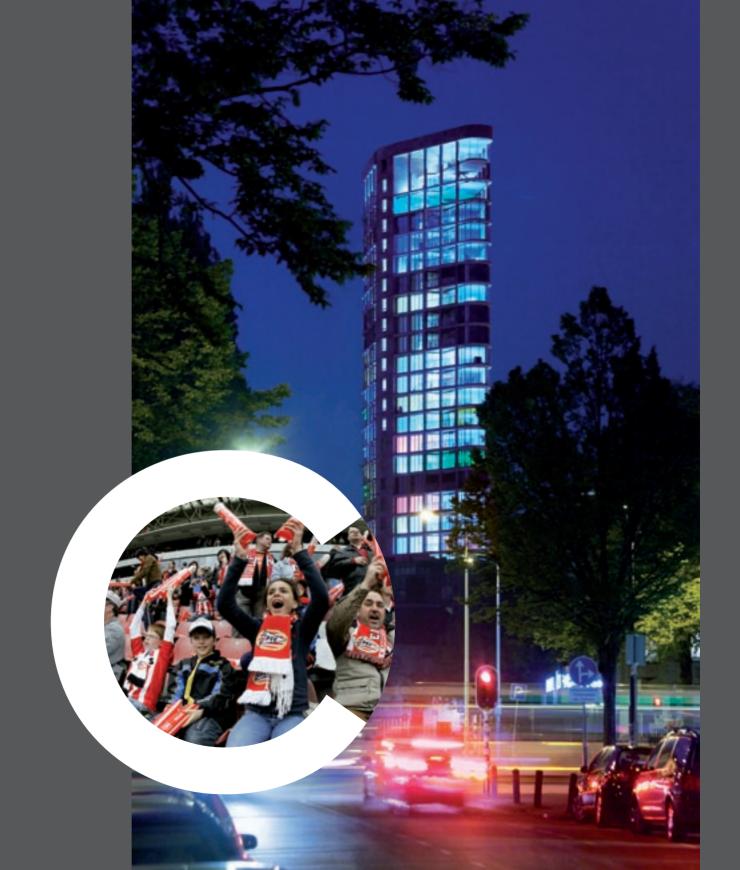






The City of Eindhoven



City of Eindhoom



R. van Gijzel

Mayor of Eindhoven

PO box gorga, 5600 RB Eindhoven

World Design Capital Organising Committee c/o losid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1, Canada Drs. ing.S. van Hof-Rubens Tel. +31 40 238 28 65 Our seference EC/ICC 09UTT05167 pt of march 1000

Eindhoven World Design Capital 2012.

Members of the World Design Capital Jury.

As mayor of Eindhoven and chair of Brainport, I am proud of this city's candidacy for the title World Design Capital 2012. The fact that this region has grown to become one of the most important contributors to the Dutch economy is due to the deeprooted technological industry established here more than a century ago. Brainport Eindhoven is one of Europe's top technology regions. The further development of Brainport stems from the coupling of innovative technological products, which are still being developed here, to the most conceptual schools of thought, better known as Dutch Design, which also originated here. The frontline of the professional world is familiar with both these aspects of Brainport. Now it is time that the eyes of the world were turned to see and appreciate the unique qualities of Eindhoven and surroundings.

For as long as anyone can remember, Eindhoven has looked beyond its boundaries, seeking partnerships. Philips, DAF and ASML attribute their growth to this. But now there is hardly an industry to be found that does not have an international network. The Design Academy Eindhoven is world-renowned, the Van Abbemuseum too and the concert hall is world-famous for its acoustics. As a region, we maintain close contacts with Aachen and Leuven, Manchester but also with Nanjing in China, Helsinki in Finland, Saint Etienne in France and Gumi in Korea to mention but a handful of cities that are important for us. Add to this the deep-seated urge to seek out cooperation with cities like Rotterdam and Amsterdam, Delft and the partners in Brabantstad, and Eindhoven appears as the ideal spider in the web. Through focusing international interest on the whole of the Netherlands - and especially Brainport - by becoming World Design Capital, Eindhoven emphasizes its pioneering role with regard to the design of the future.

Stadhuisplein s PO Box 90150 5600 RB Eindhoven The Netherlands Fax (040) 242 35 85 MR. R. VAN GIJZEL Mayor of Eindhoven





For regional industry, the creative community and the city as a whole, a prestigious title like World Design Capital can provide an enormous stimulus. Large established companies but also small start-ups – of which we had more than 100 in 2007 – with innovative vision can, together with knowledge institutes and government, artists and citizens, show that the impact of design can reach all levels of life: economic, but certainly also spatial, cultural and social.

Design in Brainport is no longer just linked to technology and product design. It includes fields like food and automotive, management and services, graphic design and fashion. And it is exactly this diversity and scope, linked to the pioneering role and international contacts that are already in place and can be lifted to a higher plane under the flag of World Design Capital, which will allow Eindhoven to take a step that will not just benefit itself but also the rest of the world. The carefully chosen motto Creating a caring society is not limited to the here and now, but makes it possible to already work on a good, sustainable and shared future.

Sincerely yours,

SimseH ////wz09004091





City of Eindhouen



Mrs. drs. G.M. Mittendorff

Alderman for Design

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dra.ing.S. van Hof-Rubens Tel. - 31. 40 138 18 65 Ons kenmerk EC/ICCHR.ogUTTopijs, 12 of march 2008

Eindhoven World Design Capital 2012

Members of the World Design Capital Jury,

As Eindhoven's alderman for design, I warmly embrace the plan to make Eindhoven the World Design Capital in 2012. Eindhoven is a city with innovation and creativity in its DNA. Design and technology, inventing and making, they are the driving forces behind the economy, society and culture.

Design forms the basis and guiding principle with which we want to shape Eindhoven in the future. I am positive in my conviction that actual cultural innovation reaches further than purely the technological possibilities. It can also contribute to desired development scenarios with a social and cultural urgency. In this sense, design certainly plays a role in the way in which we have shaped cultural policy here in Eindhoven. Here too, we look beyond the boundaries of the various domains: economy, society and spatial development are tied to culture in a wider sense.

Eindhoven is a city of enterprising creatives and creative entrepreneurs. A city that understands that laying the links between people themselves and the things around them, between knowledge and ability, government and science, culture and economy is the challenge of the century. This applies in a street, a neighbourhood, a city but also between cities, countries and even continents.

It is important that we realise that 2012 is not too far away. The clock is ticking and there is a lot to do. Which is why this bid book describes projects and plans that highlight people, their skills and desires. We do not just erect buildings, but create caring communities.

As World Design Capital too, Eindhoven wants to give designers and the public the freedom to discover new perspectives. This can be something large scale and all encompassing, but also small and modest, but always founded on the idea that the application of a design-based approach offers added value.

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Eindhoven wants to be an open laboratory in which everyone can experience what design can add to products and services, but also tangibly what it can mean for the city and its residents. City lighting that shines where you walk, large public spaces that, despite their size, offer a sense of security and over which pedestrians, cyclists and traffic can find their way as a matter of course. Even a streetwalker's district can be improved if approached from a design perspective, as has been proven in Eindhoven. Based on the conviction that design is not just an attractive exterior, but can affect the actual value of our daily lives.

The motto Creating a Caring Society, which forms the basis for this bid book, has everything in it that our society will need in the coming years. It creates and arouses thought, it cares for each other and for the world. Confident that the international jury will also recognise the scope and depth of our plans, we present this bid book.

Sincerely yours,

SimseH ////wz09003817







> Retouradres Postinus 36375-2500-80' Den Haag-

World Design Capital Organising Committee c/o Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 131, Canada

Date 0 6 MART 2009

Eindhoven : World Design Capital

To the members of the World Design Capital Jury,

Eindhoven's ambition of becoming World Design Capital in 2012 has my wholehearted support. Eindhoven embraces the challenge that I set the city at the opening of the Graduation Galleries in October. It was then that I announced that my department would be making one million euro available to the Design Academy Eindhoven each year for the next four years to further expand its international fame as a leading cultural institute. A condition of this offer was that the municipality of Eindhoven would structurally incorporate Design in urban development. Its initiative to attain the World Design Capital hallmark of quality in 2012 is a perfect example.

Eindhoven follows the policy of the departments of Education, Culture and Science and Economic Affairs in acknowledging the strength of Dutch Design in an international perspective. In addition to the fact that a World Design Capital propagates its own design potential worldwide, the event will have a magnetic effect for the Netherlands on the international design community. Just as Turin and Seoul, Eindhoven has confidently opted for a connecting theme. 'Creating a caring society' offers reference points for all dimensions of design: economic, social, cultural, spatial.

The example projects described in this bid book sketch a clear picture of the meaning that design can have in a community that cares for the future. The creative approach to the redevelopment of a large inner city area such as Strijp S attracts international attention and is both spatially, culturally and economically challenging.

MR. DR. R.H.A. PLASTERK Minister of Education, Culture and Science

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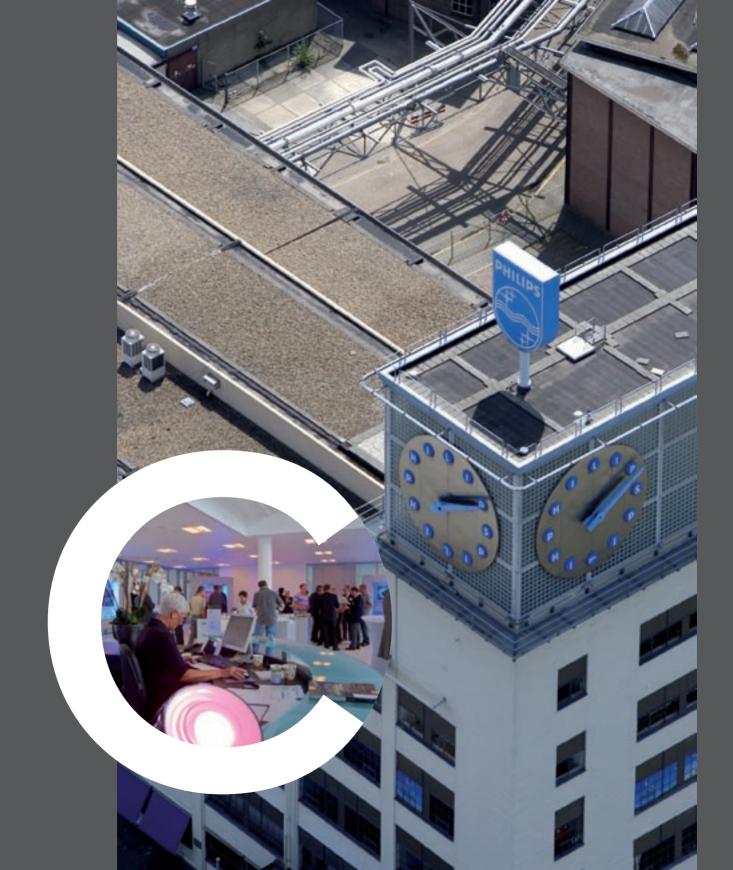
On a much smaller scale, but just as important with the ageing population in mind, the VieDome project offers the elderly a high-tech but equally caring environment. Examples of the social and cultural dimensions of design are the many projects that are developed within the Man and Humanity course and are presented to the general public by the students themselves during the annual Graduation Show.

With confidence I look forward to a positive outcome of Eindhoven's candidacy.

dr. Ronald H.A. Plasterk

Minister of Education, Culture and Science







Royal Philips Electronics

RO. Box 77900, 1070 MX Anssertum, The Netherlands.

President & CEO March 23, 2009 GK/lk 09, 1244

Members of the World Design Capital Jury World Design Capital Organising Committee clo Icsid Secretariat 455 St-Antoine West, Suite \$\$10 Montreal, Quebec, H2Z 1J1, Canada

Members of the World Design Capital Jury,

On behalf of Royal Philips Electronics, I fully support Eindhoven municipality's candidacy for the title of World Design Capital in 2012. The bond between Philips and the city goes way back. In addition, our relationship with designers from different disciplines is very strong and contributes heavily to our thinking about new products and services.

It suits an ambitious, accelerating but in size still modest city such as Eindhoven to confidently differentiate itself with its core strengths. Throughout the years, Eindhoven and its surroundings have developed into one of the most innovative regions in Europe, with a rich and dynamic variety of industrial, institutional and academic players, benefiting from each other's presence through active cooperation and a shared innovative ecosystem.

Design is a core element of this equation. It's our strong believe that truly meaningful innovation starts from user needs and that design can be as strong a differentiator in meeting these needs as technology does. As a company we bring this into practice with our solutions for professionals as well as consumers, and developed by the multi-disciplinary teams within our company.

It is these kinds of cooperative undertakings within our company, but also within strong regions like Brainport, that add true value. As an international company, with our roots and a continued strong presence in Eindhoven, we feel closely involved in the further strengthening the profile of Brainport as a junction for technology and design.

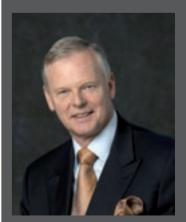
To emphasize my personal commitment, I am pleased to support Eindhoven's candidacy as World Design Capital 2012.

Gerard Kleisterlee

Konnhiljke Philips Biochromics N.V. Building HST Tel: +31 20 59 77 122 Fax: +31 20 59 77 120 Trade Register No. 1700/1910



MR. G. KLEISTERLEE CEO and President Royal Philips Electronics, Member of the Innovationplatform



MRS. IR. L. VAN DER POL Chief Government Architect



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Datum 13 maart 2009 Betreft

Dear World Design Capital Jury,

I wholeheartedly support Eindhoven's candidacy to become World Design Capital in 2012. As Government Architect, architect and former senior lecturer at the Design Academy Eindhoven for the Man and Public Space course I know how much talent we have populating this place. This talent must be given the opportunity, just like I was, to develop and prevail.

This can take place on a small individual scale through commissions and own projects, but it must also be embedded in large, public-oriented manifestations and targeted policy. Where architecture is concerned, I contribute to this as Government Architect. In the field of design and layout of public spaces, an event like the World Design Capital is of great significance. Dutch Design may already be famous far beyond the Netherlands, but we must maintain this lead in an international perspective and expand it further where possible.

If Eindhoven manages to acquire the status of World Design Capital in 2012, it will have a profound effect on the entire Dutch design world. The focus will not be limited to Eindhoven, but will have a far-reaching effect. The fact that Brainport Eindhoven empathically seeks the cooperation of main port Rotterdam and Amsterdam airport for this programme displays vision. However, most important is the impact of the thematic choice that Eindhoven has made within the scope of this programme. 'Creating a caring society' has a clear social face and touches all the domains of contemporary society. Linking economy and culture to society and the space in which we live with the help of design can offer an escape that has a positive effect on everyone, even in times of recession.

I am glad to be able to personally join the chorus of recommendations for this ambitious goal.

Yours faithfully.

ir. Liesbeth van der Pol Rijksbouwmeester





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MR. DR. A.H.G. RINNOOY KAI Chairman SER (Social Economic Council)

To The members of the World Design Capital Jury World Design Capital Organising Committee c/o lesid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1 Canada

The Hague:

15 march 2009

Our ref.: Direct dial:

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E-mail: Subject:

World Capital of Design 2012

Dear members,

Eindhoven municipality's initiative, as the Netherlands' Brainport, to become the World Design Capital in 2012 is a powerful trump at an opportune moment. At the very moment that a serious crisis for the economy is looming, creative solutions are imperative. Building on the reports from the Innovation Platform, like 'Creativity: weightless fuel', Brainport Eindhoven embraces the challenge with gusto. The designation World Design Capital can make a considerable contribution towards this internationally. The links that Eindhoven is able to make between technology and design create many opportunities for the future. Above all, the city, and the Design Academy Eindhoven within its boundaries, manages to continually improve these links. For example between the practice of promising but also established creatives, the propelling role of the government and the enterprising appetite of industry. But also between companies, knowledge institutes and varied social and cultural players.

I believe that cooperation is the key to achieve consistent interpretation and promotion of design as a catalyser to ensure a healthy and sustainable economy for future generations, Eindhoven holds the key.

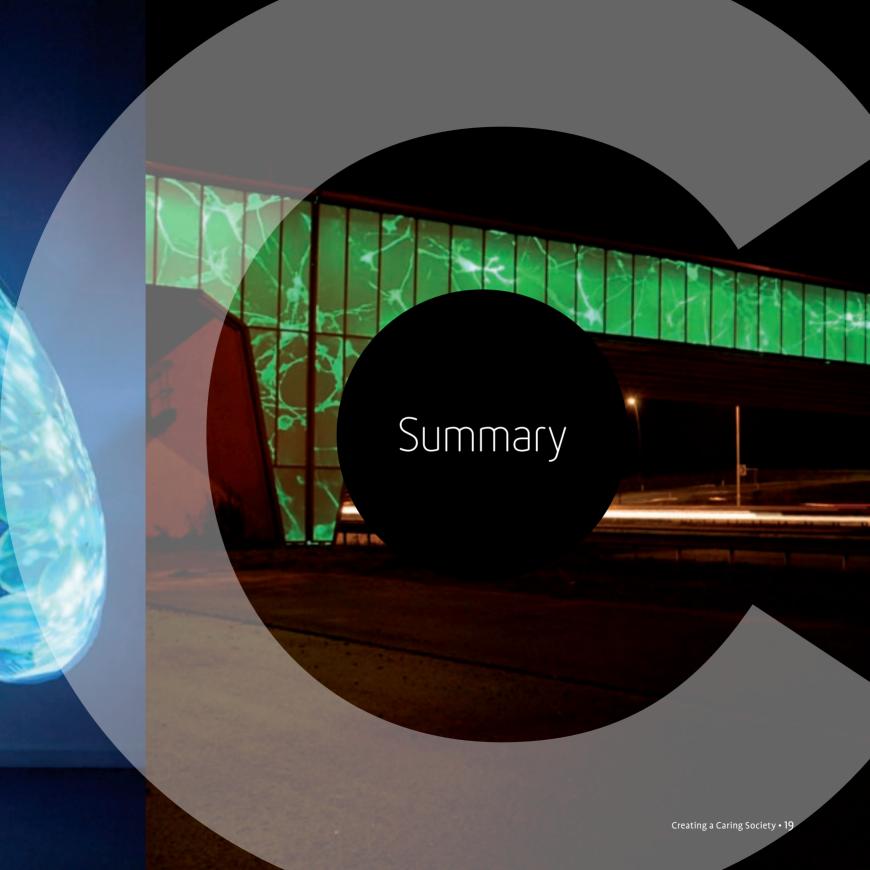
It gives me great pleasure to put my name to the committee of recommendations to have the label World Design Capital attached to the Netherlands through Eindhoven.

Yours sincerely,

Alexander Rinnooy Kan









Design Country The Netherlands

As a small country, the Netherlands has a prominent place on the design map. Dutch Design is a household name and has a long tradition that goes back to Berlage, Piet Mondriaan and Gerrit Rietveld. The Dutch approach to design is distinctive. Conceptual, innovative, individualist, with an open mind and a pragmatic angle, but also idealist. This characterisation applies to Dutch fashion designers, but also to architects, graphic designers and product designers. The characteristics have their roots in the national character and the modernist tradition of Dutch design.

