

DESIGN ACADEMY EINDHOVEN

• Design Academy Eindhoven

What can you expect from Design Academy Eindhoven? And what does the academy expect from you, as a young designer? Design Academy Eindhoven has built up an outstanding reputation both nationally and internationally. It is a leader in innovation and design. Serious students get the best possible chance to acquire the knowledge they need for a successful professional career. This folder provides a summary of the available information. For more details please request our extensive master's information CD or visit our website at www.designacademy.nl

• master of design degree programme - MA

Design Academy Eindhoven offers two two-year Master-programmes to designers who possess an undergraduate degree or equivalent experience as a designer in practice. The two available programmes are **IM** Master (Conceptual Design in Context) and **Man and Humanity** (Masters programme in Humanitarian / Humanist design). The focus of the Masters programme is on research and analysis. Apart from design skills we expect from our students both intellectual and creative skills in order to conduct and visualise independent research. If the results meet with international standards of a Master's course the student will receive the title Master of Design.

• programme

In the first year students research three themes, both on a theoretical and practical level, towards an intriguing visualisation of the research and the final result. The result or conclusion may either be a design, a scenario, a service, a research-report or whatever suits the theme best. In the second year students partly work on the same themes and on top of them they develop their own thesis. Academy mentors coach the students throughout all stages of their studies.

Apart from these thematic approaches there will be interesting lectures, excursions, lessons and workshops by specialists focussing on specific subjects or skills like marketing, creative writing and design-philosophy. All courses are held in English.



photography exterior of building and zBAR by norbert van Onna,
photography class by daniël Nicolas, photography workshop timo Breumelhof
published by Design Academy Eindhoven, April 2007

• inspiring surroundings

Studying at Design Academy Eindhoven takes place in a creative and inspiring surrounding. Students are presented with an extensive study programme and take part in exciting workshops, excursions and lectures. The strength of the academy lies, above all, in the professionalism and expertise of the teachers and the course directors. Nationally and internationally renowned designers, architects, theoreticians and visual artists help the students to make the right choices during their studies. They inspire, stimulate creativity and challenge the students to develop daring concepts and to realize individual, unconventional designs. This is the school of the future. You won't find any closed classrooms here, but instead large open spaces where students and teachers work and talk together in small groups. The majority of the Master design degree programme takes place in deWitteDame where students have their own workplace and furnishings including a dedicated set of computers for general design work and research. In addition to the programme, master students can use all available facilities at the academy such as the advanced digital workshop, mechanical workshop, library, auditorium, large exhibition spaces and the lively student café, zBAR.

• open days and graduation show

One good way of finding out what Design Academy Eindhoven has to offer you is to visit the Open Days. During guided tours given by students you can take a good look around, sense the atmosphere and find out more from teachers and students from various departments. Another way to find out more about the academy Master design degree programme is to visit the annual graduation show in Eindhoven or our presentation during the international furniture fairs in Milan, Italy and New York, USA. You can find the dates of the Open Days and the Graduation Show on our website www.designacademy.nl

• location and facilities

Eindhoven is located in the south of the Netherlands and with 250.000 inhabitants it is the fifth largest city in Holland. Eindhoven is originally an industrial city with an emphasis on technology and engineering and home-town of Philips Electronics and Lighting. Nowadays it has become a centre of innovation, research and design. With many educational institutions and leading companies based in Eindhoven, the city is often referred to as the 'brainport of the Netherlands'.

Eindhoven is strategically located towards the rest of Europe, has its own airport and excellent rail and road connections. Amsterdam, Brussels and Cologne only take a 90 minute train ride and Paris, London and Berlin are easy to travel by car or plane.

Design Academy Eindhoven is situated in the hart of Eindhoven and occupies 10.000 m2 of the striking landmark building 'deWitteDame' (the WhiteLady building) Built in 1928 as Philips' first large-scale lighting factory it has now become Eindhoven's centre for information, design, art and technology. Besides the academy it also houses a public library, several art galleries, Philips design department and various commercial services that meet the needs of the students and the general public.

• how to apply?

