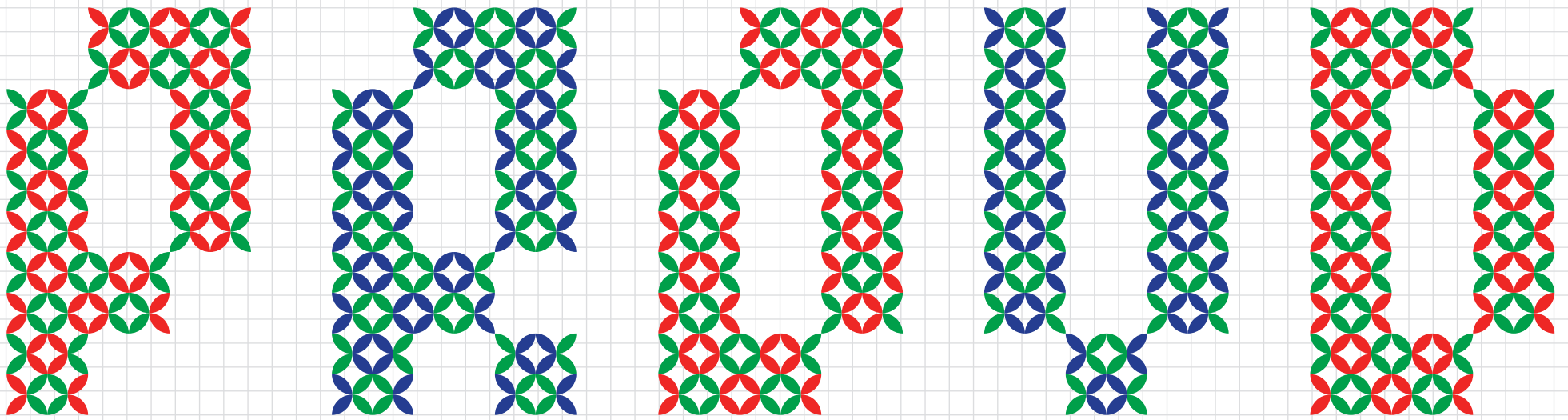


PROUDLY PRESENTING:



People Researchers Organisations Using Design

Autumn 2012

*read all about co-design:
stories, tools and practice*



ABOUT

CAPITAL D – THE NETHERLANDS

Capital D, the Design Cooperation of the Brainport region Eindhoven (NL), stimulates and connects creative initiatives with the aim of strengthening the (inter) national reputation in the field of top technology and top design. Capital D is the lead partner of the European project PROUD and cooperates with eight partners: Lancaster University and the Storey (UK), Designregio Kortrijk (B), LuxInnovation (L), Designzentrum Nordrhein Westfalen (D), Culminatum Innovation (SF), APCI (F) and the City of Eindhoven. PROUD receives funding of the INTERREG IVB NWE program.



PROUD WORKS

EMPOWERING PEOPLE TO CO-CREATE

Today more and more it is considered crucial that citizens or users take up an active role in the innovation and change of the way we live and work together. Co-design appears to be a perfect instrument to empower people to deliver input, to share visions, to give new insights, to help with the realization of concepts and to sustain the results of these development processes.

Still co-design can be interpreted and applied in several ways. Within PROUD we are investigating and piloting in transnational cooperation the possibilities and barriers of the co-design principles in order to achieve social innovation. The partners seek solutions for regional challenges –different socioeconomic problems. Designers play a principal role by designing the process and determining the visualization and materialization of the input of co-designers. To make this abstract talk a bit more comprehensible: in Eindhoven's challenge we have been working on making the small railway station NS Beukenlaan a more pleasant place and on increasing the feeling of safety when taking your train. Workshops with end users but also with other stakeholders brought forward needs, wishes and of course ideas. The design team used this to further elaborate solutions and check them, improve them, and now start implementing them. We hope

that everybody feels somehow 'heard' and co-responsible for what has been developed. Or let's say: people feel PROUD about the end result.
- Ingrid van der Wacht, Capital D, project-manager

Co-design to me is about bringing forward the best of knowledge and abilities within people in order to find together the best solutions for the questions we face. As a designer you have a good overview over the field of expertises that gather around the table and with your own expertise you surveil the contributions. It is also about designing involvement. So you need to step out of your comfort zone or office room to breathe the atmosphere of a place or the feel the needs of people before you can truly create.
- Ellen de Vries, het Lux Lab, lighting designer



PROUD PRESENTS

SPECIAL EXHIBITION MOVING MATERIALS

INSPIRING MATERIALS IN THE RED DOT DESIGN MUSEUM

Just imagine this: you are wearing beautiful accessories made from ordinary cardboard or a stylish handbag that also charges for your mobile phone. You decorate your apartment with textiles that create mood lighting according to your personal taste, while the glass in the window regulates the intensity of the sunlight.



ABOUT

DESIGN ZENTRUM
NORDRHEIN
WESTFALEN
(DZNRW) -
GERMANY

As a leading European institution in the field of design promotion, the Design Zentrum Nordrhein Westfalen has acted as an intermediary between industry, business and designers since 1954, organising high prestige competitions as the red dot design award which offer design oriented companies the opportunity of comparing performance and quality on an international level.

● Design Zentrum Nordrhein Westfalen

PROUD is an excellent chance to exchange experiences and ideas with the project partners from different sectors and the public. Thus, we are able to develop new models and strategies to introduce and apply design thinking in the public sector and businesses in order to contribute to innovative products and services as well as to economic growth and a sustainable development.

*Vito Oražem, Managing Director
Design Zentrum Nordrhein Westfalen*

New materials inspire designers and architects to constantly develop new products, and promise consumers a better quality of life and living. From 3 until 29 July 2012, the red dot design museum presented "Moving Materials", a special exhibition which shows a selection of materials offering possibilities that make sense and are sensuous at the same time. "Moving Materials" is a travelling exhibition that has been developed by Material Sense and Design Zentrum Nordrhein Westfalen (DZNRW) in the framework of PROUD. On 3 July 2012, the DZNRW also hosted the seminar "Smart Materials for Design and Architecture" at the red dot design museum, giving an insight into experiences and results in the field of smart materials. During Dutch Design Week the exhibition is on show at Capital D – Design Innovation Space – in an expanded version.



ABOUT

LUXINNOVATION – LUXEMBOURG

Luxinnovation acts as a facilitator for clients seeking national or European funding, planning to launch an innovative activity, looking for technological expertise or aiming to upgrade their innovation management activities. In keeping with its motto, Luxinnovation, in all its processes and daily operations, is dedicated to Making Innovation Happen!



Co-design has taken place since the start of civilization. It is only now that we become aware of the value it can bring to our individual-oriented society. Emphasizing on Co-design will certainly improve our life.