The Netherlands currently has a large number of designers with an international reputation, including Viktor & Rolf, Marcel Wanders, Hella Jongerius, Rem Koolhaas, Ben van Berkel, Studio Job, Piet Hein Eek, Irma Boom, Richard Hutten, Jurgen Bey, Claudy Jongstra, Tord Boontje, Maarten Baas, Marlies Dekkers, Alexander van Slobbe, Spijkers en Spijkers and Satyendra Pakhalé. And companies such as Droog Design, Bugaboo, KesselsKramer, Lensvelt, Moooi, Media Republic, Koninklijke Tichelaar Makkum, Philips Design, Studio Dumbar and Thonik.

The majority of these top designers have been educated at or are affiliated with the Design Academy Eindhoven. Eindhoven is the seedbed of Dutch Design!

EINDHOVEN

Eindhoven is an accelerating city in spatial, economic, social and cultural areas. It is a modern city, with more than 210,000 inhabitants. And although the roots of the community reach further back than the Middle Ages, the growth of the city only truly began in the early 20th century, after the merging of six villages. Since then, Eindhoven has developed enormously as a technological industrial city, especially under the influence of Philips. Eindhoven now forms the heart of the Brainport region, is the largest city in Brabant and the fifth largest city in the Netherlands. Eindhoven's identity is greatly determined by its industrial profile and a number of icons cut from various cloth. For example PSV, the Evoluon, ASML, Philips Design, the Van Abbemuseum, Frits Philips Muziekcentrum, Eindhoven University of Technology and Design Academy Eindhoven, which have earned national and international fame. Eindhoven is an inherently industrial city, driven by companies like DAF and Philips, but the transformation to an innovative creative city is in full swing.

The region has almost 750,000 residents, but with about 210,000 residents the city of Eindhoven has managed to preserve the human dimension. The city is not divided into districts, like London or Berlin, but if you lay the logistics map of such a metropolis over Eindhoven you will immediately see how strong the region is situated geographically amidst Rotterdam, Antwerp, Brussels, Liege, Dusseldorf and Cologne, an area with 20 million inhabitants.

BRAINPORT EINDHOVEN

Eindhoven is the central city in what is called the Netherlands' Brainport. This area drives the Dutch economy where it concerns Research & Development and the knowledge industry. Half of the annual patent applications in the Netherlands come from Brainport Eindhoven. For as long as anyone can remember, this area has surprised the world with technical ingenuity. Take the classical inventions and applications as the first overseas radio broadcast, the tape cassette, the videophone, electronic music and the CD. More recent examples include the LED lamp, the blu-ray disc, miniscule microchips, the MRI scanner, innovative transport systems and the nanomicroscope.

Brainport is an important pillar for the Dutch Economy, hot on the heels of Schiphol/Amsterdam (Airport) and Rotterdam (Seaport). The objective is to become an even stronger European top-technology region in which companies can compete sustainably. Important industries are High-Tech Systems & Materials, Food, Automotive, Life Tec (medical technology) and Design. In Brainport, the products of tomorrow are invented, manufactured and sold. This economic success is the result of collaboration.

Brainport Eindhoven has an agreeable social climate. Culture in Eindhoven has been developed from broad and popular to high end. The Van Abbemuseum and the Muziekcentrum Frits Philips are at the world top and are fed from the underground, the humus layer where young creatives from the city but also from way beyond find a seedbed for their development. Whether it concerns techno or rock, autonomous design or single-minded architecture or the visual arts. Art house film theatre Plaza Futura, pop temple De Effenaar, art space MU and the STRP Art & Technology festival have originated from here and have meanwhile acquired an international reputation.

The combination of an urban and a rural environment is unique. Economic growth goes hand in hand with an eye for the preservation of nature.

In brief, Brainport Eindhoven offers: high design – high tech – high culture – high nature.

DESIGN IN BRAINPORT EINDHOVEN

Besides technology, design also has a long tradition in Eindhoven. The forerunner of the current world-renowned Design Academy, the Academy for Industrial Design Eindhoven, the first of its kind in the Netherlands, was founded in this city sixty years ago. Similarly, the predecessors of what is now called Philips Design have also been rooted in this city for more than eighty years. The focus on design is consequently not a hype here, but a tradition with vision. It is therefore a matter of course that the biggest design event in the Netherlands, the Dutch Design Week (with more than 80,000 visitors), takes place in Eindhoven.

The alliance between technology and design has led to commercially successful products, a broad industrial basis and a unique network of manufacturers and designers both in the public and private sector. This involves large companies, medium-sized and small businesses (including start-ups) and knowledge and educational institutes: a unique ecosystem, representing more than 8% of the number of jobs in the creative sector in the Netherlands.

However, the basis for these developments is formed by the people. They make the difference in Brainport and are central to this programme. Talented, enterprising people with passion, ambition, drive and heart for design in their organisation form the DNA, the core. Together, they form a professional and clearly arranged, but also ramified community for whom collaboration is second nature. This community has a broad profile: from TU/e-students to international visionary design icons like Piet Hein Eek and Maarten Baas. From a technical designer to the director of a metalworking company. From John Körmeling as architect/artist and designer of the Dutch entry for the world exhibition in Shanghai in 2010 to fashion designer Emilie Hermans.

Increasingly, the citizen/consumer appears on this playing field, too. As Li Edelkoort (former CEO of the Design Academy Eindhoven and international trend forecaster) says: 'the individual becomes the creator of his or her own environment'. For a region with design in the veins of the community, this social trend offers a fantastic opportunity. Experimentation is allowed, in fact it is a necessity to achieve true renewal.

The capacity to create and make, the creation and the calculation, the left and the right sides of the brain are present and extremely well integrated. Trusting in each other's knowledge and the will to work together are crucial factors for success. The design and technology community are part of a broader cultural/creative working community of 30,000 people working in 8,500 companies in Brainport Eindhoven.

VISION: DESIGN AS A LEADING ORGANISATION PRINCIPLE IN EINDHOVEN

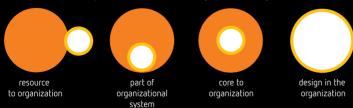
In Eindhoven, design is more than industrial design and architecture. Following Sabine Junginger, human-centred design is stimulated as the organisation strategy for the city. This means that product design is not just geared to the needs of the users, but that design plays a meaningful role in the set-up of the entire organisation. The input of designers is at the beginning of the process: design is not the end of a change process, but the start.

AMBITION

The world is changing now. The Experience Economy will in the future migrate to the Transformation Economy where people talk about 'care – to share – to excel – to be sustainable – to massive change'. Design will be increasingly involved in the portrayal of strategies and scenarios.

Economic, spatial and social developments confront us with new issues. Issues that force us to think creatively about unconventional solutions. Through the design strength of the city, Eindhoven has all the instruments to tackle these challenges. It is the ambition of the city and region to, following the Junginger theory, embed design further in the DNA of the social and economic systems. The programme Eindhoven World Design Capital 2012 is the instrument for this. It bears the title: *Creating a Caring Society*.

Relationships and Roles for Design in the Organization



S. Junginger • Lancaster University • 2007

PROGRAMME

The programme *Creating a Caring Society* comprises four programme themes that have been translated into a dynamic action programme with projects and activities.

At the basis for the realisation of our ambition stand talented participating (starting) entrepreneurs and enterprising individuals within the knowledge and education institutes and the residents of Eindhoven and the region, Brainport's design DNA. Developing and facilitating their talents is central to this programme. Talented exceptional people generate business, knowledge, ideas and come up with radical innovative solutions.

The scope and the number of projects can vary through the years. The portfolio presented in this bid book is a snap shot of the existing projects that have been intensified, and of new initiatives.

The anticipated public/private investment volume is approximately 137 million Euros. The programme is dynamic, new projects can and will be developed. The programme starts in 2009 and will work towards the year 2012, when the outcome of many projects will be presented in seminars, workshops and conferences. But new initiatives will also be launched in 2012 through events with tremendous international appeal. This will be worked towards with other design hotspots in the Netherlands, the cities of Rotterdam and Amsterdam as well as relevant knowledge institutes.

FLAGSHIP PROJECTS

These projects have an economic, social and/or cultural background. Jointly developing and sharing knowledge are paramount. Design is the guiding principle. The flagship projects have been selected for their exemplary effect and 'the story' behind the showcase. The project *Remote care* allows elderly people to live independently for longer. Philips´ child-friendly scan reduces children's anxiety during examination and the advantage for the hospital is that more children can be treated. Double profit, therefore. But also the redevelopment of Strijp S to a creative city. With its 27-hectares, this former factory site is being transformed into a 24/7 living/work/leisure environment for creative professionals, the biggest urban redevelopment area in the Netherlands!







Events

Eindhoven's opening event for World Design Capital 2012 comprises a three day symposium full of speakers and presentations from home and abroad, who will outline and flesh out the theme *Creating a Caring Society*. The selected theme is not and will not become an empty phrase. Even prior to the opening event, the theme is directly applicable to current experiments and projects. Any tangible results already obtained for the various projects are presented, extensively discussed and provided with follow-up projects. In addition, various new projects that match the theme are launched. Some of them will be assessed throughout the year 2012. Insight into the results of other projects might not be obtained until long after 2012. With that, we also create the opportunity of reaping the rewards of the many efforts even after the baton for the World Design Capital has been passed to the following candidate city.

For the set-up of this event, all the regional and national parties actively involved in design are mobilised to contribute to this event. In addition, it can serve as an overture for the Dutch Design Week XL, which, as always, will take place in the autumn.

Results and expectations Eindhoven World Design Capital 2012

It is January 2013, we look back on a successful year as World Design Capital, in which we were able to invite the world to help discuss, think and experiment according to the methods and approach of Dutch Design in Brainport. But also to jointly develop and share knowledge to tackle the challenges in this rapidly changing world in a fresh but also manageable manner, resulting in new unconventional solutions to economic, social and cultural issues.







Eindhoven makes design work

The title 'World Design Capital' is intended to stimulate accelerating cities in their ambitions to integrate design further. It is Eindhoven's ambition, as the central city in Brainport Eindhoven, to deploy design more often and widely in economic, social and spatial development. This is realised in programmes like 'Design in Brainport 2005-2010', for which the follow-on programme '100% created in Brainport, design programme 2009-2014' has been developed. But it is also apparent from Eindhoven Municipality's decision to designate 2009 as the Design Year with countless activities and, as a highlight, the Dutch Design Week in October of this year. The Brainport region has tremendous design potential. Things are really happening in Eindhoven and the title World Design Capital offers excellent opportunities to strengthen and accelerate our ambitions.

Eindhoven is an accelerating city. It has the ambition, following the example set by Turin and Seoul, to be the third city that is permitted to carry the title 'World Design Capital' for an entire year. The bid book was developed to provide an overview of the strength of Dutch Design, Brainport Eindhoven's design DNA, but especially of the way in which enterprising people in industry, knowledge institutes and government want to deploy design to create a caring society.

Action, not words, is the motto. Within the context of the programme, a large number of projects will be commenced in 2009. These projects have immediate economic and social effects, and are design driven. The results, approach and knowledge will be distributed and shared in 2012 through a large number of events, seminars, workshops, etc.





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The DNA of Dutch Design

How come such a small country as the Netherlands is so prominent on the design world map? What are we so good at, what typifies us and our approach, how do the Dutch think about design? Conceptual, innovative, individualist, with an open mind and a pragmatic angle. This description applies to Dutch fashion designers, architects, graphic designers and product designers. These traits have their origins in the national character and the modernist tradition of Dutch design.

Allied disciplines

No matter how different the applications and working fields of fashion, design and architecture appear to be at first sight, they are all focussed on the improvement of the quality and usefulness of our daily environment. What links these disciplines is stronger than what divides them. Eighty years ago, the distinction between sectors was vaguer than it is now: architects designed furniture and clothing, graphic designers made advertisements and designed the first industrial products.

Design, fashion and architecture in the Netherlands all originate from the same source: the Bauhaus tradition from the nineteen twenties is the basis of Dutch design education, nourished by related movements like De Stijl and Russian constructivism. The development of Dutch design was promoted by a culture of enlightened commissions. State companies like the Dutch Post Office and The Dutch Central Bank attributed great importance to aesthetics and functionality. Housing associations, councillors and the Government Architect institute, which celebrated its bi-centenary in 2006, promoted the quality of council housing and urban development in the Netherlands.

In the nineteen eighties, the Dutch government embarked on a focused policy for architecture and design with the establishment of funds and institutes for these sectors. Architecture especially had a leading role here. But design and fashion too received a considerable boost from the new funds, sector organisations, prizes and manifestations. The strength of this policy has undeniably contributed to the development and international success of Dutch architecture, design and fashion.

Worldwide reputation

Dutch design courses are another factor in this success. The Design Academy Eindhoven especially has earned a worldwide reputation for the quality of its lecturers and alumni, but the Sandberg Institute/Gerrit Rietveld Academy, Fashion Institute Arnhem/ArtEZ, Berlage Institute, TU Delft, TU Eindhoven also enjoy global fame and reputation.

The most important factors are the designers themselves. The influence of, for example, Rem Koolhaas, Ben van Berkel, Winnie Maas, Droog Design, Viktor & Rolf, Marcel Wanders, Hella Jongerius, Piet Hein Eek, Maarten Baas, Alexander van Slobbe, Spijkers en Spijkers, Thonik, Satyendra Pakhalé, Bugaboo, KesselsKramer, Lensvelt, Moooi, Media Republic, Koninklijke Tichelaar Makkum, Marlies Dekkers, Irma Boom, Jurgen Bey, Philips Design, Studio Job, Tord Boontje, Studio Dumbar, Richard Hutten, Claudy Jongstra, Joris Laarman is difficult to overestimate.

Characteristics

Dutch designers link aesthetic innovation to social conscience, experiment to pragmatism, concepts to traditional crafts, analysis to decisiveness. Open and independent thinkers, conceptually strong, employing process-based working methods, informal and sober, practical and reliable. They combine a critical and individualist attitude with a great degree of willingness to work together and an ability to convince.

Dutch designers are trained to introduce their own agenda to the force field between market, government and user, with the intention of raising the quality and social value of the result. Dutch design includes: architecture, urban development, landscape architecture, interior design, furniture design, textile design, fashion design, industrial design, graphic design and interactive design.





'EINDHOVEN CAN ACHIEVE EXCEPTIONAL DESIGN STATUS ABROAD, TOO'

'Eindhoven is already on the map as the design city of the Netherlands. Why shouldn't we be able to achieve this exceptional status abroad, too? I would be thrilled if Eindhoven carried off the candidature for 2012, but I do sometimes wonder whether we Dutch are not too preoccupied with promoting cities. It would be more productive to make great things around design and to invest in them.'

'There are a lot of ties between our Graphic Museum and Eindhoven.

We are, for the first time, making use of the Faculty of Industrial

Design at Eindhoven University of Technology for one of our new projects. There are also a large number of graphic design agencies in Eindhoven.'

Mieke Gerritzen is the Director of the Graphic Design Museum in Breda





Orientation

DESIGNERS AND INDUSTRY

46,600 designers:

- ° 5,300 product designers
- ° 37,500 communication designers
- ° 3,800 spatial designers

46.600 DESIGNERS WORKING IN:

- ° 70% commercial services
- ° 20% industry
- ° 10% non-profit sector
- ° Designers' contribution to GNP: € 2.6 billion.
- Export quota about 11% (BNO (Association of Dutch Designers) industry monitor)

DESIGNERS WORK FOR THREE MAIN TYPES OF EMPLOYERS:

1. Design industry (33%)

Design agencies, interior design and advertising agencies. Design is the company's core business.

2. Companies with an 'internal' design department (50%)

Publishers, manufacturers of furniture and other goods, architects, technical design and advice, etc.. Design takes place 'in-house' and is part of the business process.

3. Other sectors (17%)

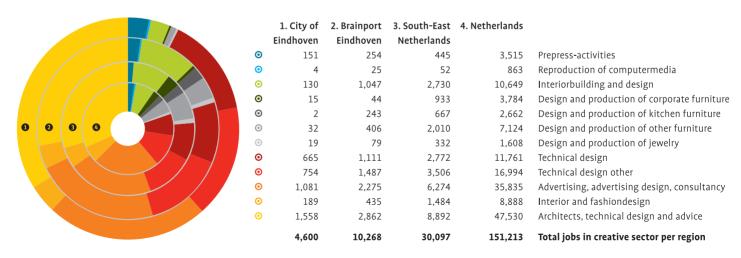
Design sectors

The design industry in the Netherlands is distributed over three categories:

Communication design

- General graphic design: books, posters, annual reports, brochures, corporate identity, signposting projects, exhibition communication
- Brand design: visual corporate identities, product brands, organisation brands, packaging, retail communication, strategic identity advice (brand architecture, brand passport, brand charter, business gift design and others marketing management disciplines)
- ° Editorial design: magazines, newspapers, TV leaders, etc.

TOTAL NUMBER OF JOBS IN CREATIVE SECTOR 2008 - DESIGN DISCIPLINES



- Illustration design (any form of illustration) Illustration design (any form of illustration)
- ° Interactive design
- ° Websites (intranet, extranet)
- ° CD-ROMs
- ° Games

Product design

- ° Consumer products
- ° Industrial products (B2B)
- ° Structural packaging (bottles, crates, etc.)
- Products for public spaces (lamp posts, fencing, bus shelters)
- Interior accessories (including small production runs recognisably from the designer's hand)
- Furniture (including small production runs recognisably from the designer's hand)
- ° Furnishing fabrics
- ° Jewellery and accessories

Spatial design

- ° Shop designs/themes
- Trade fairs and exhibitions
- ° Public spaces
- Interior architecture (working environments as an extension of corporate identities)

Architecture and fashion are design disciplines with their own critical mass, degree of organisation and an international profile that must most certainly be included in the design sector.

Design courses

The Netherlands has a broad and high-quality educational landscape. At all three of the technical universities there is a faculty of Industrial Design. In addition, there are six applied universities with an Industrial Product Design department, there are twelve applied universities (art schools) where design is included in the curriculum and there is one institute (Design Academy Eindhoven) where only design is taught.

According to Danish research, the Netherlands belongs to the international world top thanks to the high standard and quality of design research and education.