To apply to one of our Master design degree programmes a student must submit amongst others a significant portfolio of design-related work, a curriculum vitae, a language certificate and our official application form. Your application will be reviewed by a committee of Master design degree programme staffmembers and tutors. The application forms are available upon request by email masters@designacademy.nl or by filling out the coupon in this folder. You can also download the application forms from our website www.designacademy.nl. Any questions can be asked by sending an email or calling Design Academy Eindhoven at +31 (0)40 239 39 39

IM

IM Master-Conceptual Design in Context

Designers are dealing more and more with complex design-assignments in multidisciplinary teams. Therefore IM offers a master program in which the fields of Industrial, Interior and Identity Design are integrated.

lecturers and mentors

head Droog Design founders gijs Bakker and renny Ramakers
mentors and visiting professors in recent years
louise Schouwenberg (philosopher/designcritic - Frame Magazine, Domus and other publications), joost Grootens (graphic and interior designer), ronald Rietveld (architect/ landscape designer), chris Kabel (product designer), madje Vollaers (designer of public space), tyler Whisnand (writer/organiser/co-director of KesselsKramer - graphic design studio), Jurgen Bey (product designer), allan Wexler (artist/designer), ted Noten (jewellery designer), jago van Bergen (architect), matali Crasset (product designer), joanna van der Zanden (producer), edouard François (architect) and others.

content

• designing entails more than the designing of products

The world changes rapidly. Designers need to be aware of these changes and developments and know what their role may be on every level. Knowledge and decisions on a macro level need intelligent translations on a micro level and vice versa: local needs and traditional resources, techniques and markets contribute to global developments. Designers can take a large responsibility in connecting developments and visions.

programme

• a conceptual and contextual approach to design

The primary focus of the IM programme will be on research, analysis, creativity and the development of challenging concepts on contemporary issues. Designers don't have to wait for assignments; they can formulate their views on the world and elaborate on the role designers can play within specified contexts. A designer not only develops products but also the context in which they exist. The issues students deal with offer research possibilities on more than one level. Apart from general design skills, other fields of specialisation are included in the programme: philosophy, social and demographic studies, marketing and history (read the description of some exemplary projects below). Each project the students work on will result in a publication in which interesting texts by experts, mentors and students will feature along with photographs of the most promising design results.

• IM in association with Droog Design Foundation

The founders of the influential Droog Design foundation, Gijs Bakker and Renny Ramakers, will focus with you on their shared vision and efforts: a conceptual and contextual approach to design. The world is not only in need of creative minds but also of analytical minds, of designers with passion and persistence, who are engaged in the needs and possibilities of the world and know the mechanisms of global and local markets.

• projects

Every year consists of three trimesters in which the first year programme is focussed on a specific theme. During the first two trimesters a specific, general theme is researched. The last trimester concludes with a research- and design project that will be conducted in cooperation with others. In 2005 the IM department worked with ProRail, the organisation that deals with the logistics of the Dutch railways. In 2006 the IM department worked with the Rijksgebouwendienst, the Dutch organisation for governmental buildings. In 2007 the department will work with Ymere, a Dutch housing cooperation in Amsterdam.

• **2007 (april-july)** a new identity for a neighbourhood. In this project, a cooperation between the IM department and Ymere, the students will research and propose design- and strategic solutions for big city problems like ethnic tensions, safety and class differences. The project will result in proposals for a new identity of a specific Amsterdam neighbourhood and a publication, fall 2007.

• **2006** justice and design. In cooperation with the Dutch organisation for governmental buildings the students of IM developed plans for a new Supreme Court of Justice in Amsterdam. After a full programme of lectures (among which the chairman of the Supreme Court of Justice, the architect and an expert of security problems in judicial buildings), excursions to many judicial buildings in the Netherlands and Belgium and investigations of the environment, the students dived into the history of justice buildings, the relationship between morals, laws and design (of building, interior spaces, furniture and accessories) and the connection between public buildings and their placement along the water shore. The project resulted in promising design proposals and a publication (2007).

• **2005** railway stations as construction sites. In cooperation with ProRail, the students developed ideas to communicate the transitory period in which an old railway station transforms into a new railway station (a situation we will witness in several cities throughout Holland in the years to come). After an extensive programme of lectures, tours, and a working period within the old railway station in Amsterdam, the students developed ideas for temporary intrusions in the construction site. The project resulted in a publication (2006).

