT
DEPARTMENT: PRODUCT DESIGN
KELLYWEY.COM

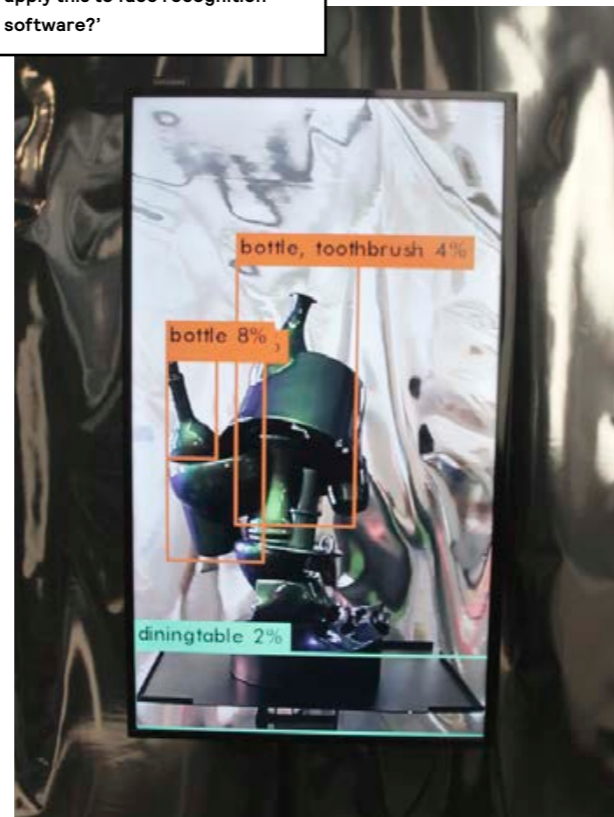
One of the subjects we would rather not think about is the death of a loved one. When Kelly Wey's father passed last year the question of 'what if' became a reality, and she had to consider 'what now'. The urn containing the ashes of the deceased is often

assigned a spot on the shelves. Unjustly so, the designer believes; an urn should actually be part of the interior as a memory of the loved one. That is why she created an esthetical and functional object consisting of both a flower vase as an urn. When you don't want to be thinking of your loved one for a moment or don't feel like confronting your guests with it, you temporarily move the urn to the cupboard and leave the vase out on the table.



ROSA KOOLHOVEN
SELECTION COMMITTEE

'Interesting commentary on the surveillance culture where everything and everyone is being watched. The idea to outsmart the software I think is really well thought of. Could we also apply this to face recognition software?'



data gone mad

DESIGN: GILLIAN BALDWIN
PROJECT: 3% OF EVERYTHING
EDUCATION: PIET ZWART INSTITUTE, ROTTERDAM
DEPARTMENT: MASTER OF INTERIOR ARCHITECTURE: RESEARCH AND DESIGN GILBALDWIN.COM

With '3% of Everything' Gillian Baldwin responds to the increase in digital surveillance of our daily lives, by staging a situation where machines monitor our interior. With a turning object, assembled with bits and pieces in 3D-scanned, digitally enhanced and re-printed objects from her own apartment, she manages to fool the recognition software. The image can't be caught in a

single category, lowering the confidence percentage score of the software and rendering the data worthless. On a screen next to the turning object you see a livestream with the continuously changing prediction of the software. This is how the installation identifies the difference between the way we look at an object, and the way a machine sees an object.

HOW'S IT GOING WITH...

STUDIO PMS, GRADUATE 2018
EDUCATION: HKU, UTRECHT
DEPARTMENT: FASHION DESIGN
STUDIOPMS.NL

Design it digitally, exhibit digitally and buy it digitally and only then produce it. That is the motto behind the graduation project 'In pursuit of tactility' by the collective Studio PMS. Puck, Merle and Suzanne designed a lifelike and tactile collection by using 3D-photography, animation, soundscapes and virtual reality. This remarkable graduation project brought them a lot, like an invitation by Modebelofte (Fashion Promise) to exhibit during Dutch Design Week, new commissions like a campaign animation for both Burberry China and Adidas, and various presentations. 'Every time we roll from one commission to the next', says Puck. That this is a rare luxury they are most definitely aware of. 'But', she says, 'they ask you based on what you have done. Companies generally don't want anything too outlandish, and that is less exciting. That is why we would love to set up a new creative project to connect fashion to an innovative and sustainable medium as soon as we have the time. This is how we can inspire our industry and push our boundaries.'