University: industrial design

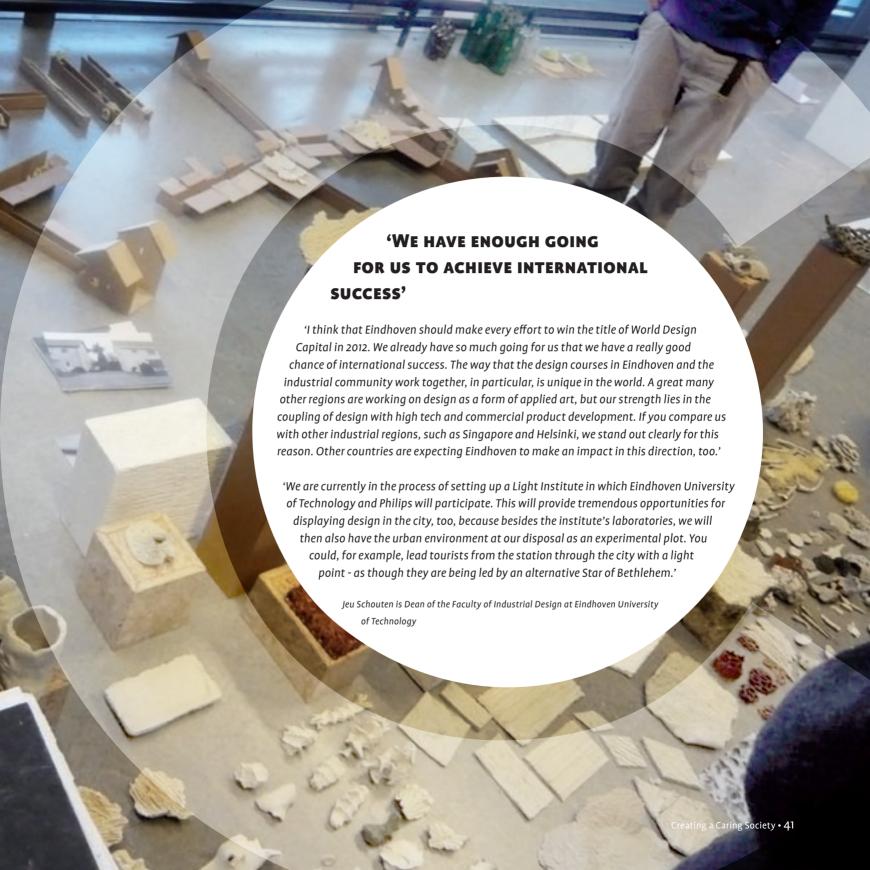
- ° TU Delft
- ° TU Twente
- ° TU Eindhoven

Applied universities: industrial product design

- Haagse Hogeschool (The Hague)
- ° Koninklijke Academie van Beeldende Kunsten (The Hague)
- Saxion Hogeschool (Enschede)
- ° Christelijke Hogeschool Windesheim (Zwolle)
- Hogeschool van Amsterdam, Instituut voor Fashion, Management en Design (Amsterdam)
- ° Hogeschool Rotterdam (Rotterdam)

Applied universities: design - professional art education

- ° Design Academy Eindhoven (Eindhoven)
- Gerrit Rietveld Academie, Hogeschool voor Beeldende Kunst en Vormgeving (Amsterdam)
- ° ArtEZ Academie voor Beeldende Kunsten (Arnhem)
- Avans Hogeschool Brabant, Academie voor Kunst en Vormgeving St. Joost (Breda)
- ° Koninklijke Academie van Beeldende Kunsten (The Hague)
- ° ArtEZ Academie voor Beeldende Kunsten (Enschede)
- Academie Minerva, Academie voor Beeldende Kunst en Vormgeving (Groningen)
- Avans Hogeschool Brabant, Academie voor Kunst en Vormgeving St. Joost (Den Bosch)
- Hogeschool voor de Kunsten Utrecht, faculteit Kunst, Media en Technologie (Hilversum)
- ° Academie Beeldende Kunsten (Maastricht)
- ° Willem de Kooning Academie, Hogeschool Rotterdam (Rotterdam)
- Hogeschool voor de Kunsten, faculteit Beeldende Kunst en Vormgeving (Utrecht)







Dutch Design Cities

The Dutch design industry is concentrated around the larger urban regions. Amsterdam, Arnhem, Delft, Eindhoven, Rotterdam and Utrecht support the lion's share. It is remarkable that these urban regions complement each other so well. For example, Rotterdam focuses on spatial design and is internationally known as a city of architecture. The product technology heart of the Netherlands resides in Brainport Eindhoven. In addition, 'The School of Cool' (Time Magazine), i.e. the Design Academy, is located in Eindhoven. Viktor and Rolf were trained in Arnhem, Delft has the largest and oldest university course in industrial design, Utrecht has the gaming institute and Amsterdam is the melting pot of the broad creative industry and has a considerable international design profile in communication, interactive design and fashion.

These qualities are labelled on the regional and national innovation agendas, and in a number of regions they are fleshed out in action programmes. Eindhoven's ambition is to develop the World Design Capital programme at a national level and to put the Netherlands internationally on the map as a Design Country.

International ambitions

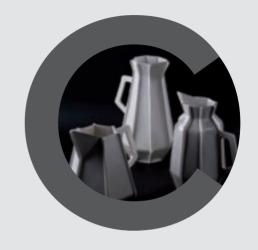
Dutch architecture, fashion and design form a strong brand. The creative and innovative strength of this reinforces the economically competitive position of the Netherlands. Many Dutch designers have already taken the leap into foreign markets, while organisations in the sector pay increasingly more attention to international policy. Although successful, these activities are currently fragmented. In addition, the strong international image of Dutch designers obliges the industry and government to perpetuate this image and to open the path to foreign markets for a new generation of Dutch designers. This is the reason why the national coordinating body Dutch Design Fashion Architecture was recently established.

The programme will start in a rapidly changing world. More than ever, regions and cities are dependent on the developments far beyond their own horizon. Established western economies are being overtaken by emerging economies in far-away regions with explosive population

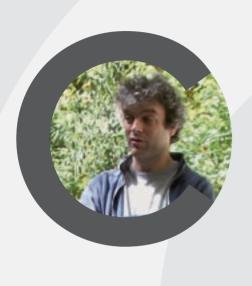
growth and new economic dynamics. Labour is migrating to these countries, resulting in the 'old' economies focusing on innovation, creativity and high-end services. Partly due to this, the recognition is growing for the economic strength of this creative commerce and a creative industry has arisen.

The rapid growth of the emerging economies has led to explosive urban development in these countries, heavy environmental pollution and large differences in income. Simultaneously, the average income is rising and these countries are developing into important new consumer markets. The switch from an agricultural to an industrial and post-industrial economy is taking place extremely rapidly there. Local authorities are increasingly acknowledging the economic importance of the creative industry for the development of their own identity in products and surroundings, or for the combination of traditional skills with new technology for the contemporary market. Specific knowledge and an innovative approach are required for this necessary attention for sustainability in urban and industrial development.

Globalisation offers tremendous economic opportunities, but also creates threats and new responsibilities as a consequence of the large-scale urbanisation and migration, increasing differences in wealth and conflicting cultures. Climate change influences our environment and our food supply, economy and safety. Sustainable development forms the great challenge of our times. Achieving an economic and ecologic balance demands international cooperation and exchange of knowledge. The creativity, expertise and innovative strengths of Dutch designers can make a crucial contribution here.







'THERE WILL ALWAYS BE A NEED FOR STARS AND BIG NAMES IN DESIGN'

'My work is dominated by the materials I use and my intuition.

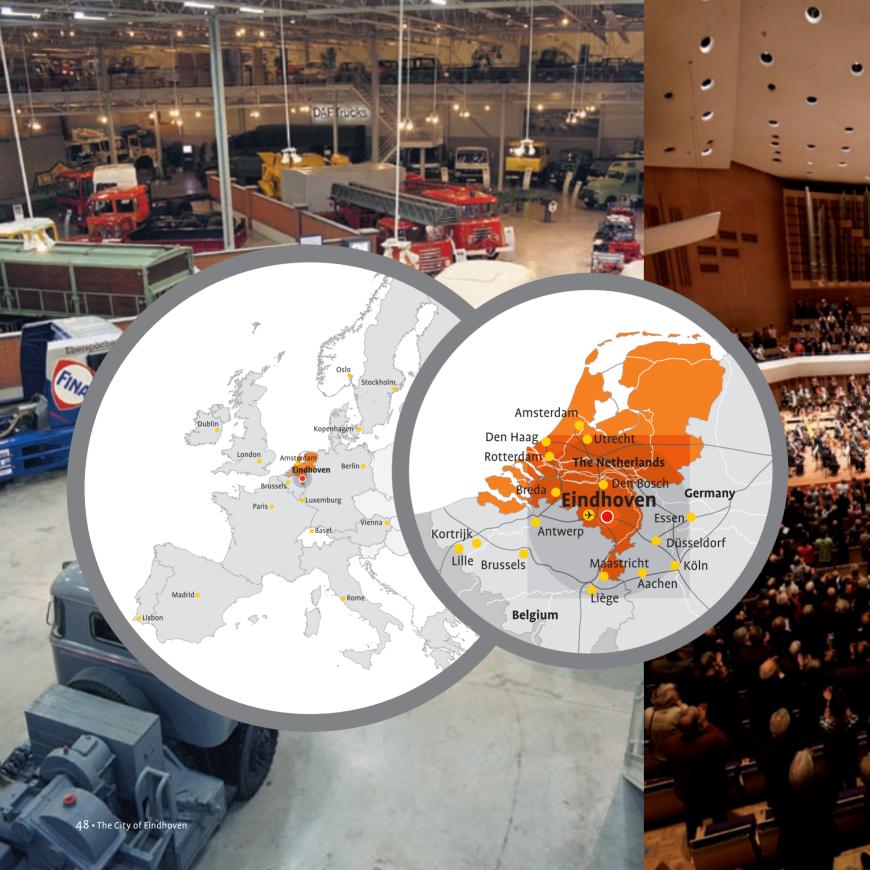
As regards my methods, I definitely feel that the process is as important as the end result. I do not just use materials to create an attractive design. They also have to add an extra dimension.'

'When it comes to designers, I believe that there will always be a need for stars and big names. But I also foresee a greater demand for specialists, craftsmanship and team spirit. Design training courses will have to cater for this.'

Hella Jongerius is a designer who has been lecturing at the Design Academy Eindhoven for years.









Profile

Eindhoven is an accelerating city in spatial, economic, social and cultural areas. It is a modern city, with almost a quarter of a million inhabitants. And although the roots of the community reach further back than the Middle Ages, the growth of the city only truly began in the early 20th century, after the merging of six villages. Since then, Eindhoven has developed enormously as a technological industrial city, especially under the influence of Philips. The General Expansion Plan by the visionary town planner J.M. De Casseres from 1929 formed the basis for this growth. Eindhoven now forms the heart of the Brainport region, is the largest city in Brabant and the fifth largest city in the Netherlands.

DESIGN - TRADITION WITH VISION

In addition to technology, there is a well-established tradition of design in Eindhoven. The forerunner of the current world-renowned Design Academy, the Academy for Industrial Design Eindhoven, was the first of its kind in the Netherlands, established in this city sixty years ago. And the forerunners of what is now known as Philips Design have been rooted in the city for more than eighty years. The focus on design here is not just a hype, but a tradition with vision.

Of course, the flight that design has taken worldwide over the last decades has had consequences for Eindhoven too. Since the early nineteen nineties, Eindhoven has continued to transform from a city of technology to a creative city. The creative industry already represents 8% of the employment in Eindhoven. In the genesis of this creative city technology plays a prominent role, but ultimately it is about the applications for consumers and the socio-cultural identity that they derive from this.

The city's identity is greatly determined by its industrial profile and a number of icons cut from various cloth. For example PSV, the Evoluon, ASML, Philips Design, the Van Abbemuseum, the Frits Philips Muziekcentrum, the Eindhoven University of Technology and the Design Academy Eindhoven, which have earned national and international fame. Eindhoven is a real industrial city from way back, driven by companies like DAF and Philips. Their legacy is visible in the city centre. The industrial heritage of buildings like the Witte Dame, the redevelopment and developments underway in Strijp S, the Kunst Licht in de Kunst (Artificial light in Art) museum that is housed in the oldest Philips factory and the DAF Museum. Eindhoven does not have a historic centre like Den Bosch or Maastricht. This is because Eindhoven grew from a very small city centre and was bombed heavily during World War II.

Eindhoven is a city on the move. The combined efforts of the city's industries, residents and users are rapidly building for the future. Through its links with the past, present and future Eindhoven can further develop its strengths. Thanks to the creative reallocation of the industrial heritage such as Strijp S, the largest inner city development area in the Netherlands, the city will become even more stylish.





Eindhoven has a unique ecosystem of cooperation between knowledge institutes, companies and government: the so-called Triple Helix. The presence of an entire value chain within the region further distinguishes the city: from fundamental research, through development, design, engineering and manufacture to marketing and sales to the consumer.

Not surprisingly Eindhoven and the surrounding area are home to various internationally operating companies, including FEI, NXP, VDL, TomTom, ASML, Philips and DAF. Eindhoven also has a strong international programme that includes the crossborder cooperation ELAt: the Eindhoven, Leuven, Aachen Triangle. An urban triangle with most probably the highest density of knowledge-intensive companies and organisations in the world. The connections reach far beyond our own surroundings thanks to Eindhoven Airport, fast rail routes and a network of motorways around the city.

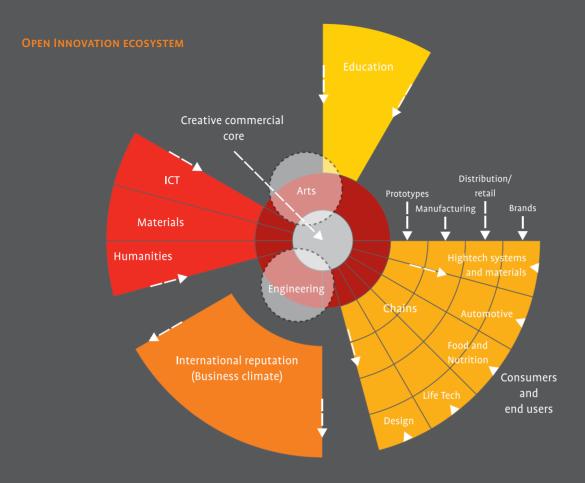
The human dimension

The region has almost 750,000 residents, but with about 210,000 residents the city of Eindhoven has managed to preserve the human dimension. The city is not divided into districts, like London or Berlin, but if you lay a map of the underground from a metropolis over Eindhoven you will immediately see how strong the region is situated geographically at the centre of the Randstad (urban agglomeration of Western Holland), Antwerp, Brussels, Liege, Dusseldorf and Cologne. As well as a centre amply filled with offices, shops and cultural facilities, the diversity of neighbourhoods and old village centres lend the city a pleasant and agreeable atmosphere. Eindhoven is a green city, certainly in comparison to the Randstad. City and surroundings are still closely intertwined. The shopping area is compact, complete and attractive for both residents and visitors. In brief, Eindhoven is a hospitable city that is pleasant to live, work and relax in.

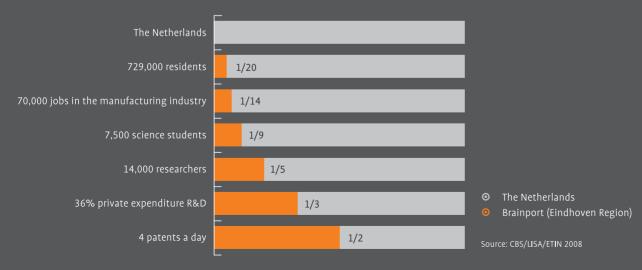
Culture in Eindhoven has been developed from broad and popular to high end. Philips provided cultural and sports facilities outside working hours, which included the Philips Ontspannings Centrum (POC), the forerunner of the current Muziekcentrum (concert hall). The Van Abbemuseum was founded in the nineteen thirties by cigar manufacturer Henri van Abbe, from his passion for modern art. He made a gift of it to the city. The foundations of both these leading cultural institutes date back to before the war, after which Eindhoven developed culturally, especially strongly in the underground, the humus layer where young creatives from in and around the city found a seedbed for techno, rock, autonomous design, distinctive architecture and the visual arts. Cultural facilities focused more on young people, like arthouse films and floor level theatre Plaza Futura, pop temple De Effenaar, art space MU, skate park Area 51 and the STRP Art & Technology festival stem from this and have quickly earned a reputation that extends far beyond Eindhoven and even the Netherlands.







EINDHOVEN REGION ECONOMIC PROFILE, THE CORE OF BRAINPORT:



In the heart of Brainport Eindhoven

In the Ministry of Economic Affairs' policy document 'Peaks in the Delta' (2004) Brainport Eindhoven is designated a 'top technology region'. Brainport Eindhoven's great importance for the Dutch economy was also recognised in the policy document Space (Ministry of Housing, Spatial Planning and the Environment, 2004). Since 2004, the Eindhoven region has been known nationally and internationally as 'Brainport'. Brainport Eindhoven represents the motor of the Dutch economy with regard to Research & Development and the knowledge industry. Half of the annual patent applications in the Netherlands originate from Brainport. For as long as anyone can remember, this area has surprised the world with technical ingenuity. Take the classical inventions and applications as the first overseas radio broadcast, the tape cassette, the video phone, electronic music and the CD. More recent examples include the LED lamp, the blu-ray disc, miniscule microchips, the MRI scanner, innovative transport systems and the nanomicroscope for secondary school pupils.

Brainport is an important pillar for the Dutch Economy, hot on the heels of Schiphol/Amsterdam (Airport) and Rotterdam (Seaport). The objective is to become an even stronger European top-technology region in which companies can compete sustainably. Important industries are High-Tech Systems & Materials, Food, Automotive, Life Tec (medical technology) and Design. In Brainport, the products of tomorrow are invented, manufactured and sold. This economic success is the result of collaboration. Regional and international. Between top scientists from all sorts of disciplines. Between the knowledge industry and the manufacturing industry. Between producers, designers and marketers and competitors. Brainport Eindhoven is part of the 'creative portal to Europe' and manifests itself as the European design centre for products and product services.

Design in Brainport Eindhoven

The successful alliance between technology and design has led to commercially successful products, a broad industrial basis and a unique network of manufacturers and designers both in the public and private sector. This involves large companies, medium-sized

and small businesses (including start-ups) and knowledge and educational institutes: a unique ecosystem.

The regional industries include a number of world renowned manufacturers of high-tech end products and a long-standing battery of technology-rich suppliers of components with excellent manufacturing skills. This conglomerate works every day on innovative ways in which to tackle the competition in the rapidly changing industrial world. As innovation is becoming increasingly dependent on smart combinations of technology, ergonomics and emotion, the emphasis will have to shift from manufacturing (to order) to (independent) design, so from a component to 'an independent product company'. This could be end products but also parts, modules and corresponding services. This will allow opportunities to be grasped that the combination of design and technology make available.

The global market is increasingly focusing on the experience economy. More and more, experience is occupying a central position. In the future, you will need a device, a (smart) product to be able to use 'the service'. The creation of new concepts and products will demand a wide and integral basis of knowledge and the very highest level of this is present in Brainport Eindhoven. This concerns integral solutions that have to be approached from both a technological and user perspective: this is 'manufacturing new style'. Dutch designers are conceptual, innovative, individualist, open-minded and pragmatic by origin. This distinguishes them from other nationalities. The Dutch are amongst the top international designers. The Design Academy Eindhoven is the supplier of famous Dutch Designers.