The general themes the IM department has focussed on so far

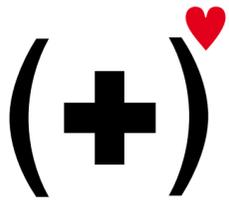
• **energy** In the years to come the world has to deal with global energy problems. While the environment suffers from pollution and energy resources are gradually declining, we need to think of new ways to overcome these problems. The students started with a very personal approach, in which their own fascinations played a major role. Three months later they proceeded with a thorough research of the energy theme in a larger context. Their design visions focussed on subjects like autarky systems, sustainability, a clever use of natural resources and reuse. The project will result in a publication, spring 2007.

• **single life** More and more people consciously choose to live in a single household. This is most true for larger cities in the world but gradually the phenomenon also appears in the rest of the world. This poses interesting subjects like how to cope with the growing need for houses, the growing problem of environmental pollution, the energy issue, the role of design etcetera.

• **nomadic dwelling** What role can designers play with respect to the needs of 21st century man whose life, work and leisure is not secluded to one place any more? Students undertook several daring experiences to challenge their creativity. Results entailed scientific overviews of demographic nomadism, the creation of personal routing maps, growing houses linked to trees and sophisticated clothes as dwelling places in their own right. Part of the project was a workshop in which the students had to survive on the streets mid-winter for 24 hours, relying only on their creativity to come up with 'solutions'.

• **food for thought** With millions of people in need of food every day we witness gigantic problems with respect to production, distribution, environment, etc. In this course we researched the field in depth and formulated innovative new ideas, both on a marketing level and on a creative level.

• **real-unreal** While the world becomes more and more an imitation of the world presented by the media, designers need to dwell on notions like reality, truth, values and eternal beauty. The research entailed an analysis of questions like what makes a design classic into a design classic, are stereotypes linked to archetypes, is craft 'real' and new technology 'unreal'?



Man and Humanity Masters programme in Humanitarian / Humanist design

“In these exciting times of cultural, industrial, craft and technical possibilities, to create Design for humanitarian needs that displays an intelligence of the future. To create objects, products and services from the inside out, heart- and mind- first approach. That would manage to carry us to places we have never visited and spark a new sense of belonging in the world. They would have the power to make us better understand “the world”. We are focusing on this approach to design in the Masters programme in Humanitarian / humanist design department. To develop design's aim toward a humanistic and hopeful stance.”

satyendra Pakhalé

lecturers and mentors

head satyendra Pakhalé, international designer
mentors and visiting professors in recent years
hester Ezra (founder of Butterfly Works), erna Beumers (cultural anthropologist, frans Parthesius (designer), antonia Mazel (cultural philosopher), Lucy Orta (humanitarian artist), herman Kuijter (designer), ursula Tischner (sustainability expert), birgitta de Vos (designer), jota Castro (artist), jurgen Bey (designer), marty Lamers (textile designer), graham Hollick (creative director) and others

• content

Under the notion of so-called progress, everywhere around the world things tend to become the same, similar and almost identical. Now more than before we should understand and cherish the cultural contribution of various societies around the world. Every culture, language has its own contribution to the world heritage and before it gets too late we need to do something about it.

Whether modernity is rooted in a particular time and location or alternatively, whether it can be perceived as a way of thinking, living and working. To understand modernism from human perspective as a set of cultural translations rather than as an international movement or style which can be located securely within a one specific culture, within history, within space, within a chronology and within a set of political and cultural relations.

• programme

Master of Design in Humanitarian design is a programme focused on questioning the notion of progress, modernity and more. To create design works based on conditions related to human issues; such as social, geo-political, anthropological, craft related, industrial, ecological, technological and above all cultural issues.

The two-year programme is designed to cultivate universal socio-cultural sensitivities by questioning issues related to human centred design. With the combination of applied research, studio projects, and field trips and projects done in collaborations with artisans, industries and institutions from various part of the world. Learning from non-industrial societies, to understand how utilitarian objects are endowed with symbolism and beauty; and how life and art are integrated. The entire focus is to develop an independent point of view and cultivate a culture of creation with the help of the source programme, based on lectures and presentations by prominent personalities active internationally in the various fields of creations. Within those multi-cultural, multi-linguistic rich scenarios of universal human conditions, how one could play his/her part as a humanitarian figure as a creator or a designer.

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reply card

Yes! I'm interested in Design Academy Eindhoven

- I have completed my undergraduate studies,
 please send me the extensive master's information CD.
please send me the master's programme application form.

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