Entrepreneurship is a process: they learn to negotiate about fair pay. And about how they can present their work, which does cover unexplored territory, in a way that is accessible and comprehensible, without becoming superficial or childish. 'Apart from that we are using this year to try out anything we think is interesting.'



Burberry China

addictive work

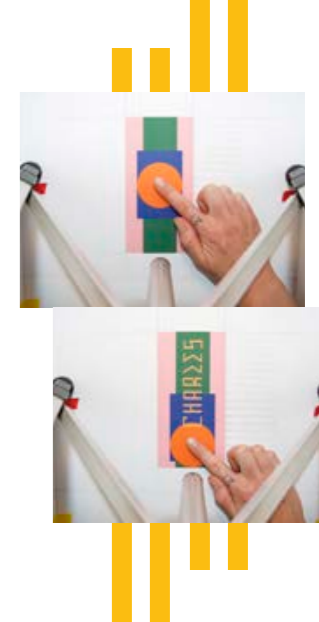
DESIGN: MAXIME VAN STRIJLAND
PROJECT: I-HABITI
EDUCATION: WDKA, ROTTERDAM
AFDELING: FINE ART
MXMVS.NL

Every app message you see as soon as you pick up your phone gives you a shot of dopamine. Through repetition this becomes a habit and before you know it you are caught in the bubble of your smartphone, keeping you from the things you actually wanted

to do -like making new work. To break the habit Maxime van Strijland made a stop-motion poster every single day for 42 days in a row, using the gestures you normally use on your phone. As content for the posters she used a quote by Charles Duhigg – author of the book 'Force of Habit' – that is 42 words long. After these 42 days not only the complete quote on the shaping of habits appeared, she had also turned her smartphone-habit into a making-habit.

TIRSO FRANCÉS
SELECTION COMMITTEE

'Inspiring how a smartphone addiction can lead to a beautiful and powerful collection of simple posters. How a little discipline can be disruptive and transformative...'





Model: Pauline Esparon. Photo: Angéline Behr

dude

stutter font

DESIGN: LOT MARS
PROJECT: A WRITTEN FORM OF STUTTERING
EDUCATION: WDKA, ROTTERDAM
DEPARTMENT: GRAPHIC DESIGN
WWW.LOTMARS.COM

For her graduation project former stutterer Lot Mars designed a new type font to poetically reflect how stutterers experience language: a fear of characters and a strong focus on sound. The characters in her writing have various shapes, changing according to the sound combination. The silences, the so-called stutter blocks, have also been designed. This type font offers insight into the entire stutter experience, but also evokes admiration for the riches and beauty of the 'stutterer's dialect'.

I'd like to make an appointment

ik wil
graag -een
af-spraak
maken

ROSA KOOLHOVEN
SELECTION COMMITTEE

'While reading the texts you almost find yourself stutter. The shapes of the characters fit well, and the added pauses and breaks make sense. That it stems from a personal experience is beautiful too.'

ODETTE EX
SELECTION COMMITTEE

'A remarkable and innovative look at and draw attention to an existing "issue".'

clothe with care

DESIGN: PAULINE AGUSTONI
PROJECT: MASTECTOMY CAREGIVER
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: PUBLIC PRIVATE
WWW.PAULINEAGUSTONI.COM

Undergoing a mastectomy (breast removal surgery) because you have cancer is a traumatic experience, the recovery is difficult and painful. Pauline Agustoni's sweater collection spares vulnerable scars, offers solace and comfort, and is beautiful all at the same time. It required a lot of research and various knitting techniques have been applied, but the result is worth it. Tight and loose elements create space around bust and armpit. Soft materials and minimal seams ensure optimal room for movement and comfort. If it is up to the designer this will not be limited to just sweaters, but the collection will expand into other garments, for all seasons. The sweaters are made by Knitwear Lab in Almere and the projects is supported by the Knitting Holland Fund.