High-tech innovative materials that are produced sustainably are playing an increasingly important role as part of the creation of value. They make products more complex and change value chains. This forces companies to specialise and necessitates collaboration with other companies and knowledge institutes. Close proximity is essential here: open innovation takes place chiefly in regional networks. The South-East of the Netherlands has a very suitable economy of scale for this and is the industrial heart of the Netherlands. The people make the difference in the Brainport region and are the central factor in this programme. Talented, enterprising people with passion, ambition, drive and heart for design in their organisation form the DNA, the core. Together they form a professional and clearly arranged community

for whom collaboration is second nature. This community has a broad profile. From TU/e-students to international visionary design icons like Piet Hein Eek and Maarten Baas. From technical designer to director of a metalworking company. From John Körmeling as architect/artist and designer of the Dutch entry for the word exhibition in Shanghai in 2010 to fashion designer Emilie Hermans.

Increasingly, the citizen/consumer appears on this playing field, too. As Li Edelkoort says: 'the individual becomes the creator of his or her own environment'. For a region with design in the veins of the community, this social trend offers a fantastic opportunity. Experimentation is allowed, in fact it is a necessity to achieve true renewal! The capacity to create and make, the creation and the calculation, the left and the right sides of the brain are present and extremely well-integrated. Trusting in each other's knowledge and the will to work together are crucial factors for success. The design and technology community are part of a broader cultural/creative working community of 30,000 people active in 8,500 companies (Etin 2003).

Open innovation in practice

It is well-accepted that R&D is not the only source for innovation. Market trends, interaction with customers and suppliers, (new) standards and regulations are known as important factors for companies to realize innovations. Since Henry Chesbrough published his book 'Open Innovation: The New Imperative for Creating and Profiting from Technology' in 2003, open innovation has rapidly gained the interest of both researchers and practitioners. At The High Tech Campus Eindhoven the Chesbrough theory has been put into practice with great success. More than 80 companies (8000 people) work together designing, developing and delivering state-of-the-art technology, products and services. Who does not recall the Senseo, a Philips and Sara Lee project. Yet another project is the Phenom, a state-of-the-art electronic microscope from the FEI Company.

Today, open innovation has a much broader application than first proposed by Chesbrough. In general, open innovation has emerged as a model where companies employ both external and internal resources and commercialise both external and internal technologies/knowledge.

It is all about co-creation, and making things together is in the DNA and the hearts of the design industry of Brainport Eindhoven.





Positioning

Brainport Eindhoven manifests itself as *the* European design centre for products and product services:

- as part of a high-tech ecosystem in a region where high-end [3D] products can be designed – developed – delivered [D3], and marketed:
- with the distinctive capacity to transform conceptual design (created in Brainport) into industrial economic manufacturable products and services with a high degree of added value through which a major contribution is made to the innovative capacity of the Dutch manufacturing industry;
- as part of the 'Creative portal to Europe', a more specific integral part of the positioning and profile of the Netherlands as a Design country;
- resulting in a doubling of the number of design-related jobs (from 6,700 to 14,000) and companies (from 2,100 to 4,200) in Brainport Eindhoven in 2014:
- with demonstrable effects for residents. Brainport Eindhoven will be a Living Lab, the consumer becomes the creator of his/her environment.

Design icons and design climate

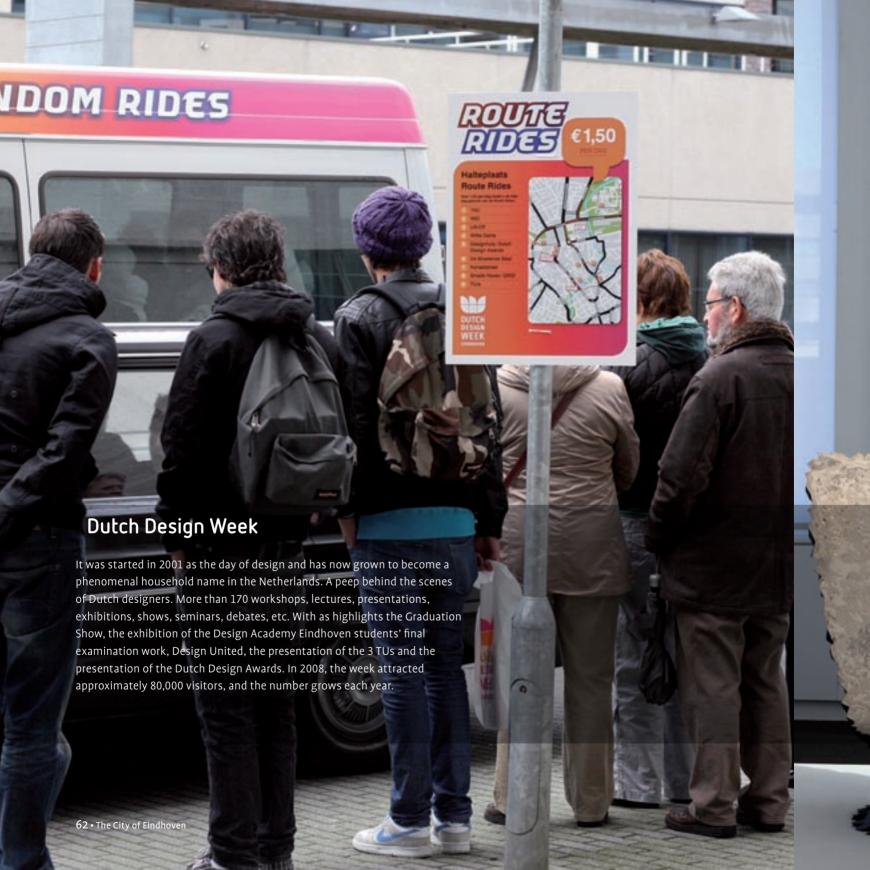
With the Design Academy Eindhoven and Philips Design, the Eindhoven region has a world-class educational institute and design studio within its boundaries. Also, the still young (8 years) and rapidly expanding TU/e faculty of Industrial Design is an institute that is well on its way to acquiring a similar position. The Dutch Design Week with 170 sub events and more than 80,000 visitors has a tremendous lead as the biggest design event in the Netherlands. In 2007, the Designhuis opened its doors, which, in a short period of time, has earned a name as a meeting place and platform for national and international design.













Designhuis

The platform for international and national design that has to attract and inspire. The place to go to, meet each other, be inspired, make contacts, acquire and contribute knowledge.

Opened in 2007 and already an essential and integral part of the design image of Brainport. With exhibitions like Family of Form, De Fiets and Bold, the Designhuis attracted more than 30,000 visitors from home and abroad in the year it opened.

More importantly still, countless meetings, lectures and workshops took place where the industrial and design world came into contact with each other.

'DESIGNHUIS IS A GOOD MOVE'

'I think that design is very important for Eindhoven, given the many activities in this field in the city and region. I feel that it is quite justified to want to stress that in which you excel with regard to the outside world. Eindhoven must, however, take care that it does not put too much emphasis on this theme and launch too many initiatives. This could lead to other facilities and cultural institutions not receiving their rightful share of attention.'

'The problem with design is that it is difficult to make it more visible for the majority of the city residents. It is too technical for a lot of people. That is why I think that the Designhuis is a good move. It has provided an accessible way for Eindhoven residents to become acquainted with many of the different facets of design.'

Peter Pim Windhorst is the Editor of Art and Culture at
Omroep Brabant, a regional broadcasting station



The site that provided the city with work and prosperity for many years and became the national seedbed for innovation and new technologies, is now enjoying its second youth. Creativity, design and technological innovation are the pillars on which the new urbanity will be built. Not as an enclave separate from the city centre, five

accrete many new initiatives.

New plans will be added to the current programme, others will disappear. Just as with every other creative hotspot, Jane Jacobs would say: It's a city that Works!







Three knowledge factories (two public and one private), an event and two stages/ platforms/houses are the supporting elements in the design world that Brainport Eindhoven cherishes. In the fleshing out of this programme these elements will take an important position and function as anchors for many new activities. They are places where talents are developed, meet each other, and develop autonomously.





Vision: Design as a leading organisation principle in Eindhoven

In Eindhoven, design is more than industrial design and architecture. Following Sabine Junginger, human-centred design is stimulated as the organisation strategy for the city. This means that the product design is not just geared to the needs of the users, but that design plays a meaningful role in the set-up of the entire organisation. The input of designers is at the beginning of the process: Design is not the end of a change process, but the start!

The increasingly complex environment of organisations, and the increasingly critical attitude of the users of products and services, require a different management strategy.

Relationships and Roles for Design in the Organization



S. Junginger • Lancaster University • 2007

In traditional systems, the management take decisions to resolve problems based on fleshed-out and calculated alternatives. In this approach, it is relatively easy to come up with alternatives and relatively complex to take a decision about which alternative is best. The manager is trained to take the correct decision and this assumes that the 'best solution' is amongst the alternatives present.

The design approach for resolving problems has a different starting point: finding the best possible solution considering the preconditions and the context of the problem that has been established. This approach assumes that the design of the best solution is very difficult but that, once this solution has been found and fleshed out, the decision to implement it is relatively easy. The management's role in this approach to design is not primarily focused on taking decisions but on the development of the 'best ideas' and answering the question 'What exactly are we trying to achieve?' (Boland jr./Collopy, 2004). This train of thought stimulates the programme Caring for Society in Brainport organisations in Eindhoven to structurally deploy design as a management strategy.

Ambition

The world is changing now. The Experience Economy will in the future migrate to the Transformation Economy where people talk about 'care – to share – to excel – to be sustainable – to massive change'. Design will be increasingly involved in the portrayal of strategies and scenarios.

Economic, spatial and social developments confront us with new problems. Problems that force us to think creatively about unconventional solutions. Through the design strength of the city, Eindhoven has all the instruments to tackle these challenges. It is the ambition of the city and region to, following the Junginger theory, embed design further in the DNA of the social and economic systems. The programme Eindhoven World Design Capital 2012 is the instrument for this and bears the title: *Creating a Caring Society*.

Programme themes

The programme 'Creating a Caring Society' comprises four programme themes that, like a compass, provide direction for the ambitions of the city and region.

The four programme themes are not separated from each other, but have a strong mutual relationship and solidarity. They are equally weighty and of equal importance. The goals have been established for each of the programme themes.





Knowledge

GOAL: To develop, apply and hand on new knowledge, methods and technology, for current and future generations, to excel as a city and region, be distinctive and, from design, to invent creative solutions in a changing society from the awareness that the traditional approaches no longer suffice.

EINDHOVEN AS A CITY/REGION:

- develops and maintains talent in design;
- ° involves design talent in the development of the city to reach creative solutions
- develops a continuous path of learning and, in doing so, achieves a good flow through and achieves good connections between secondary vocational education, applied university and university
- develops valuable design skills and knowledge to stimulate a competitive creative economy and flourishing design industry

- stimulates internationalisation and international exchanges in design
- revives skills education and develops it with design education
- places the accent on top technology in combination with design, light and sports as an innovative knowledge centre
- is a network city with a strong open innovative culture
- with excellence in educational facilities and courses for residents, but also for expatriates (and their children).



Prosperity

GOAL: From the awareness that the traditional approaches no longer suffice to remain competitive in the changing global economy, companies in Eindhoven and the region deploy design and technology to stimulate creative industry and to reinforce the present ecosystem.

EINDHOVEN AS A CITY/REGION

- provides space for enterprising citizenship and facilitates entrepreneurship
- ° stimulates and develops industry
- ° supports start-ups and business development
- ° stimulates employment
- stimulates the 'ecosystem' of cooperation between knowledge institutes, industry and government (Triple Helix)
- stimulates and facilitates the entire value chain residing within its region: from fundamental research, through development, design and engineering to manufacture,

- marketing and sales to the final purchaser (consumer)
- has a flexible labour market, dynamic and excellent in education
- ° has an attractive climate for locating companies,
- with a high standard of 'quality of life' and is internationally oriented.



Resources

GOAL: To reinforce the present ecosystem, design and technology are deployed to find creative solutions for a more careful and sustainable use of our scarce essential resources: human, natural, environmental and capital.

EINDHOVEN AS A CITY/REGION WHERE:

- socially responsible and sustainable business is a matter of course and the collaborative partners accept that this is their responsibility
- capital is deployed efficiently, practically and legitimately with respect for the collaborative partners' responsibilities
- the deployment and development of human capital is treated with care and respect for the collaborative partners' responsibilities.



Quality of life

GOAL: From the idea of sustainability, design contributes to the good quality of life in the areas of housing, security, diversity, social cohesion, culture, sport, mobility and care for residents now and in the future.

EINDHOVEN AS A CITY/REGION WHERE:

- there is a strong social commitment, a city where people feel at home together and there is good social cohesion
- ° people feel safe
- people who need it can utilise sufficient, high-quality accessible care and support
- ° the city centre is attractive
- ° dynamic activities and events take place
- all groups in society are catered for through recreation, shopping facilities, sport accommodation, parks (combination of inner city

- and surrounding area), and a range of culture is present and accessible for all
- access is easy (by air, public transport, bicycle and on foot) and centrally positioned between important European cities like Antwerp, Leuven and Brussels, and the Ruhr area
- there is or are a high quality of life, image-determining icons and a high-quality programme of activities and events in relation to design









The action programme

the projects

At the basis for the realisation of our ambition stand talented participating (starting) entrepreneurs and enterprising individuals within the knowledge and education institutes and the residents of Eindhoven and the region, Brainport's design DNA.

Developing and facilitating their talents is central to this programme. Talented exceptional people generate business, knowledge, ideas and come up with radical innovative solutions.

The programme *Creating a Caring Society* comprises four programme themes that have been translated into a dynamic programme of action with projects and activities. The scope and the number of projects can vary through the years. The portfolio presented in this bid book is a snapshot of the existing projects that have been intensified and of new initiatives. The programme is dynamic, new projects can and will be developed. The programme starts in 2009 and will work towards the year 2012, when the outcome of many projects will be presented in seminars, workshops and conferences. But new initiatives will also be launched in 2012 through events with tremendous international appeal. This will be worked towards with other Design hotspots in the Netherlands, the cities of Rotterdam and Amsterdam as well as relevant knowledge institutes, such as the Delft University of Technology.

- Star projects do have a major economical, social and/or cultural impact on society.

 Public en private organizations are willing to invest for a long period in these projects.
- Events
- **S** Showcases



Knowledge

1. CARE LAB CareLab is a facility where Philips researches how elderly and chronically ill A MORE COMFORTABLE LIFE FOR THE people react to new technologies that the company has designed to make **ELDERLY AND THE SICK** these people's daily lives more comfortable. Health Care and wellness are two of the spearheads that Philips as a company is focusing on.

2. BALTAN LABORATORIES A LABORATORY FOR ART, TECHNOLOGY AND

BALTAN Laboratories is more than an ordinary media lab. BALTAN initiates, supports and disseminates innovative research and activities in the fields of **CULTURER** art, technology and culture. BALTAN actively strives for new collaboratives between disciplines and functions as a crossroads for artists working with technology in Eindhoven and far beyond. BALTAN Laboratories is a new initiative that will function as a two-year pilot. The artistic core team comprises media artists Geert Mul, Telcosystems and architect/designer Marc Maurer.

3. UNDERWATER CAMERAS AT THE **SWIMMING POOL**

'WATCHING YOURSELF SWIM ON A DVD'

'In this InnoSportLab at the National Swimming Centre De Tongelreep we are working with an electronic system that can measure all sorts of aspects of swimming. We have cameras that can register under and above water how the swimmer trains, and there are digital information boards. The fun thing about this swimming lab is that we are now also going to use it for other groups. We film elderly people under water while they are swimming their lengths. They all get to take a DVD home with them, which will show them how they move and what can still be improved. You can never see yourself swim. You can here. This is important, because swimming is an important weapon against ageing.' 'The swimming champions of the future can no longer do without this sports lab. In swimming, it is all about fractions of seconds and details that you can perfect in the Tongelreep pool. Now that the Dutch swimming team has increasing international success, the rest of the world is starting to notice that we are doing something unique here. More and more foreign swimming teams organise training sessions in Eindhoven.'

4. CREATIVE INNOVATION CHAIR **DESIGN IN THE FUTURE**

This chair at the Design Academy Eindhoven is established for education and groundbreaking research in the field of (trend) forecasting and design thinking in a social environment. Besides design, (the manufacturing) industry and science can belong to the fields of activity.

5. E-fitzone Virtual exercise and sports By virtually cycling through a landscape or dancing to the computer you exercise without having to leave your house. E-fitzone is a space where people can be interactively stimulated to get out of their comfy chairs. Employees with sedentary jobs, elderly people who have difficulty walking and moving and sick and injured people who are recovering are some of the target groups that could be served by E-fitzone. TNO has already tested six games for the E-fitzone and has developed a number of sports games for the Wii console. Young people are the company's main target group. 80 • The City of Eindhoven



6. AMBIENT WAY FINDING NEVER LOSE YOUR WAY IN THE HOTEL

Do you have difficulty finding your way in a conference centre or hotel? Ambient Way Finding takes guests by the hand and takes them to their rooms, **ANYMORE** meeting room, gym or breakfast area without detours or getting lost. When guests check in, they receive a badge that functions as a GPS system for internal use, guiding visitors through the corridors. Philips Design created a prototype that was perfected with the support from NH Hotels. This spring, the system will be put to use for the first time at NH Koningshof in Veldhoven.

HUMAN BEHAVIOUR OBSERVED

7. ENNEA Ennea, the Greek figure nine, symbolises and registers changes in human behaviour through observing the social contacts and interaction between children at school. This is done with mobile installations that children can take and use anywhere.

8. ACTIVE EXPLORERS A new form of education to cultivate curiosity in children and to stimulate **CURIOSITY PAYS OFF** and support them in learning through action.

