



**Simone de Waart** (1967) is an experienced industrial designer who focuses on materials; she designed and developed new materials since she graduated at the Design Academy Eindhoven (1994) after an exchange period at the Academy of Gothenburg in Sweden, where she concentrated on interior architecture and design (1994).

A regular guest lecturer both in the Netherlands and internationally, she advocates the choice of materials as a starting point in the design process. She sees collaboration between design, industry, researchers and education as pivotal to this.

She expects great things from collaboration between various experts in exploring the properties of materials to develop new applications, concepts and products. Her goal is to inspire and create awareness of materials and she wants to encourage a fresh and innovative approach to the use of materials and try to implement associative thinking and user experience in this area.

She is currently the director of Loods 5 Ontwerpers, a design studio working in space related design and materials related projects. She advises companies on materials exploration and selection, and supports in the innovation process, materials research and strategic thinking.

Simone de Waart is the founder and creative director of Material Sense, a materials-related network linking designers, researchers and industry in the platform since 2002. As chairman and co-initiator of Design Platform Eindhoven (DPE) she was one of the driving forces behind the well known Dutch Design Week.

She teaches at the Eindhoven University of Technology at the faculty of Industrial Design (since 2002). She was also responsible for initiating collaborative projects with the Design Academy Eindhoven and the University. In this capacity, she initiated the materials library for students and professionals and she worked for four years on the Sustainable design workweeks and conferences for both institutes. (2002-2006)

Education is one of her tasks she finds of great importance in the emerging field of materials in design. She also works as guest lecturer at the Art Academy in Utrecht (HKU), Rietveld Academy Amsterdam and the HAS Food design.

De Waart lectured internationally at the Sustainable design conference in Tallinn (2008), Instore seminar in Denmark (2007), the Design Essencial conference in Sao Paolo, Brazil (2006), and at the Emotional Design conference in Seoul, South Korea (2006).

De Waart's materials projects, developed in close cooperation with manufacturers, including the design and development of the products Deco Wired Glass® and Connection Safety Glass® were reviewed in international books and magazines like "Beyond Green" (the Netherlands 2008), ID+C (China 2008) "Transmaterial" by Blaine Brownell (New York, 2006) "High Tec Low Tec" (2006) "Material World" by Frame (2003) , " Future Materials" (Rotterdam 2002), De AIT, Architektur in Detail, Germany, specials (2006 and 2004) , Economy Tribune, (September 2006), de Architect, specials (2003, 2001), Datalignum Surfaces, Italian magazine 2005, Interieurarchitect 2004.