ODETTE EX
SELECTION COMMITTEE

'Solid research and a balanced execution, with a strong sense of the social issues involved.'



wandering without getting lost

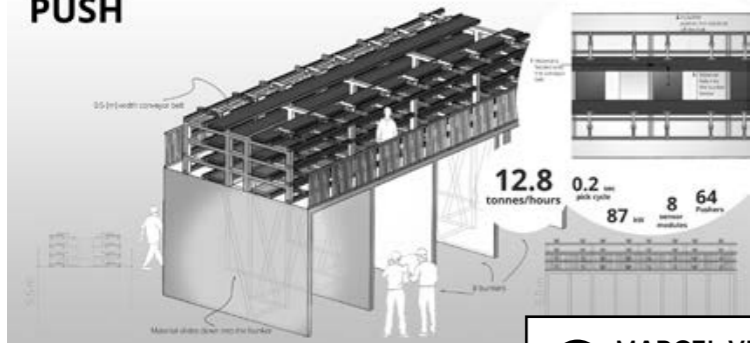
DESIGN: YASMIN VAN DEN BRINK
PROJECT: NURSING HOME FOR ELDERLY WITH DEMENTIA
EDUCATION: ARTEZ, ZWOLLE
DEPARTMENT: INTERIOR ARCHITECTURE
YASMINVDBRINK.WIXSITE.COM/PORTFOLIO

How can we still experience the healing properties of nature in an urban environment? By translating a number of parameters from nature Yasmin van den Brink came to the idea of a remarkable nursing home for elderly with dementia. Textures and colours help the residents to find the right room and mimicked differences in height lead to

physical effort that stimulates the connection between the brain and the body. Varying widths of the walking paths inside the building offer the possibility of wandering without getting lost. This way the target audience, who spend relatively little time outdoors, can still experience the healing ways of nature.



PUSH



MARCEL VROOM
SELECTION COMMITTEE

'Complex issue resolved through a seemingly simple system, that can be applied in many other domains where products or parts need to be sorted. The question is whether the system has not already been invented and used before. Well executed and presented.'

from trash to treasure

DESIGN: ALEX KLOOTWIJK
PROJECT: FROM TRASH TO TREASURE
EDUCATION: TU, DELFT
DEPARTMENT: INDUSTRIAL DESIGN
ENGINEERING
ALEXKLOOTWIJK.NL

Aluminium is one of the most used materials worldwide. This makes recycling scrap metal necessary to keep up with demand. Reukema, one of the largest non-ferro traders in the Netherlands, wanted to explore if a robot would be able to sort aluminium based on different alloys. Alex Klootwijk designed

metal tongs to automatically sort mixed aluminium scrap, as a solution to the current manual way of working; labour that is often outsourced to low-wage countries like China or India. In his thesis he analyses the problems that can arise from implementing such a system. He concluded that a robot arm with robot tongs would be most effective when the scrap is pushed from a conveyor belt. The material is classified using a camera and a line scanner, and the scrap is temporarily stored in a bunker underneath the sorting installation.