TOP INSTITUTE FOR DESIGN

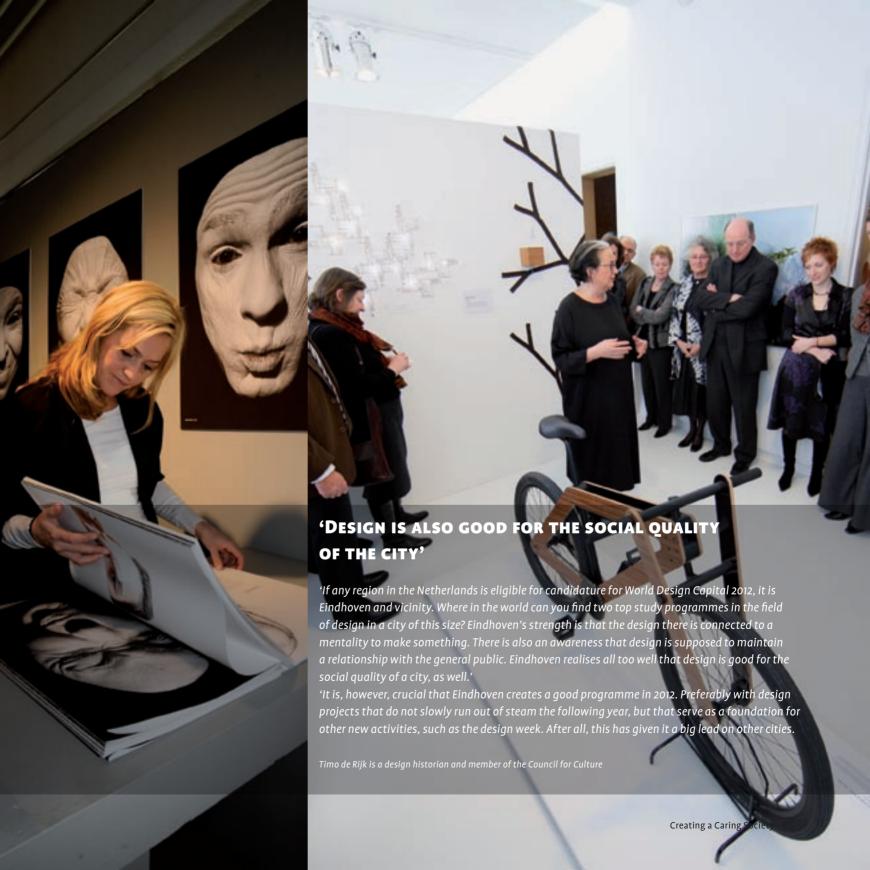
9. TECHNOLOGICAL Dutch Design wants to become the international brand in this field. This is why it is necessary to set up more multidisciplinary projects aimed at design, CREATIVE PARNTERSHIP innovation as well the creation of new economic and social networks. This requires new and powerful collaboration between the research institutes and the creative industry: the Technological Top Institute Design (TTI-Design). The institute's activities and programmes must increase Dutch Design's range and competitive edge, resulting in the Netherlands being put on the map as a leader in the fields of industrial and social design and innovative systems and services. Under Brainport Eindhoven's guidance, public and private parties jointly advance in TTI-Design, with the three universities of technology in the country (Eindhoven, Delft and Twente) and the Design Academy Eindhoven as pacemakers. From the world of business, Philips, Leolux, ING, Océ, Unilever, TomTom, Adidas, B&O and RADO have shown interest in partnerships.

10. AMBASSADOR BOARD THE TRUTH IS IN THE NUMBERS

Is Eindhoven really such a pioneer in the field of design? Critical external experts have to be consulted to be able to measure this region's performance objectively. This is the Ambassador Board, a group of architects, designers and marketeers that come and take stock in Eindhoven three times a year. The group consists of people from Dutch and non-Dutch origin who have more than won their spurs in their field of expertise and who all live and work in the Netherlands.









12 BRAINPORT DESIGN SCHOOL (AGE GROUP 10-25)

YOU CANNOT START THEM EARLY ENOUGH

Brainport Eindhoven Design School is the development of a continuous programme that starts in primary school year 7 with a first introduction to design. The project runs alongside all levels of secondary school (VMBO (pre-vocational)/HAVO (higher general secondary)/VWO (pre-university) to the already existing vocational courses at MBO (upper secondary vocational) level (St. Lucas, Eindhovense School, ROC Eindhoven, ROC ter Aa), HBO (higher vocational) level (Design Academy Eindhoven, Fontys Hogescholen) and university level (TU/e Industrial Design).

13. INTERNATIONAL DESIGN SCHOOLS NETWORK

EINDHOVEN DESIGN COURSES AS EXPORT
PRODUCTS

The Design Academy Eindhoven and the TU/e faculty Industrial Design are well-established internationally. The Design Academy is possibly one of the best design courses in the world. Many international design schools want to affiliate themselves with the academy in some way. There are regular requests to open branches abroad. There are collaborative projects with various institutes (Royal College of Art – London, University of Art and Design – Helsinki). The TU/e Industrial Design's educational approach and business model have already been copied by the Georgia Institute of Technology (Atlanta). There are also alliances with the Glasgow School of Art, Politecnico di Milano – Milan, Technical University of Madrid, Jiangnan University (formerly Wuxi University of Light Industry) – Shanghai (China), Victoria University of Wellington (New Zealand), and Stanford University – California (USA).

14. FUTURE FUSION FIELDLAB AN ACADEMIC CENTRE FOR TOMORROW'S WINNERS

An initiative for achieving an academic centre for design, science and technology. An academic environment where the right and left halves of the brain are connected. Function and form are not each other's enemies but allies. Organisations and regions that understand and can apply this are tomorrow's winners.

Mid 2009, a 'Meeting of the minds conference' will be organised for which all relevant world top players will be invited. This is to become an annual conference, with plans for the opening of an institute including major event in 2012.





16. DESIGNHUIS A contemporary platform for design, innovation and the creative industry. STRIKING LANDMARK FOR DESIGN That is the Designhuis, a striking landmark in Eindhoven's inner city, located in a distinctive building from the nineteen sixties. Not a museum in the traditional sense of the word, not a workshop, but a place where networks can be formed and where space is offered for theme exhibitions focused on Dutch Design, workshops, seminars, a gallery and a design shop.

17. CREATIVE CONVERSION FACTORY

Many innovations are nipped in the bud because they are created in the wrong place at the wrong time. The Creative Conversion Factory wants to change this. FOR THE MARKET chance of success by better interaction between ICT and design and better cooperation between companies and knowledge centres. CCF is creating a place where inventors, investors and the manufacturing industry can get the best out of each other in an atmosphere of open innovation. Through this, promising ideas can grow into products that the market demands.

18. EINDHOVEN TALENT PRIZE PRIZE FOR SOCIAL DESIGN TALENT

Eindhoven Municipality's objective with this award is the promotion of the development of social design projects and design productions that benefit the City of Eindhoven. Each year during the Dutch Design Week, the Design Councillor awards the prize to a Design Academy or TU/e Industrial Design graduate who has skilfully shown in his or her graduation project how design can be used to tackle social problems. The prize amounts to €10,000 in the form of a design commission in a public space in Eindhoven. Winners are also coached to be able to be professionally self-supporting after graduation.





Prosperity

19. REDESIGN ME Designers are often single-minded, consumers critical and producers practical. DRINKING TEA IN THE FUTURE Still, these three parties cannot exist without each other. RedesignMe offers them an online platform on which they can exchange their ideas and experiences. This creates new products that are fun for designers, consumers as well as producers. Co-creation as it were, but then in an inspiring manner. This way, tea producer Pickwick got help developing a *Tea Twister*. The partners involved looked at new ways for making and drinking tea from their own angle. Redesign is a way to inject new life into existing products and to introduce new ideas to the market.

> Redesign Me is supported by Design Incubator. This programme offers financial support in the form of a 'soft loan' (a loan with special favourable conditions), and coaching by professionals in matters such as fine-tuning a business plan and making sound business choices. Maxim Schram, founder of Redesign Me: 'I find the coaching particularly valuable. Without the help of Design Incubator we wouldn't be where we are now.'

20. I-REX The live newspaper from Harry Potter is less of an enigma than people think. BROWSING WITHOUT DOG-EARING I-Rex is an electronic notebook in A4 size, on which you can make regular notes using a special pen. The user can subsequently read without paper and browse without dog-earing. Willem Endhoven from I-Rex felt inspired to bid farewell to the paper world. 'I've been paperless for eighteen months now and it suits me just fine.' With I-Rex, he is mainly targeting the professional market for now. 'And mainly those professionals who use a lot of paper, like in

government and education'.

21. BRAINPORT DESIGN **VOUCHERS**

REMOVING BARRIERS FOR DESIGN

Brainport design vouchers bridge the gap between designers and manufacturers. Practice shows that design is lucrative for business. Still, there is often apprehension about taking the plunge with designers out of fear that it might end up being an endless project with an uncertain end result. Once an industrial entrepreneur takes the plunge, it often turns out to be a long-term, successful relationship. On the other hand, many (budding) designers want to make a show model or trial series in a company. Brainport Eindhoven accommodates many such companies. The costs of tooling up or the fact that it concerns single units often form a financial barrier. Vouchers focus on the two-way traffic between manufacturers and designers. The objective is to establish a long-term working relationship based a once-only financial impulse.



Children are often anxious about having to go through the scanner in the hospital. They sometimes even need to be anaesthetised. The kitten scan can help doctors, little patients and their parents. Together with the medical profession, Philips Design created a design in which a cuddly toy undergoes the same examination as the child. The image of the toy can be seen on the inside of the scanner, projected in light. At the same time, the furry animal explains in words and sounds what is happening, thus reassuring the child. Tests have shown that the number of successful scans with children could be increased from 23 to 30 a day with this approach. Sixty hospitals in the United States already use this method.







23. MATERIAL MATTERS A KNOWLEDGE CENTRE FOR NEW MATERIALS

A knowledge network for new materials. A new virtual and physical knowledge institute for students, designers, industries and other people interested in the latest developments surrounding new materials. Besides information and exhibitions, this centre organises 'material cafés', and workshops for knowledge exchange and cooperation for discovering new applications.

24. RFDEVELOPMENT OF THE

The former Philips Natlab science laboratory on Strijp S, in the centre of NATLAB Eindhoven, is sacred ground for science. Famous scholars like Niels Bohr and IN EINSTEIN'S FOOTSTEPS Alfred Einstein visited it and many Philips inventions originated here.

> In the future, this building will be one of the distinctive locations at Strijp S, which is to grow into a 'creative city', where life, work and leisure will be concentrated in one area. The NatLab will have place for smallscale businesses, starting entrepreneurs, a design workshop, design shop, exhibition space, café/restaurant, and meeting area.

25. WERKHOVEN

How can you use urban design to give old and down-at-heel industrial estates A SECOND LEASE OF LIFE FOR OLD in Eindhoven a new lease of life? For the Werkhoven project, Design Academy INDUSTRIAL ESTATES Eindhoven students took a close look at the business estates Vlokhoven. the Tempel and Autoboulevard (cars). For the Autoboulevard, they came up with the idea for a 'car boot sale', combining a kind of junk market for the surrounding neighbourhoods with a vintage car exhibition.

> A spectacular plan is to turn Vlokhoven into an 'agricultural oasis' in the city, with a chain of companies linked to a pig farm, such as a supermarket, a restaurant, a meat smokehouse and a tannery. The pigs can wander around on the green in the centre of the site and the people living in the neighbourhood can feed their leftovers to the pigs.

26. Dutch Design Awards

Netherlands' most recognized design competition

Eindhoven has hosted the Dutch Design Awards – the Netherlands' most recognized design competition – since 2005. In 2008, the organisation changed radically as former editions showed that young designers were put off by the entrance fee. From 2008, entrance has been free. Scouts from the selection committees for the different categories, varying from product to communication to public space, actively scour the Netherlands, searching for the very best work to nominate. Design studios and their clients are invited to submit online in order to give the scouts the opportunity to gain a complete picture of contemporary Dutch Design.

An international top jury selects the winners from the shortlist. An overall first prize, *The Golden Eye*, was awarded for the very best design. Christien Meindertsma was presented with three awards in 2008. This young designer shone with her remarkable book 'Pig'. The exhibition of Dutch Design Awards took place in a glass house in the centre of Eindhoven and attracted 10,000 visitors.



PROGRAMME

SHORTENING TIME TO MARKET FOR DESIGN

27. DESIGN INCUBATOR The Incubator 3+ foundation's Design Incubator programme helps shorten design starters' launch period on the market. With money, a network, coaching, advice, facilities, accommodation and publicity. The programme is part of Design Connection Brainport. This organisation runs the design programme, which will continue until 2011. The Next Phase Design Programme has two dimensions. Considering the ambitions of the Design in the Brainport programme and the great interest in the programme, a followup is already being considered. It is also necessary to support more growing companies with venture capital. Too many creative (design) enterprises get stuck on a scale of 3 to 5 people, while a scale of 10 to 20 is required to obtain more 'mass' in the market. The financial market creates insufficient opportunities within this scope.

> Design Incubator participant: 'I was one of the first entrepreneurs who was able to take advantage of the Design Incubator programme. In the meantime, more than 70 starters have been assisted by this project and I understand that the project has become a national example. The coaching, the advice, the network and the financial leg-up helped me enormously. And not just me alone, I understand that the number of design starters grows twice as fast here as in the rest of the Netherlands.'

27. DESIGNHUIS MIX & MATCH PROGRAMME FOR SMALL AND MEDIUM-SIZED BUSINESS

The Designhuis is a platform for cultural and other entrepreneurs. The exhibitions stimulate the visitors, and the surrounding activities like workshops and lectures will function as a market place for networking. A DESIGN HOUSE AS A MARKET PLACE The ultimate result is tangible, economically based cooperation between designers and the manufacturing industry. The mix & match small and medium-sized business programme wants to create an informal market and meeting place where the target groups meet, learn to appreciate each other and are inspired, resulting in cooperation between cultural and other companies. This is reinforced by realising thematic colouring of the activities in this project. These themes (including design and bicycle, design and technique, design and interior) are the stepping-stones for new innovations.

29 CAPITALOGUE

A SHOP WINDOW FOR DESIGN AND **TECHNOLOGY FROM EINDHOVEN**

Every six months, the design and technology magazine Capitalogue appears. The magazine reflects the dynamics and development of the Eindhoven region with articles on the current state of affairs for matters in the fields of design, society, technology and environment. All key people in the Eindhoven region get their say: students, developers, designers, entrepreneurs, administrators, politicians and directors. The magazine is printed in an edition of 9000 copies and is distributed at big and busy design events such as the Salone del Mobile and Dutch Design Week.





30. MADE MADE is an initiative from the two major cultural institutions in Eindhoven: BRINGS TALENT TOGETHER Van Abbemuseum and Muziekcentrum Frits Philips. They are joining forces under the name MADe: Music Art Design experiences. The project has been developed for talented professionals at key positions in dynamic, innovative companies and (knowledge) organisations in the Eindhoven region. They meet six times a year in a setting of art, music and design. Together, they form a varied network, a 'community of inspiration and talent'. MADe brings dynamic professionals together who work at key positions in local/regional enterprises. MADe's cultural setting creates the conditions for inspiring meetings on the crossroads of economy, technology, art and culture. This results in new insights, boundaries are explored and pushed back and a basis for innovative ideas is created.

LOCAL SUPERMARKET ALSO INTO DESIGN

31. DESIGN IN RETAIL Shops, small companies and other commercial activities strongly contribute to neighbourhood vitality and quality of life. Design in retail provides for a wide range of activities to bring design and local tradespeople closer together. This should result in joint activities, making small and medium-sized businesses stronger and realising new concepts, products and services at neighbourhood level.

> Gemar Parket - Dimitri Karneris: 'Our company needed a new stimulus. I had never considered working with a designer. But I thought that an hour spent at a Design in Retail meeting couldn't hurt. I was really surprised: the stories were so recognisable and appealing! Conversations with designer Coen van Ham made clear where our strength were. We now needed to emanate this. Step by step, our new image is becoming reality. Design in Retail was a true awakening for me. Gemar had adhered to a fixed structure for years. It is good to learn about new things and opportunities.'

32. MADE IN BRAINPORT EINDHOVEN

Brainport Eindhoven's travelling exhibition. The exhibition (in varying composition) provides an overview of the enormous potential present in TRAVELLING EXHIBITION the Brainport region, relates the 'Brainport design story' and underlines its position as top (product) design and technology environment. The exhibition has the Dutch Design Week as home base, after which it travels around the world to relevant cities and regions, lays links and makes friends. For companies and designers included in the exhibition this often leads to new international business cont(r)acts.

33. Shanghai World Expo 2010 Dutch Design meets the Chinese economy

The Dutch pavilion 'Happy Street' for the World Expo 2010 has been designed by the Eindhoven artist and architect John Körmeling. The Dutch entry's theme is Better City, Better life with the subthemes:

- urban cultural diversity;
- urban economic growth and prosperity;
- ° innovation of science and technology in urban context;
- remodelling urban communities;
- ° interaction between urban and rural areas.

The world exhibition will take place in Shanghai, the manufacturing hub of the world. Shanghai has a great need for excellent Dutch (product) design skills, particularly within the perspective of handling resources sustainably. This is why, in the coming years, a long-range action plan will be developed that will be aimed at the Chinese urban regions Beijing-Shanghai-Nanjing.

A global network within the scope of World Design Capital could serve as a vehicle.





Resources

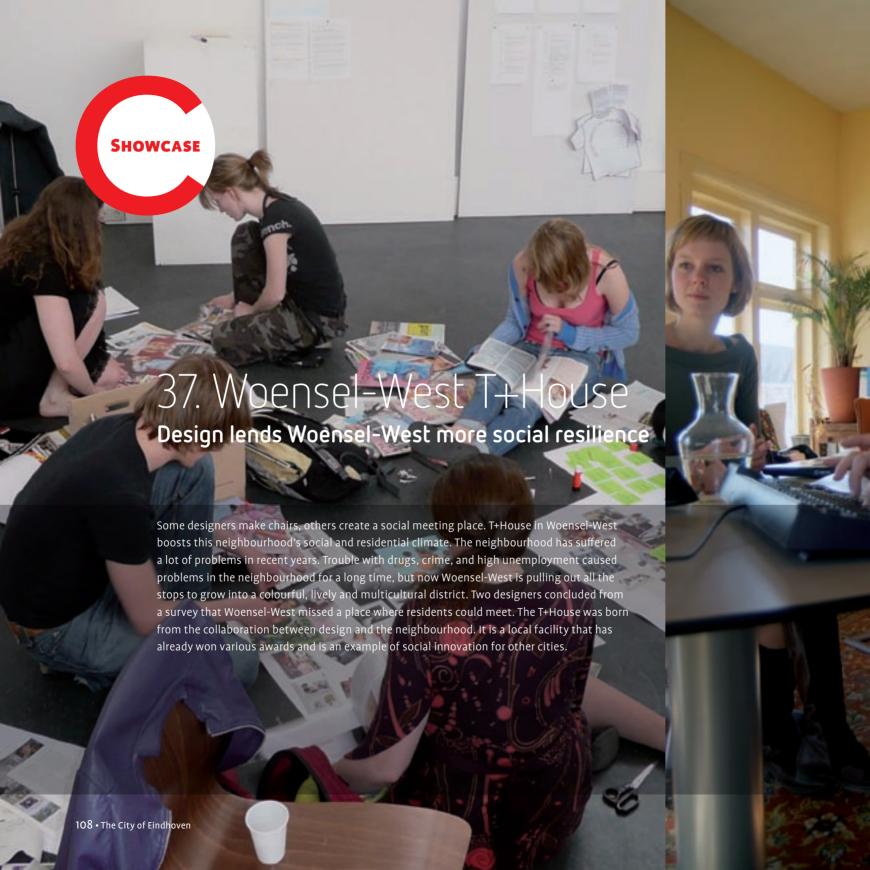
GREEN AND STILL IN TOUCH WITH THE WORLD

34. SUPERVILLAGE There is not any other landscape in the Netherlands that has as much loading capacity as the Brabant landscape. It can grow through refinement and 'impansion' rather than through expansion. Metropolitan facilities can be very near small-scale village-like living environments. This makes Brabant the ultimate biotope for the knowledge worker. Brainport is green. Supervillage is a stimulating line of reasoning created by Urban Affairs where bricks and nature maintain a fifty-fifty balance. This does not turn Brabant into a metropolis, as we see elsewhere in the world, but into a network in which city and country are closely intertwined. Add to this a high-end road network that people can use to get from A to B rapidly and simply, by bike, car, train or even by airplane, and Brainport is not just green, but also connected with the world.

