



Simone de Waart is an experienced industrial designer who focuses on materials. 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.

De Waart lectures at design educations and internationally at the Design Essencial conference in Sao Paolo, Brazil and at the Emotional Design conference in Seoul, South Korea . She expects great things from collaboration between various experts in exploring the properties of materials to develop new applications, concepts and forms. Her goal is to inspire and create awareness of materials. She wants to encourage a fresh and innovative approach to the use of materials and try to implement associative and creative thinking in this area.

She started, together with Patrick Vissers, the design office Loods 5. A design studio working in environmental experience design and material focussed projects. Ms De Waart trained at the Academy of Industrial Design Eindhoven in the Netherlands, graduating after an exchange period at the Academy of Gothenburg in Sweden, where she concentrated on interior architecture and design (1994).

Simone de Waart is the founder and director of Material Sense, the materials platform and network linking designers, researchers and industry since 2001. As chairman and co-initiator of Design Platform Eindhoven, she was one of the driving forces behind the Dutch Design Week. She played a big part in the development of the DPE Foundation policy in general.

She teaches at the Eindhoven University of Technology at the faculty of Industrial Design (since 2002) and as guest lecturer at Art Academies, like HKU, Design Academy and HAS Food design. Previously she also was responsible for initiating collaborative projects with the Design Academy Eindhoven and the university. In this capacity, she started Material Sense and the materials library for students and professionals.

Simone de Waart has worked on numerous projects, including the design and development of the products Deco Wired Glass® and Connection Safety Glass® in cooperation with manufacturers. She has developed glass applications for NS (Dutch national railways), various architectural firms and the Dutch Textile Museum. Some of her projects were reviewed in "Transmaterial" by Blaine Brownell (New York, 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 etc.