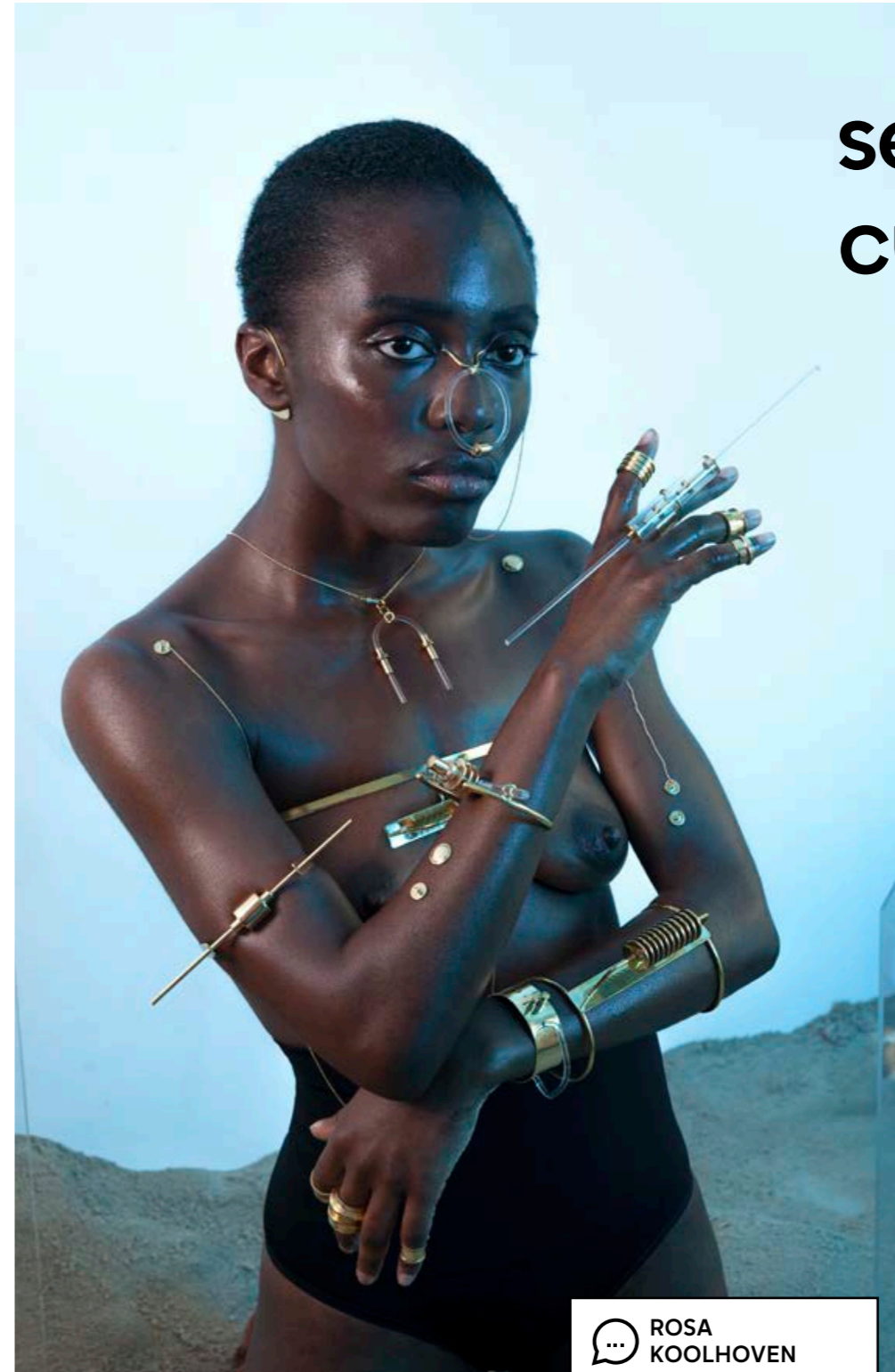
HOW'S IT GOING WITH...

ALEX DE RUITER, GRADUATE 2018
EDUCATION: TU/E, EINDHOVEN
DEPARTMENT: INDUSTRIAL DESIGN

How valuable it is to find a good business for your internship and design something that you can show there, Alex is living proof. For his MA he thought of a gas pedal on a motorbike, which he presented during Dutch Design Week. Afterwards he got a six-month internship at LightYear One, founded by former TU/e-students who recently presented their first prototype for the partially solar-powered family car. The gas pedal was not developed further, something that would easily cost millions. Alex however did get a job there as an interaction designer in a team that works on anything to do with the user. 'Super cool to experience the growth of this business and create the best possible experience through cool design, so together with LightYear I can contribute to resolving climate change.' Smart move and he knows it. Some who graduated the same year are still out there looking for a job. 'It is hard with a degree that trains generalists; it is not easy to sell yourself when you never made a physical product', the designer knows. Alex himself immediately registered for the international conference Automotive User Interfaces 2019 in Utrecht. With the aid of a lecturer he wrote a paper on his gas pedal project; he presented it late September.



LightYear One



semi cyborg



DESIGN: LOAN FAVAN
PROJECT: ALLIAGE -CU29ZN30
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: MAN AND IDENTITY
INSTAGRAM.COM/NAULA_STUDIO

'ALLIAGE -Cu29Zn30' is an ideal projection of the invincible version of Loan Favan herself, translated into a jewellery collection. Based on the concept of trans-humanism – a philosophy based on the premise that humans have arrived at the post Darwin era and can now take evolution into their own hands – she has turned herself into a semi-cyborg. Every accessory from the futurist collection represents one of her future self's super powers, like an 'inexhaustible source of energy' or 'unlimited knowledge', all of which can be combined with one another.