35. RAW COLOR For the exhibition 'NAT, designing nature' during the Dutch Design Week VEGETARIAN COLOURS 2007, Daniera ter Haar and Christoph Brach jointly created 100% SAP (juice), a project about the strength of natural colours. For this purpose, beetroot and carrots were reduced to their colourful juice, which showed its source by dripping over a poster. How 3D nature can be transformed into 2D culture without losing its special attraction. They have continued to explore this principle in Raw Color by reducing various vegetables to their pure coloured visual essence. The result is a new colour chart of natural shades.

36. SMALLE HAVEN **URBAN DESIGN IN SMALLE HAVEN**

For years, Smalle Haven was a down-at-heel street in Eindhoven's inner city. Now it is an attractive urban boulevard with design shops, a seedbed for creative industry, a mini theatre and a creative food design concept. Smalle Haven's remarkable metamorphosis has also had a positive effect on the residential environment. Largely thanks to the alternative layout of the street with mobile planters and a Design Caravan. An urban project with style in which architects and urban designers worked closely together.





38. OMEO Children can use digital tools, such as games, to connect their memories to **LEARNING IS FUN** buildings and other objects from the real world. With the greatest of ease, their perception gets a new dimension, and they learn something to boot. OMEO is a project that has been specially developed to teach six to twelve-year olds something. At least outside the classroom.

39. STORYTAIL Parents learn from children, children learn from parents. Storytail is a project LEARNING FROM EACH OTHER that intends to connect these two social environments to each other in an inspiring and stimulating way. With a programme, for example, in which parents and children rewrite their own story or history into a 'joint story' in an educative manner.

LEARNING AND EDUCATION EXPERIENCE

40. CURIOUS PATHS Curious Paths is a system designed to make people curious about specific (hidden) locations in the city environment. The user creates a personal profile, stating personal information, hobbies and interests. A software application links this user's profile to other people with a (somewhat) similar profile, creating a network with people from all over the world. Patterns that trigger the user's curiosity.

41. HUMAN RIGHTS THROUGH

Within an international programme, students from the faculty of Industrial MAKING Design at TU Eindhoven and from the universities of Florence, Akure (Nigeria) ONE STEP CLOSER TO UTOPIA and Santa Catarina (Brasil) are jointly working on designs that interpret the Universal Declaration of Human Rights in a multicultural society. The objective is to obtain products and systems in which high tech and skill are combined to incite and reinforce social behaviour in line with these universal rights and, by doing so, contribute to themes such as (civil) participation, safety, sustainability and social cohesion in the City of Eindhoven. Results will be presented in a 'Rights Through Making internet platform' and a publication.

42. CREATING A PUBLIC LIGHTING Together with Philips, Volker Wessels building company and energy producer **EXPERIENCE** NRE, the municipality of Eindhoven has developed a lighting plan in which A SHINING EXAMPLE sustainability, design, public safety and new technology go hand in hand. By using LED lighting in public areas, and by lighting buildings and streets differently, the atmosphere becomes friendlier and the feeling of safety increases. With this new, functional, aesthetic and interactive public lighting idea, new products can be developed and sustainability objectives can be met.











Quality of life

EINDHOVEN?

WHO'S AFRAID OF EINDHOVEN?

44. WHO'S AFRAID OF What are the dark and scary places in a big city and how can design provide solutions? This challenge was central to the project Who's afraid of Eindhoven?, which Design Academy Eindhoven students and lecturers executed, commissioned by Eindhoven municipality. New functions were thought of for dark passageways of buildings, it was considered to what extent animals could raise the social quality of public spaces and it was explored to what extent deserted loading alleys behind shops in the centre could be added to the public domain in the evenings.

45. BABY ROMPER SUIT **BABY ROMPER SUIT, SUITS YOUR BABY**

Babies in incubators get sensors on their skin to monitor their heart rate, breathing, oxygen level in their blood and body temperature. These stickers are not pleasant and they are a barrier for parents to hold their baby. Máxima Medisch Centrum and the faculty of Industrial Design TU/e have solved this by designing a romper suit that has sensors incorporated in it that monitor the baby's heart rhythm. The product smoothes the transfer from skin contact to soft conductive textile to 'hard' equipment by using the right smart textile that also serves as an electrode for an ECG measurement. The design is a convenient and safe suit for incubator babies, which will undergo further development for other medical applications.

46. VIRTUAL EINDHOVEN AND SENSE OF EINDHOVEN

A VIRTUAL RAMBLE THROUGH THE CITY AND YOUR OWN NEIGHBOURHOOD

Virtual Eindhoven (the latest in the area of 3D technology) is used by the municipality to communicate and cooperate better with professionals and to involve residents more in the outlining of new policy. An addition to this is 'Sense of Eindhoven', which will be linked with virtual Eindhoven. Through 'Sense of Eindhoven', people can use GPS for finding their way through virtual Eindhoven. Along their route, users can take photographs, make films, record impressions or commentary. This way, they can express their opinion of the town in all its aspects and how they experience their own social and living environment.







48. THE LOUD SOUND Loud Sound is a Design Academy Eindhoven project. Upon the National **EAR PROTECTION** Hearing Foundation's instruction, a prototype of a 'decibel indicator' was created: a compact gadget that makes young people aware of the harmful effects of music and noise that is too loud. The 'decibel indicator' will be distributed in clubs and at concerts.

49. STREETWALKERS' DISTRICT STREETWALKING ON THE CAR PARK ROOF

Using public design to think of another approach for the Streetwalkers' Zone in Eindhoven, which is unsafe for - mainly addicted - prostitutes due to its isolated location. Together with professor Birgit Mager from Cologne, the Design Academy Eindhoven examined the problem. This produced a lot of alternatives, including moving the streetwalking zone to a car park roof in the centre of town. More supervision, and people wanting to get onto the roof must at least buy a parking ticket. A 'multifunctional' red light district is also a possible solution. During the day, a park where local residents can spend some time. In the evenings, the domain of prostitutes.

AUTISTIC CHILDREN

'THEY LEARN THAT IT IS FUN TO DO **SOMETHING TOGETHER'**

50. INTERACTIVE TOYS FOR 'Autistic children have difficulty dealing with unexpected and unpredictable situations and do not understand body language because this can contain unclear messages. Interactively programmed toys are varied and have the underlying logic that these children are looking for. With light blocks that change colour when they touch, children learn by playing that it is fun to do something together. It helps them develop social skills in a world that is a lot more complicated for them than for other children.'

51. FLUX-S Flux-S is a cross-disciplinary art manifestation. With art, performance, new CULTURAL MANIFESTATION SHAPES STRIJP S media, design, music, dance, literature and experimental theatre, Flux-S reacts to and anticipates the developments that will change Strijp S drastically in **E** the next 10 years. What was once the cradle for Philips is now to become an inspiring and dazzling 'creative city'. Flux-S wants to make an inspiring contribution to the redesign and layout of the spaces – both inside and out. Themes that will certainly receive attention are urbanisation, creative communities and medialisation, against the backdrop of the monumental

former factory buildings and other memories from the industrial past.



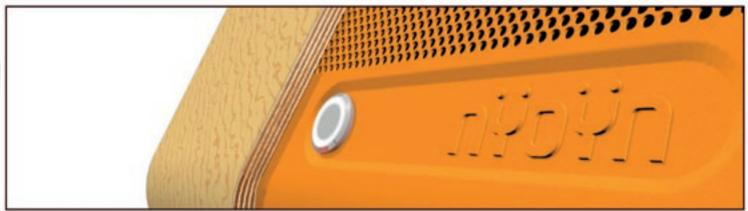


52. Intelligent playground

The new dimensions of playing out

These days, children are bombarded with games focused on the individual player stuck behind a television screen or game console. *Creative Conversion Factory* developed the 'Intelligent Playground', which was fleshed out and launched on the market by NYOYN. They are mats that produce a sound when you stand or jump on them. It does not matter whether you are playing musical chairs, memory, learning a foreign language or making music, you can do it all with these intelligent tiles. Everyone can join in with this interactive game and it stimulates children's imagination enormously. The body of thought behind the Intelligent Playground is a combination of traditional playing values and innovation. Through this, children can opt for ready-to-play games, but the emphasis lies on the stimulation of social interaction and games that are not pre-programmed. Technology that is there to serve the child, which is most probably the greatest innovation. It adds a new dimension to contemporary games, with the child as the source of inspiration.

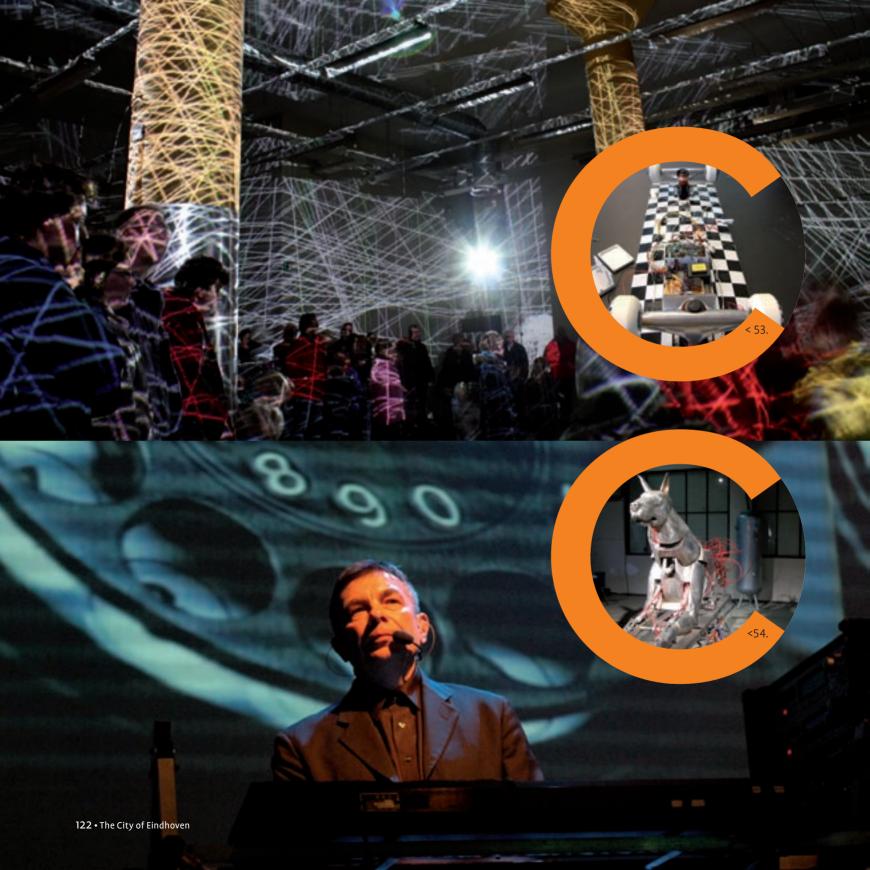




'I DO NOT SOLVE PROBLEMS; I CREATE OPPORTUNITIES'

'I often play with conventions and rules on shape and usage. My designs are rather like the goal in a football match which, all things considered, is no more than an object into which you have to get the ball. I do not solve problems for humanity with my designs. I create opportunities.'

Richard Hutten is a designer



53. SENSE6 Eindhoven is one of the most important skating cities in the Netherlands. **SKATING, AN EINDHOVEN PASSION** Sens6 is a project that is to reinforce this status even further. A platform for communication and information, linked to research to improve the materials. facilities and techniques that skaters use, and take this sport to a higher level in this city.

CROSS-POLLINATION BETWEEN ART AND TECHNOLOGY

54. STRP ART The STRP Festival is one of the biggest art & technology festivals in Europe with a unique mix of music, art & technology. From robotics to live cinema and from techno to installations tantalising all the senses, STRP brings it all together. The content of the programme is multidisciplinary and accessible. Some programme components are aimed at impact and perception, others represent depth, astonishment and stillness. STRP stands for Strijp, the site on which Philips invented almost all its revolutionary technology in the previous century. This area, the size of Eindhoven's city centre, witnessed a true revolution. Philips worked closely with a large number of artists and gave them the opportunity of realising their dreams with the latest technology.

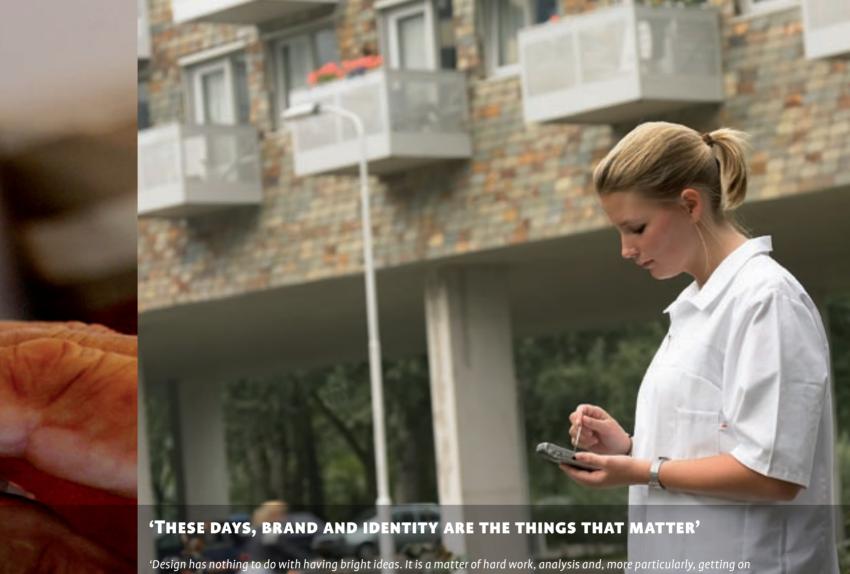
55. TOMTOM- CONNECTED **SYSTEMS**

FUTURE-ORIENTED NAVIGATION SYSTEM

About 150 commuters living in Helmond and working in Eindhoven will receive a special navigation system in their cars that is linked to a central computer through GPRS. The intention is to demonstrate that these 'connected systems' are a reliable and safe system for trials with, for instance, road pricing. The positioning data will also be used to generate traffic data. In order to broaden the support for the connected systems, the equipment features extra services such as weather reports for the destination and a 'buddy system' (where are my friends?). TomTom is also going to explore the opportunities for structural cooperation in more detail. The angle here is that TomTom will supply traffic information forecasts based on its own data and that road managers will provide TomTom with information on road works. This way, drivers receive upto-date information on the traffic situation and extra services through their navigation system.

56. GLOW GLOW is the ten-day Eindhoven festival for applied light art and design. SHINING EXAMPLE Wandering around, visitors can admire the exceptional light projections on architectural icons, such as the PSV Stadium and the Admirant. They also come **E** * across smaller installations in the open air. The route runs from the city centre to Strijp S, the creative heart of the city.

57. Brainport Health Innovation Affordable and accessible care The costs in healthcare are rising explosively. The number of elderly people in society is rising to unprecedented levels and the supply of personnel in healthcare is becoming problematic. Many care and government organisations are faced with this challenge. Brainport Health Innovation, part of Stichting Brainport, together with partners from industry, government and knowledge institutes, is looking for concrete solutions that can be developed or even implemented. A challenge that demands a new approach, new innovations, technology and different ways of organising. The increasingly prominent place that the client has taken forms the guiding principle for shaping the new care processes. Nine projects have already been fleshed out, focused on the introduction of innovative technologies, providing people with the opportunity of living independently at home for longer and, in so doing, continue their participation in society. 124 • The City of Eindhoven



'Design has nothing to do with having bright ideas. It is a matter of hard work, analysis and, more particularly, getting on with it. You have to show guts but avoid taking risks at the same time. And you have to believe in dreams, imagination and inspiration, of course. Cultural values must be taken into consideration and feelings and intuition must be allowed to have their say. Ultimately, therefore, design is an extremely down-to-earth activity. These days, brand and identity are the things that matter. The swing from product thinking to customer thinking is in full progress, but there is still a long way to go.'

'The Eindhoven region is eminently suitable for design. The great reputation built up by the Faculty of Industrial Design at Eindhoven University of Technology and the Design Academy Eindhoven provides a sturdy foundation for further growth. There is, however, a large gap between the large companies and the small ones. More enterprises should make their own products alongside existing suppliers.'

Ad van Berlo is the Director of the design studio of the same name and chairman of the Dutch Design Week.

Innovation - stimulus in a more caring, safer and cleaner Netherlands.

A new programme in Brainport Eindhoven that dovetails seamlessly into the ambitions, starting points and objectives of the programme *Creating a Caring Society*. Care for people is transformed into direct business and sustainable solutions for power, mobility and healthcare issues. The stimulus programme will have a strong catalytic effect on creating a caring society.

There is a general confidence that the Netherlands will come out of the current economic crisis stronger. Companies in the technological (manufacturing) industry of Brainport Eindhoven possess good market positions, have, in comparison with the past, a more evenly spread portfolio and generally a more solid balance sheet. The basis for this is formed by the unique ecosystem with technological competencies linked to design and ICT. This offers Brainport Eindhoven a good starting position both in R&D and in the transformation of it into saleable products (knowledge-ability-checkout). Brainport has a unique tradition of collaboration. Even in these times, companies, knowledge institutes and authorities work side by side to head off the crisis and to make the ecosystem future-proof in the interest of the competitive strength of the Netherlands in the world.

In a time of economic recession, Brainport sees the necessity to invest anticyclically. Through an innovation stimulus of approximately 1 billion Euros in the coming four years, the region will develop many significant innovations with export potential for the Netherlands. This programme is concerned with products in the area of energy, more efficient use of resources, the management of costs in healthcare, mobility and safety. They are solutions for a more sustainable, cleaner, more caring and safer society. The projects are to be run by knowledge workers from private research centres, who are temporarily above capacity. TNO has a coordinating role here.

An example of an initiative that will be started within this umbrella project is **Smarter Surveillance**. This includes the guarding of people, private property, public spaces as well as social and A&E workers in public spaces with more cameras and smarter sensors. But also the project **Home healthcare**, independent living and lifestyle services with the objective of supporting the chronically ill, the elderly and people who want to improve their health in general. The project **Dutch Gridlock** is aimed at reducing traffic jams. The Netherlands has a greater problem with traffic congestion than elsewhere. We are seen as a guide country for the rest of the world. Following kilometre pricing, more effective use of the existing road network is the challenge.











Major Events Eindhoven World Design Capital 2012

The Eindhoven World Design Capital Programme of Events is clustered around five major events that each shed light on a specific aspect of the theme *Creating a Caring Society*. These major events have been planned for strategic moments in the WDC year and form the backbone of the entire year programme. Around the highlights, additional events have been programmed together with partners in and around the city, varying from exhibitions, presentations to launches of new projects, seminars, master classes, concerts, network meetings, etc. Not just in Eindhoven, but also in collaboration with Rotterdam and Amsterdam to present the overall design climate in the Netherlands and share knowledge in the broadest sense of the word.

January

Unveiling of Starting House/Billboards by John Körmeling and opening symposium Creating a Caring Society

The starting shot for the World Design Capital 2012 will be given from a small balcony in front of a mega LED billboard. Hiding behind this billboard will be a little house where somebody can and actually will reside. Preferably a creative person, because Eindhoven has a lot of them. The creator of this starting house/billboard is the Eindhoven architect/artist John Körmeling.

Since his graduation from the Eindhoven University of Technology in 1981, Körmeling has revealed himself as one of the most radical thinkers and builders of the Netherlands. His Happy Street, the Dutch entry for the world exhibition in Shanghai in 2010, is the culmination of this for the time being. This is no longer a pavilion, but a cheery street, like a rollercoaster, the ideal city according to Körmeling.

For more than thirty years, free from convention but never detached from reality, he has been thinking of simple but equally pioneering solutions for minor and major spatial and logistic problems. With a good dose of humour and without any fuss, he turns chaos into clarity. To Körmeling, art and technology are very closely related. Drawing from the rich tradition of constructivism and Bauhaus, he is happy to reemploy his own good ideas from the past. The starting house is an idea from 1992 he has recycled. It can turn into a new 'practical monument' in combination with current LED technology.

A self-respecting World Design Capital cannot do without one. More than that, Eindhoven would have to build 3 or even 4 of them: one alongside the new A2 to be able to show every passer-by what sort of things can be seen in the city and consequently what they are all passing up on by passing by at high speed. One on the station square to immediately show every visitor leaving the train that Eindhoven has something special to offer involving not only light, design and architecture, but also humour and feasibility. One at Strijp S, the new centre of the creative caring society, that we are building here. And the final one as the starting house for a new Olympic rowing course, which a sports city like Eindhoven should really have. Four brightly lit billboards, behind which a small house is hiding that someone is actually living in, but also billboards that can be used for general publicity, so also for Eindhoven World Design Capital. In 2012 and long afterwards.

Although the starting shot is given at the starting houses, the opening event will be a three-day symposium presenting speakers from home and abroad, who will outline and flesh out the theme for Eindhoven World Design Capital 2012. The selected theme *Creating a Caring Society* is not and will not become an empty phrase. Even during the opening event, the theme is directly applicable to current experiments and projects. Any tangible results already obtained for the various projects discussed in this bid book are presented, extensively discussed and provided with follow-up projects. In addition, various new projects that match the theme are launched. Some of them will be monitored throughout the year 2012. Insight into the results of other projects might not be obtained until long after 2012. With that, we also create the opportunity of reaping the rewards of the many efforts even after the baton for the World Design Capital has been passed to the following candidate city.

For the set-up of this event, all the regional and national parties actively involved in design are mobilised to contribute to this event. In addition, it can serve as an overture for the Dutch Design Weeks XL, which, as always, will take place in the autumn.





April

STRP Art & Technology & Design

The STRP Festival is one of the biggest art & technology festivals in Europe and unique in its mix of music, art & technology. From robotics to live cinema and from techno to installations tantalising all the senses, STRP brings them all together. The festival wants to be a showcase for Brainport Eindhoven and a platform for creative innovations and innovative technological art. The content of the programme is multidisciplinary and accessible. Some programme components focus on impact and experience, whilst others represent depth, astonishment and stillness.

STRP stands for Strijp, the site where almost all of Philips' revolutionary inventions saw the light of day in the last century, from tape cassette to blu-ray. This area, the size of Eindhoven's city centre, has witnessed a true creative revolution. Philips worked closely with a great number of artists and scientists and gave them the opportunity of realising their dreams with the help of the latest technology, with as one of the culminations the Poème Electronique by Le Corbusier and Varèse for the 1958 world exhibition in Brussels.

With Philips leaving the area, Strijp S was given a new designation as a 'creative city'. STRP festival is one the pioneers. After explosive growth in the first two editions (from 9,000 to 18,000 visitors in 3 days) STRP does not just want to continue to grow after 2009, but most of all acquire more width and depth as a mature festival. To this end, the duration is to be extended from 3 to 10 days and the programme distributed over 4 blocks:

- ° **STRP Exclusive**: the opening and preview for invited guests from industry, government, knowledge institutions, the art world and politics.
- ° **STRP Festival:** the tested mix of music, performances and exhibitions.
- STRP School: for school children in secondary education with the objective of arousing enthusiasm for technology and creativity.
- STRP EXPO+: the exhibition with a multi-disciplinary peripheral programme of workshops, lectures, master classes, film etc.

In addition to the programming, STRP intends to give its all to technology in the broadest sense of the word in the coming years: the festival as a showcase of new invention, preferably from Brainport Eindhoven, which could include innovative payment systems, navigation systems, lighting, etc. Just as the Dutch Design Week reveals the heart beat of designing Eindhoven, STRP can reveal the heart rhythm of technology. That this goes hand in hand with a considerable helping of creativity and design is beyond question for the festival management and programmers. They would be more than pleased to provide their input to the label in 2012 as one of the major events in the World Design Capital.





September

Life style according to Flux-S

Flux-S takes the transformation of Strijp S from an enclosed industrial site to a dynamic and cultural city heart as the starting point and inspiration for a cross-disciplinary art manifestation. With visual arts, performance, new media, design, music, dance, literature and experimental theatre Flux-S reacts to and anticipates the far-reaching developments that will radically change Strijp S in the coming 10 years. The intention is that the festival will cease to exist after the 10th edition, because Strijp S will have found its new form (to a large extent).

Flux-S wants to contribute in an inspiring way to the redesign and layout of the many spaces at Strijp S – inside as well as outside. Themes that are certainly going to be dealt with are urbanisation, creative communities and the effect of the media, against the backdrop of the monumental former factory buildings and other reminders from the industrial past.

The first edition in the second weekend of September 2009 will still zoom in on the rough and empty areas on the site. In the years that follow, the appropriation of the city by its residents will increasingly take centre stage. Life style is an important starting point here, where the focus is not so much on life style linked to cool products, but especially on life style as a recipe for happiness in life. How can you organise your life, is a question that designers and artists as well as future users of this new part of the city should ask themselves. In collaboration with the city's cultural institutions and artists from all corners of the world, Flux-S wants to formulate answers to these kinds of questions. Answers that were rooted in the technological soil at Strijp S or would be able to take root there in the future, but also answers that are only temporary, transient but can nevertheless leave a trail of inspiration.

October

Dutch Design Week XL

The Dutch Design Week (DDW) is a Design Platform Eindhoven initiative. Started as the Day of Design, the DDW has meanwhile grown into an international top event with more than 170 subevents, conferences, shows, workshops and product presentations visited by more than 80,000 people in 2008.

The basis of the success of the Dutch Design Week is the enormous humus layer of talented, creative designers that has originated here in Eindhoven in the past decades. This cannot be forced, it has to fed by all sorts of factors, slowly emerge, which is exactly what happened in this region. The Dutch Design Week of course has a few major crowd pullers, like the Graduation Galleries at the Design Academy Eindhoven, the presentation and exhibition of the Dutch Design Awards, the presentations in the Designhuis, in De Witte Dame and in the Klokgebouw at Strijp S.

In the space of only a few years, the Dutch Design Week has grown from a regional to a national and even international top stage where everyone can convene to take a look behind the scenes of Dutch Design. Supported by the design communities in Eindhoven and the Netherlands, but certainly also in close collaboration with knowledge institutes, business, government and international partners it is a stimulating and well-embedded event that does not just appeal to the professional community, but also to the public at large.

Alongside the Milan Salone del Mobile, the European year calendar has space for a second event of this stature and style in the spring. The Dutch Design Week has the ambition and potential to grow to this level by 2012.

In addition to the commercial side of design, which is usually translated into a trade fair setup, such as we know from places like Cologne and Milan, the Dutch Design Week offers plenty of space and opportunity to put an intrinsic programme in place that also focuses on young talent, experimentation and the many non-product design-oriented sides of design. The attractive drawing power of such an OFF-programme is readily recognised and stimulated in Milan, through which design does not just flourish on the trade-fair site, but also in the city around the Via Tortona. In Eindhoven, too, we recognise the importance of a richly variegated range, which comes directly from the design community here and is nourished further through the many connections that are already in place here.

In the coming three years, the Dutch Design Week board and management will devote more energy to the further deepening and enrichment of the variegation of the range of design on offer. Through offering everyone with good plans an opportunity to use design laboratory





Eindhoven as a temporary platform, the Dutch Design Week can grow to win still greater international importance in the coming years.

In addition to existing attractions, there is also space for a world-class event that stimulates all the senses. It can germinate in the Eindhoven humus layer and the key concept of the Dutch Design Weeks XL event must be innovation. Both design professionals and the public at large remain the most important target groups and it is important that the entire region serves as a platform. From the outer limits, where the city borders on the countryside, up to the current hotspots around De Witte Dame, the Klokgebouw and the Designhuis, design laboratory Eindhoven must be tangible everywhere, certainly throughout the month of October.

November

Glow Light Festival

GLOW is Eindhoven's annual festival for applied light art and design. Started in 2006, the event has grown in three years to become very popular with the public, attracting crowds of visitors. In 2008, around 125,000 people wandered along the route that runs from De Effenaar and Central station to the furthest point of Strijp S. The set-up of the first editions of GLOW was to make light art visible in the city in a spectacular and accessible manner. Large projections on architectural icons in the city (such as the PSV stadium, the town hall, the Catharina church, De Witte Dame and the Admirant) are interspersed with smaller open-air installations, sometimes in one of the many parks in the city, but most of all in the built-up areas. GLOW's producer is the Eindhoven public-private city marketing agency Citydynamiek. The artistic programme is outsourced to experts in the field. In the first editions, this was down to Tom Groll and Bettina Pelz; they have made the festival into what it is now.

New sources of inspiration are sought to develop the festival still further in the future. The broad public interest does not stand in the way of a deepening of the content and raising of the quality, quite the opposite. In the run-up to the seventh edition of GLOW during the World Design Capital 2012, Eindhoven intends to support a tremendous quality thrust that will transform GLOW to a unique and remarkable European light art festival.

This could involve the conscious endeavour for commissioning works. If, for each edition, at least half of the new works are commissions for all sorts of artists and designers, an international public will too be interested enough to come and look. This does not just dovetail into developments in light technology that are already taking place in Eindhoven, it can also put Eindhoven on the map as a producer of innovative light art instead of as a consumer of existing work, as has often been the case up until now.

Above all, this creates an opportunity to look for artists and designers outside of the niche of the established light art scene with their own sensitivities to the many dimensions and applications of light. Only then can other light festivals – and there are more than a few, in Europe alone – and light professionals no longer skip visiting GLOW. Which immediately creates the possibility of, in addition to the popular public festival, developing a higher content and professionally oriented section of the festival. This could comprise a light trade fair, but also a conference with workshops and lectures. GLOW is aware of the sustainability aspects and the aim is certainly to allow the event to be entirely energy neutral by 2012. Another area for attention that connects with the theme *Creating a Caring Society* is light pollution. The number of lux that the various works will emit in the coming editions of the festival will be monitored very carefully.





During the World Design Capital, it is Glow's aim to 'not just limit' the festival to ten days but to more like two, three or even four weeks from mid November up to and including mid December. Partner for this exceptional edition of GLOW could be LUCI (Light Urban Community International), the international forum for light cities from around the world that was also here as a guest during GLOW in 2007.



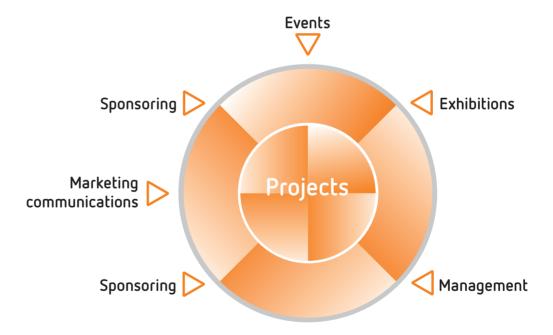






Organisation

The enormous dynamic, the large number of companies, projects and initiatives have led to a close and well-oiled network of stakeholders. The characteristics of the sector (small-scale companies, strong intrinsically driven entrepreneurs and low degree of organisation) demand a professional supporting structure. The dynamics in the field and ambitions of this programme demand expertise in the area of project development, management, (marketing) communication, sponsor acquisition, grant acquisition, event management and exhibition curation at top international level. These necessary qualities are in ample supply within Design Connection Brainport, Dutch Design Week and the municipality of Eindhoven. A project office will be established from within these three organisations. In addition, support from the national sector institute Premsela and the industry organisation BNO can be counted on.



Projects Bidbook WDC 2012

	DOMAIN	Түре	Projectname	INVESTMENT 2009-2012	PRIVAT	COVER REGIONAL	age National	EUROPE
1	Knowledge	*	CareLab	€ 2.000.000	€ 2.000.000	€ -	€-	€-
2	Knowledge		Baltan Laboratories	€ 50.000	€ 10.000	€ 40.000	€ -	€ -
3	Knowledge		Underwater cameras at					
			the swimming pool	€ 250.000	€ 150.000	€ 100.000	€ -	€ -
4	Knowledge		Creative Innovation Chair	€ 500.000	€ 150.000	€ 350.000	€ -	€ -
5	Knowledge		E-fitzone	€ 1.500.000	€ 950.000	€ 550.000	€ -	€ -
6	Knowledge		Ambient Way Finding	€ 500.000	€ 200.000	€ 100.000	€ 200.000	€ -
7	Knowledge		ENNEA	€ 100.000	€ 50.000	€ 50.000	€ -	€ -
8	Knowledge		Active Explorers	€ 100.000	€ 50.000	€ 50.000	€-	€ -
9	Knowledge		Technological Top Institute for Design	€ 25.000.000	€ 6.250.000	€ 6.250.000	€ 12.500.000	€ -
10	Knowledge		Ambassadorsboard	€ 100.000	€ -	€ 100.000	€ -	€ -
11	Knowledge		Dutch Design Week	€ 3.800.000	€ 500.000	€ 2.800.000	€ 500.000	€ -
12	Knowledge		Brainport Design School	€ 1.000.000	€ 200.000	€ 500.000		€ 300.000
13	Knowledge		International Design Schools Network	€ 200.000	€ 100.000	€ 100.000	€ -	€ -
14	Knowledge		Future Fusion Fieldlab	€ 1.000.000	€ 200.000	€ 200.000	€ 200.000	€ 400.000
15	Knowledge		Graduation Show - Man & Humanity	€ 1.600.000	€ 1.200.000	€ 400.000	€ -	€ -
16	Knowledge		Designhouse	€ 3.500.000	€ 1.500.000	€ 2.000.000	€ -	€ -
17	Knowledge		Creative Conversion Factory	€ -	€ -	€-	€ -	€ -
18	Knowledge		Social Design Talent Price	€ 20.000	€ -	€ 20.000	€ -	€ -
19	Prosperity		Redesign me	€ 400.000	€ 300.000	€ 50.000	€ 50.000	€ -
20	Prosperity		I-Rex	€ 500.000	€ 500.000	€ -	€ -	€ -
21	Prosperity		Brainport Design Vouchers	€ 2.300.000	€ 1.000.000	€ 300.000	€ 1.000.000	€ -
22	Prosperity		Child-friendly scan	€ 2.500.000	€ 2.500.000	€ -	€ -	
23	Prosperity		Material Matters	€ 2.000.000	€ 1.000.000	€ 250.000	€ 250.000	€ 500.000
24	Prosperity		Redevelopment of the NatLab	€ 20.000.000	€ 4.000.000	€ 10.000.000	€ 3.000.000	€ 3.000.000
25	Prosperity		Werkhoven	€ 70.000	€ -	€ 70.000	€ -	€ -
26	Prosperity		Dutch Design Awards	€ 2.400.000	€ 1.200.000	€ 1.200.000	€ -	€ -
27	Prosperity		Design Incubator Program	€ 4.500.000	€ 1.500.000	€ 1.000.000	€ 2.000.000	€-
28	Prosperity		Designhouse Mix & Match	€ 1.000.000	€ 200.000	€ 200.000	€ 200.000	€ 400.000
29	Prosperity		Capitalogue	€ 800.000	€-	€ 800.000	€ -	€ -
30	Prosperity		MAD-e	€ 400.000	€ 200.000	€ 200.000	€ -	€ -
31	Prosperity		Design in Retail	€ 400.000	€ 200.000	€ 100.000	€ 100.000	€-
32	Prosperity		Made in Brainport Eindhoven	€ 1.200.000	€ 200.000	€ 500.000	€ 500.000	€-
33	Prosperity		Shanghai World Expo 2010	€ 2.500.000	€ 500.000	€ 1.500.000	€ 500.000	€ -

	Domain	Түре	PROJECTNAME	DIECTNAME INVESTMENT COVERAGE				
				2009-2012	PRIVAT	REGIONAL	NATIONAL	EUROPE
34	Resources		Supervillage	€ 2.000.000	€ 1.000.000	€ 500.000	€ 500.000	€-
35	Resources		Raw Color	€ 100.000	€ 50.000	€ 50.000	€-	€ -
36	Resources		Smalle Haven	€ 1.000.000	€ 700.000	€ 300.000	€-	
37	Resources		Woensel West T+House	€ 400.000	€ 100.000	€ 300.000	€-	€-
38	Resources		Omeo	€ 100.000	€ 50.000	€ 50.000	€ -	€ -
39	Resources		Story Tail	€ 100.000	€ 50.000	€ 50.000	€ -	€ -
40	Resources		Curious Paths	€ 100.000	€ 50.000	€ 50.000	€ -	€ -
41	Resources		Human Rights Through making	€ 100.000	€ 70.000	€ 30.000	€ -	€ -
42	Resources		Creating a public lighting experience	€ 4.300.000	€ 150.000	€ 2.500.000	€ 1.650.000	€ -
43	Resources		Redevelopment of Strijp S	€ 17.500.000	€ -	€ 13.250.000	€ 4.250.000	€ -
44	Quality of Life		Who's afraid of Eindhoven?	€ 100.000	€ 50.000	€ 50.000	€ -	€ -
45	Quality of Life		Baby romper suit	€ 35.000	€ 15.000	€ 20.000	€ -	€ -
46	Quality of Life		Virtual Eindhoven - Sense of the City	€ 500.000	€ -	€ 500.000	€ -	€ -
47	Quality of Life		Remote Care	€ 2.500.000	€ 1.500.000	€ 500.000	€ -	€ 500.000
48	Quality of Life		Loud Sound	€ 50.000	€ 25.000	€ 25.000	€ -	€ -
49	Quality of Life		Streetwalkers' district	€ 110.000	€ 40.000	€ 35.000	€ -	€ 35.000
50	Quality of Life		Interactive toys for autistic children	€ -	€ -	€-	€ -	€ -
51	Quality of Life		Flux S	€ 500.000	€ 440.000	€ 60.000	€ -	€ -
52	Quality of Life		Intelligent Playground	€ 400.000	€ 200.000	€ 100.000	€ 100.000	€ -
53	Quality of Life		Sense 6	€ 100.000	€ 50.000	€ 50.000	€ -	€ -
54	Quality of Life		STRP Art Festival	€ 2.400.000	€ 1.400.000	€ 1.000.000	€ -	€ -
55	Quality of Life		TomTom connected systems	€ 1.200.000	€ 600.000	€ 300.000	€ 300.000	€ -
56	Quality of Life		Glow	€ 2.400.000	€ 1.400.000	€ 1.000.000	€ -	€ -
57	Quality of Life		Brainport Healt Innovation	€ 18.200.000	€ 4.020.000	€ 8.770.000	€ 1.380.000	€ 4.030.000
	Overall		Openingconference					
			Creating a Caring Society	€ 250.000	€ 50.000	€ 100.000	€ 100.000	€-
	Overall		Organisation EWDC2012	€ 500.000	€ -	€ 250.000	€ 250.000	€ -
	Subtotal			€ 137.135.000	€ 38.820.000	€ 59.620.000	€ 29.530.000	€ 9.165.000
	Total Coverage € 137.135.000					137.135.000		

Star projects do have a major economical, social and/or cultural impact on society. Public en private organizations are willing to invest for a long period in these projects.
 E Events
 S Showcases



APPENDIX I Applicationform

THE CITY OF EINDHOVEN

Introduction

- 1. Introduction to bidding entity
- 1a. Define and describe the bidding entity, agency or consortium.
- 1b. Identify the designated contact person for the WDC bid process. This person will be responsible for responding to all correspondence regarding the WDC 2012 bid process.