'ALLIAGE -Cu29Zn30' by Loan Favan. Photo: Angeline Behr. model: Wendy Ovwusu, make up: Wella Gibbes

ROSA KOOLHOVEN
SELECTION COMMITTEE

A truly beautiful design, well executed. I would love to purchase a piece of jewellery. Elegant, futuristic and chic.'

what the food?



DESIGN: SUZAN HIJINK
PROJECT: WHAT THE FOOD
EDUCATION: HKU, UTRECHT
DEPARTMENT: MEDIA
WWW.SUZANHIJINK.NL

Biological, vegan, light, artisanal, bonus or sugar free. People are confused by the overwhelming amount of choices and get lost in the supermarket. This confusion is central to this six-meter-wide work by Suzan Hijink creating alienating perspectives and all kinds of maze-like loopholes using illustrations and photography. In the apparent chaos of the complete image connected series of images can be detected: the red series that is about 'food from the wall', the black that deals with the glorification of certain products, or the white one that focuses on the creation of cultured meat.

sedimentary jewellery

DESIGN: JESLER MUNTENDAM
PROJECT: FUTURE ROCKS
EDUCATION: WDKA, ROTTERDAM
DEPARTMENT: LIFESTYLE TRANSFORMATION
DESIGN
JESLERJESLER.COM

By now a large proportion of people in the world acknowledge the problem of plastic and acts accordingly. Still we have created enough of a mess to mark human existence in future layers of sediment. Rock formations like these can be viewed as memory devices,

thinks Jesler Muntendam. By studying the components and formation of rock in certain areas we can come to an evaluation of the history of that specific location. The design used plastic waste from the streets to create new 'rocks' that contain the memory of the places where she was at a specific moment. By integrating natural elements such as sand, shells or twigs from those places in addition to plastics, the mixed, melted, formed and polished end product forms a new 'memory rock': a rock of the world to come as futuristic jewellery.

Photo: Lana Prins



MARCEL VROOM
SELECTION COMMITTEE

'Stimulating design to change behaviour, aiming more for biological stimulation than mere muscle mass. If well designed, it is not necessary to add a user manual to each station.'

organ running track

DESIGN: MARIE DECLERFAYT
PROJECT: SYSTEMS TRAIL
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: FOOD NON-FOOD
WWW.MARIEDECLERFAYT.EU

Most outdoor fitness routes are focused on muscle development and cardio training. With 'Systems Trail' designer Marie Declerfayt actually looks at biological systems: the training trail consists of ten different exercise stations, one for each of the organ systems such as digestion, the skeleton, nervous system and urinal track.

kondō- kimono



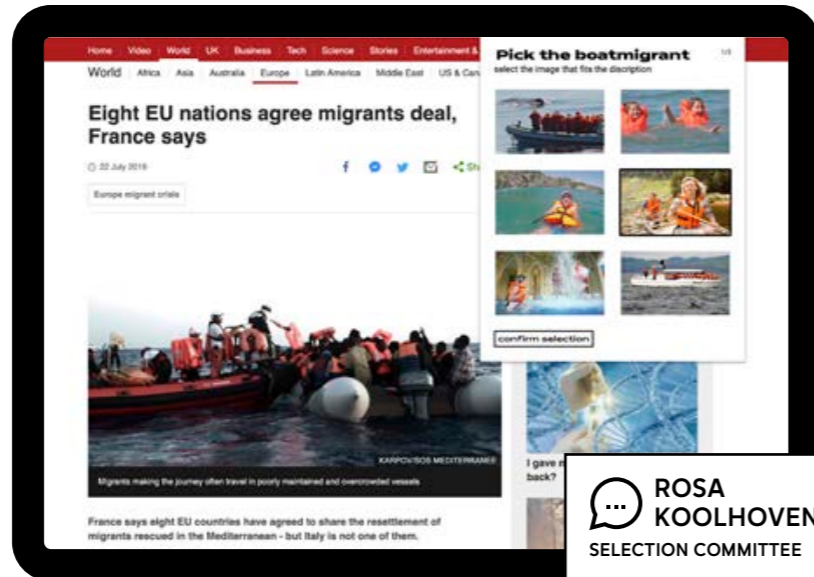
DESIGN: LENA WINTERINK
PROJECT: MEMENTOS
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: PUBLIC PRIVATE
WWW.LENAWINTERINK.COM

Many objects we only keep around because they represent special periods or mark specific moments in our lives. Our attitude towards possessions however is changing; our lives become more mobile and we occupy smaller spaces. With 'Mementos' by Lena Winterink physical objects can be thrown out -after careful, contractually bound documentation- preserving the memories thanks to prints on multi-purpose and wearable textile.

fake views

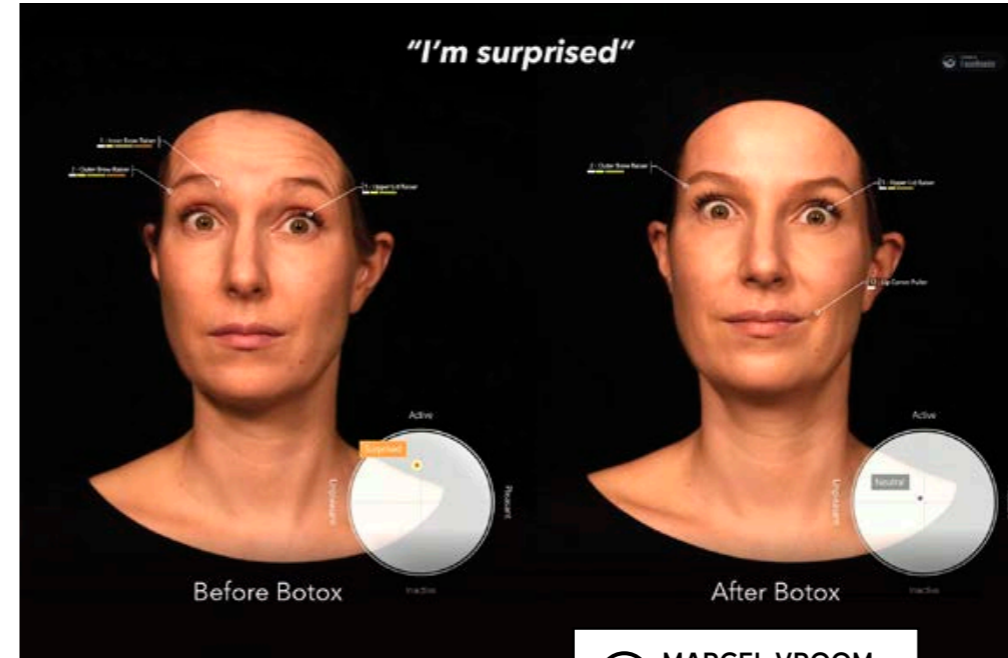
DESIGN: KARLIJN DEN HOEDT
PROJECT: REPRESENTING THE NEWS
EDUCATION: WDKA, ROTTERDAM
DEPARTMENT: GRAPHIC DESIGN / MINOR DIGITAL CRAFT
WWW.KARLIJNDENHOEDT.NL

What if we separate news articles from the images we see, or imagine, along with them? Almost automatically we connect an image to a text but is this connection always an accurate depiction of reality? Karlijn van den Hoedt wants to put us on the wrong track and designed a plugin for a news site that questions our view of the world. By placing alternative images alongside the text, the news is given a new meaning.



ROSA KOOLHOVEN
SELECTION COMMITTEE

'A strong concept and especially in times of fake news a relevant statement. As a viewer you are forced to take a closer look at the impact of word and image.'



botox baby!



DESIGN: MARSHA WICHERS
PROJECT: PROJECT FACE DESIGN
EDUCATION: KABK, THE HAGUE
DEPARTMENT: MASTER INDUSTRIAL DESIGN
WWW.MARSHAWICHERS.NL
WWW.PROJECTFACEDESIGN.COM

Our face is one of the most vital instruments in human communication, designer and cosmetic doctor Marsha Wichers states. In the increased and accepted use of Botox she sees danger to that what makes us human, what determines our personality and individuality. To demonstrate how important our facial muscles are for reading emotions, she underwent Botox treatment herself. She shows how intelligent emotion detection software struggles to understand her emotions – and this turns out to be the same for people.

MARCEL VROOM
SELECTION COMMITTEE

'It is an actual question to what extend physical, bodily changes influence our digital representation. Good to question the urgency of the problem and the ethical issues involved.'

HOW'S IT GOING WITH...

DIEGO FAIVRE, GRADUATE 2018
EDUCATION: DESIGN ACADEMY EINDHOVEN
DEPARTMENT: MAN AND WELL-BEING
THEDIEGOSCOPY.COM

Like a clay-Christo Diego creates products from waste materials and then wraps them in 'Diego Dough', a fast-drying colourful clay. More recently he also started to cover existing products with a colourful layer of clay - from the smallest desktop accessory like a pencil sharpener to a giant fire escape. His first commission was for the New York gallery kinder MODERN during NYCxDISIGN 2019, the second a commission by Vienna Design Week 2019. That last job, he calculated, took 2.700 minutes. This comes down to more or less a weeks' work and a whole lot of clay in the festival colours, used to transform the fire escape of the main building into a visual showstopper. After graduation the Frenchman didn't tumble into the proverbial black hole. Being a graduate to him is actually more of a relief. 'I finally have the freedom to do everything I want.' Diego is a guest lecturer at the Academy of Architecture in Amsterdam, and his graduation project 'Minute Manufacturing', determining the price of an object based on the number of minutes it takes to make it, is receiving so much attention that he barely has any time left to work on his other projects. This year he was invited to exhibit at four different design weeks: Paris, London, Vienna and Eindhoven. The latter being a home match. 'What more do you want? I work with immense joy and make people happy with my work.'



dude

korean clay lacquer

DESIGN: SEOK-HYEON YOON
 PROJECT: OTT / ANOTHER PARADIGMATIC CERAMIC
 EDUCATION: DESIGN ACADEMY EINDHOVEN
 DEPARTMENT: MAN AND WELL-BEING
 WWW.YOONSEOKHYEON.COM

When ceramics are glazed, you can no longer recycle them. That's why they globally end up in landfills. It is a shame that clay, one of the most natural materials available, is treated this way, says Seok-hyeon Yoon. Clay in itself is fully recyclable, the glass particles in the glazing is what decreases the purity of the material. The designer found a possible solution in the old Korean lacquer technique Ott, that uses the wax from the Chinese wax (Ott) tree. At extreme high temperatures this wax evaporates and the ceramics, the clay, can be fully recovered as a basic material.



TIRSO FRANCÉS
 SELECTION COMMITTEE

'Good thinking. This is the type of solutions that we need to adopt on a large scale without giving it too much extra thought.'



TIRSO FRANCÉS
 SELECTION COMMITTEE

'New ways to consider packaging responsibly are mega relevant and spot on. Beautiful solutions. A real new design habit is just what we need.'

wake-up call

DESIGN: EVELIEN VAN DER PEIJL
 PROJECT: WET FEET
 EDUCATION: AKV ST. JOOST, BREDA
 DEPARTMENT: GRAFISCH / RUIMTELIJK ONTWERP
 WWW.EVELIENVANDERPEIJL.NL

Concerned for the consequences of global warming Evelien van der Peijl, born and bred in the Dutch province of Zeeland, uses her own family history as a wake-up call for the rising sea level. Through an advertising campaign people are provoked to call a number and listen to how she, her mother, and her grandmother have experienced the great flood of 1953.

ROSA KOOLHOVEN
 SELECTION COMMITTEE

'A good story and very much of our time. So cool that she has used her family history to make a personal statement on something that is incredibly important.'



spice dust

DESIGN: CECILIA POLONARA
 PROJECT: A NEW DESIGN HABIT, DESTROY THE WAY WE ARE USING OBJECTS FOR HUMAN LIFE
 EDUCATION: KABK, THE HAGUE
 DEPARTMENT: MASTER INDUSTRIAL DESIGN
 CECILIAPOLONARA.WIXSITE.COM/PORTFOLIO

Packaging is responsible for a large part of modern society's waste problem. With 'A New Design Habit' Cecilia Polonara searches for sustainable solutions to this problem. She composed a design manifesto with a set of design rules that can be used to re-design products and their packaging: materials can be replaced by natural, simple alternatives, products look as naturally as possible, are

suitable for mass production and maintain a recognisable form. The outcome titillates the senses and surprises: pencils are made from dried spices that you sprinkle over your food using a pencil sharpener, sugar sticks that you twizzle in your coffee until they have completely dissolved, or chick pea porridge you boil including the packaging. On to a sustainable and tasty future.