Please provide the following information:

Name: drs. G.G.M.P. Peeters

Title: Managing Director, Strategy, Design, Social & Cultural Affairs

Organisation: City of Eindhoven
Mailing Address: P.O. Box 2358
Telephone Number: + 31 40 238 2829
Mobile Number: + 31 6 53 64 08 64
Fax Number: + 31 40 238 2888

Email Address: g.peeters@eindhoven.nl

1c. If this application is being prepared by a consortium, describe the individual responsibilities of each organisation in preparing the bid.

Not applicable

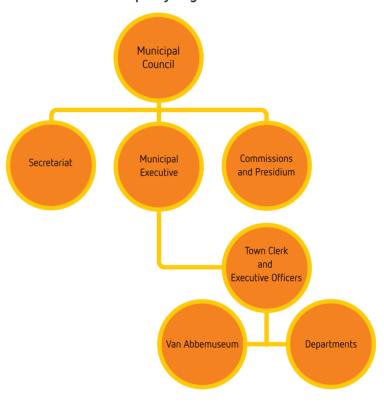
1d. Give an overview of the administrative structure and decision-making protocols for the biding entity. An organisational chart may be included for clarification.

Eindhoven Municipality is governed by the Municipal Council. The Municipal Executive sets frameworks and has a supervisory task. The members of the Municipal Executive are nominated by the coalition parties for the duration of the coalition period (4 years). The mayor is appointed by the Crown. The mayor is the constant factor in the Executive, who ensures the required continuity. Mayor van Gijzel, former Member of Parliament, was appointed in April 2008. Every inch an *Eindhovenaar*, he intends to continue his work in Eindhoven for another 10 to 15 years.

Officially, the council is governed by the Executive Officers. In the reorganisation that was concluded on the 1st of January 2009, the strategic programmes 'Design', 'Brainport' and 'Joining in' were directly assigned to the Executive Officers as well as to 1 member of the Municipal Executive. This has resulted in a very simple decision-making protocol.

Decision-making on new policy belongs to the Municipal Council's authority. In the autumn of 2008, the framework-setting vision on design was adopted by a large majority of the Municipal Council. The Municipal Executive was instructed to put even more structural emphasis on design and to lay the link of deploying design for solving social issues. The *Creating a Caring Society* theme, selected by the council, forms a perfect match for the instruction of the 'highest' body in the city. Decision-making within the adopted policy frameworks is the Municipal Council's authority. The Executive Officers direct the official organisation.

Eindhoven Municipality Organisation Chart



1e. If the bidding entity is not from within a level of government of the bidding city, please provide a confirmation that you have received approval from your local government to act on behalf of your municipality to make a commitment to WDC 2012. List the relevant levels of government who support the bid.

Not applicable

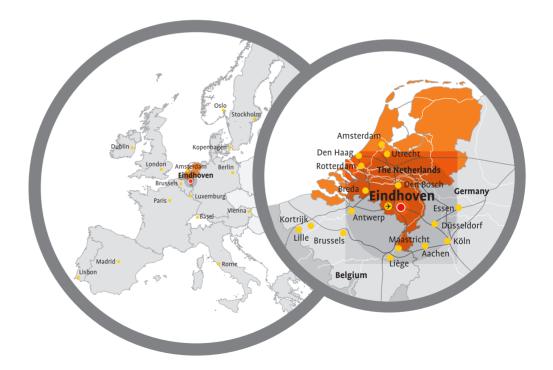
1f. If the bidding entity is not from within a level of government of the bidding city, provide the following contact information for the city representative responsible for overseeing the bid process.

Not applicable

City Intro

- 2. General introduction to the city
- 2a. Provide a general overview of the city. This can include, but need not be limited to: geographic orientation, city layout, infrastructure, unique character, and lifestyle aspects.

Eindhoven, with more than 210,000 inhabitants, is the largest city of the Southern Netherlands and the fifth largest in the Netherlands as a whole. The Eindhoven Region is located in the south of the Netherlands and covers a quarter of the province of Noord-Brabant. The regions population is spread over 21 municipalities. Helmond, fourteen kilometres east of Eindhoven, is the second largest city in the region (population of 86,000).





Through its efficient infrastructure, Eindhoven is well-connected to the whole of Europe. The cities of Amsterdam, Rotterdam, Dusseldorf, Antwerp and Brussels are all located within a 130-km radius. Within this range, the main ports of Rotterdam and Antwerp can also be reached and the region is conveniently situated on the logistic axis to the Rhine-Ruhr area, one of Germany's economic core regions with a population of 20 million people.

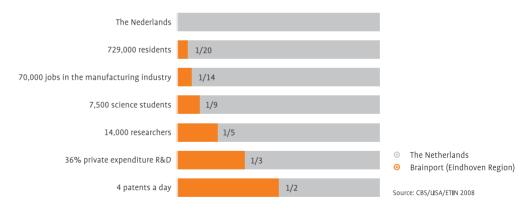
Eindhoven has its own airport that serves as a hub for European flights, including low-cost carriers. In addition, three major international airports are located within a 130-km radius (Amsterdam, Düsseldorf and Brussels). This, in combination with its rail and motorway infrastructure, means that the region is well-connected with Europe as well as with all major global cities. As the Netherlands is renowned for the fact that it is a gateway to Europe, Eindhoven is a proven example.

The motorway infrastructure is currently being prepared for the future. Completed in 2010, it will be one of the most modern motorway infrastructures in the Netherlands and even the Benelux.

All the communities in the Eindhoven region are connected by bus and/or train. Eindhoven's central railway station handles most transfers. There are several rapid services in the region. The renowned Phileas high-speed bus [1] connects Eindhoven, Veldhoven and Eindhoven Airport.

On a spatial, economic as well as social level, Eindhoven is an accelerating city. It is a modern town that is the result of an amalgamation of six villages in 1920. Since then, Eindhoven has developed enormously as an industrial town, mainly under the influence of Philips. Today, Eindhoven is the core of the top technology region Brainport.

EINDHOVEN REGION ECONOMIC PROFILE, THE CORE OF BRAINPORT:



In addition to technology, there is a well-established tradition of design in Eindhoven. The forerunner of the current world-renowned Design Academy, the Academy for Industrial Design Eindhoven, was the first of its kind in the Netherlands, established in this city sixty years ago. And the forerunners of what is now known as Philips Design have been rooted in the city for more than eighty years. The focus on design here is not just a hype, but a tradition with vision.

Of course, the flight that design has taken worldwide over the last decades has had consequences for Eindhoven too. Since the early nineteen nineties, Eindhoven has continued to transform from a city of technology to a creative city. The creative industry already represents 8% of the employment in Eindhoven. In the genesis of this creative city technology plays a prominent role, but ultimately it is about the applications for consumers and the socio-cultural identity that they derive from this.

Eindhoven is an attractive city where the urban and rural character melt into one another. A pleasant town to live, work and relax in. But certainly also an interesting and welcoming city to visit with a wide range of facilities in the areas of culture, sports, entertainment, shopping, architecture and design.

2b. What is the population of the city?

AREA	SURFACE KM ²	INHABITANTS
City of Eindhoven	89	212,324
Eindhoven Area	1,440	729,000
Province of North-Brabant	4,919	2,419,042
The Netherlands	33,378	16,357,992

2c. What is the city's Gross Domestic Product (GDP)?

AREA	TOTAL GDP	GPD PER CAPITA
Eindhoven Area	€ 22,599,000,000	€ 31,000

Government

3. Provide letters from relevant levels of government (national, regional, local – Mayor or designated agency/office) showing their support for the bid. These letters can be used to support and clarify the legal powers discussed in question 1e).

Letters of support:

- ° Mr. dr. R.H.A. Plasterk, Minister of Education, Culture and Science
- ° Mrs. J.R.H. Maij-Weggen, Commissioner of the Queen, Province Noord-Brabant
- ° Mr. R. van Gijzel, Mayor of Eindhoven
- ° Mrs. drs. G.M. Mittendorff, Alderman for Design, City of Eindhoven
- ° Mr. H.C.R.M. De Wijkerslooth, Chairman of the Regional Council Cityregion Eindhoven
- ° Mr. drs. A.A.M. Jacobs, Mayor of Helmond
- ° Mr. dr. J. Cohen, Mayor of Amsterdam
- Mr. M. Harbers, Vice Mayor of Rotterdam, Commissioner for Economic Affairs, Ports and Environment

Logistics

4. Give a summary of immigration and entry visa regulations that would affect the planning of an international event. Include a list of all countries whose citizens require a visa, as well as any countries whose citizens are unable to attain a visa. Also include any anticipated updates during the timeframe of the designation.

All foreigners intending to enter the Netherlands must provide the documentation required to justify the reasons and duration of their stay as well as, in some prescribed cases, the availability of adequate economic means and lodging. In some cases, they need a visa, application for which can be made at the Dutch Diplomatic and Consular Representations in their country of residence.

Depending on their citizenship, the stability of that country and the duration and reasons for their stay they may need to obtain a visa before coming to the Netherlands. When entering the Netherlands, even if they have already obtained a visa, the border authorities are authorized to check the documentation required for obtaining the visa itself.

The following information is correct up to December 2008. Updated information can be found at: http://www.minbuza.nl/en/welcome/comingtoNL

Nationals of the following countries do not require a visa for visits up to a maximum of 90 days, for tourism, on missions, business, invitations or to take part in sports events:

Andorra, Argentina, Australia, Austria, Brazil, Brunei, Bulgaria, Canada, Chile, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, El Salvador, Estonia, Finland, France, Germany, Greece, Guatemala, Honduras, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Liechtenstein, Lithuania, Malaysia, Malta, Mexico, Monaco, Nicaragua, New Zealand, Norway, Panama, Paraguay, Poland, Portugal, Romania, San Marino, Singapore, Slovenia, Slovakia, Spain, Sweden, Switzerland, South Korea, Uruguay, Vatican City, Venezuela, United Kingdom, United States.

Nationals bearing ordinary passports of the following countries are subject to visa obligations: Afghanistan, Albania, Algeria, Angola, Antigua and Barbuda, Armenia, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belize, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Central Africa, Chad, China, Colombia, Comoro, Congo, Congo (Democratic Republic), Côte d'Ivoire, Cuba, Djibouti, Dominica, Dominican (Republic), East Timor, Ecuador, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Fiji, Gabon, The Gambia, Georgia, Ghana, Granada, Guinea, Guinea Bissau, Guyana, Haiti, India, Indonesia, Iran, Iraq, Jamaica, Jordan, Kazakhstan, Kenya, Kyrgyzstan, Kiribati, Kuwait, Laos, Lebanon, Lesotho, Liberia, Libya, Macedonia, Madagascar, Malawi, Maldives, Mali, Marshall Islands, Mauritania, Mauritius, Micronesia, Moldova, Mongolia, Montenegro, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Niger, Nigeria, North Korea, Northern Marianas, Oman, Pakistan, Pala, Papua-New Guinea, Peru, the Philippines, Qatar, Russia, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Solomon, Sao Tome and Principe, Saudi Arabia, Senegal, Seychelles, Sierra Leone,

Somalia, South Africa, Sri Lanka, Sudan, Surinam, Swaziland, Syria, Tajikistan, Taiwan* (non-recognized territorial entity), Tanzania, Thailand, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Tuvalu, Uganda, Ukraine, United Arab Emirates, Uzbekistan, Vanuatu, Vietnam, Western Samoa, Yemen, Federal Republic of Yugoslavia (Serbia-Montenegro), Zambia, Zimbabwe.

*The Kingdom of the Netherlands does not recognise Taiwan as a sovereign state and recognises Taiwanese passports as travel documents only.

The citizens of the following countries are required to obtain visas for transit through Dutch airports: Afghanistan, Angola, Bangladesh, Colombia, DR Congo, Eritrea, Ethiopia, Gambia, Ghana**, Guinea, Iran, Iraq, Nepal*, Nigeria**, Pakistan, Sierra Leone, Sudan, Somalia, Sri Lanka, Syria.

^{**} not required for holders of a visa for USA or Canada

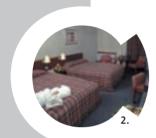


LOCATION	CLASSIFICATION	NUMBER OF HOTELS	NUMBER OF ROOMS	
City of Eindhoven	3 stars 4- and 5 stars	7	411 1,035	
Eindhoven region	3 stars	17	622	
Radius 100 km around Eindhove	4- and 5 stars n 3 stars	21 47	2,440 1,694	
	4- and 5 stars	86	8,893	
Total		133	10,587	

Besides this hotel accommodation, there are plenty of B&Bs, boarding houses, campsites, youth hostels and bungalow parks in and around Eindhoven.

In the city of Eindhoven, a number of hotels will be renovated and realised in the next two years:

- ° The Holiday Inn will undergo a total overhaul in 2009. Double M designers and Kentie&Partners Architects are responsible for the design that can hold its own with other design hotels in the world. New in the hotel is Brasserie Flo, a true Parisian brasserie in Art Deco style. [2]
- The Sofitel Cocagne Hotel will be thoroughly refurbished in 2009. With 50 new rooms, the total will amount to 315 rooms. The hotel will also get an extra restaurant and the largest meeting room will be renovated. In 2011, the hotel will get a completely new facade. After renovation, the hotel will continue as Pullman Cocagne Eindhoven. [3]
- ° NH Hotel Flight Forum will open its doors in September 2011. Four-star accommodation with 144 rooms, aimed at the business market at a stone's throw from Eindhoven Airport. [4]







^{*} as per 01 July 2006

- ° Design hotel Lucifer: there are plans for a design hotel with 60 rooms, right in the centre of Eindhoven.
- 6a. Overview of venue facilities: List and describe key venues considered as likely hosting grounds for WDC events. Include photographs and/or video support if available.

Accommodations

The Eindhoven region has a wide range of facilities for gatherings, organising conferences and holding presentations. From large halls to smaller function rooms.

IN EINDHOVEN

The Klokgebouw - Strijp S: Remarkable venue in one of the old Philips buildings and one of the main locations during the Dutch Design Week. Capacity 7,150 visitors, total 7,400 m² available distributed over 4 halls, situated near Eindhoven's city centre.

Muziekcentrum Frits Philips: With two splendid concert halls, reception areas and a café/restaurant, this location is particularly suitable for receptions and events. This location will be completely renovated mid 2010. Designers Niels van Eijk and Miriam van der Lubbe will be responsible for the interior. Capacity up to 1,600 people, 3 halls in total, situated in the heart of Eindhoven. [5]

Evoluon: An Eindhoven icon with a long history. This venue is suitable for different gatherings such as large-scale events, fascinating conferences or special meetings. Capacity up to 1,500 people, a total of 15 function rooms, situated on the outskirts of Eindhoven, close to airport and motorways.

Effenaar: Besides its own programme, this pop stage offers excellent facilities for gatherings in a remarkable and distinctive building. Capacity up to 1,700 people, 2 halls, situated in the centre of Eindhoven.

Parktheater: Fully renovated theatre complex with 2 large halls and multifunctional reception areas. Capacity up to 900 people, 2 halls, situated in the centre of Eindhoven. [6]

Philips Stadium: Home base to the PSV football team. But also a special venue for events. Capacity up to 35,000 visitors, stadium and various function rooms in different sizes, situated in the centre of Eindhoven. [7]

Hotel Eindhoven: The renovation and expansion of this hotel and conference centre will be completed at the end of 2011. Eindhoven will then have 1,250m2 of conference facilities suitable for conferences, trade fairs and exhibitions. Capacity amounting to more than 1,000 visitors, several function rooms, situated near the motorways and close to the centre of Eindhoven. [8]

Beursgebouw: Functional venue where a variety of trade and consumer fairs, business events and conferences take place every year. Capacity up to 26,000 visitors, situated in the centre of Eindhoven.









9.







Design Academy Eindhoven/ Witte Dame: The Witte Dame has a number of function rooms that are suitable for events, incl. lectures, seminars, conferences, workshops, meetings, receptions, product presentations. Capacity up to 950 people, 3 function rooms, situated in the centre of Eindhoven. [9]

MU: The MU exhibition platform is situated on the first floor of De Witte Dame, a former Philips factory in the centre of Eindhoven. A special venue for organising design and cultural events. Capacity up to 500 people, situated in the centre of Eindhoven.

Van Abbemuseum: One of the most important museums for modern and contemporary art in Europe, but also an exclusive venue for business and festive meetings. Capacity up to 350 people, 4 function rooms. situated in the centre of Eindhoven.

High Tech Campus: The Strip is the central location of the High Tech Campus with various restaurants and a splendidly laid-out conference centre. Capacity up to 300 people, 9 function rooms, situated on the outskirts of Eindhoven close to the motorways and Eindhoven Airport.

University of Technology Eindhoven (TU/e): The TU/e campus offers different function rooms and areas for events and meetings. Capacity up to 800 people, 2 large halls, situated on the TU/e campus near the station and in the centre of Eindhoven. [10]

Business Centre Eindhoven Airport: Venue in dynamic and international atmosphere and consequently extremely suitable for various occasions. Capacity up to 130 people, 6 function rooms, situated at Eindhoven Airport. [11]

Besides these venues, Eindhoven has designated another 15 venues in the open air as multi-purpose venue sites. Unique locations situated in parks and on squares where special events can be organised.

IN THE EINDHOVEN REGION

Koningshof: Conference centre located in a beautiful, old convent complex. Complete with four-star hotel accommodation. Suitable for small-scale and large-scale gatherings, conferences, seminars, trade fairs, etc. Capacity up to 5,000 people, a total of 120 different function rooms, located in Veldhoven at a stone's throw from Eindhoven, situated in the woods.

Brabant House: The heart of Helmond has a unique venue. Capacity up to 2,150 people, a total of 5 function rooms, situated in Helmond.

Theater 't Speelhuis: Has several, daringly decorated halls. Besides for productions, the venue is also suitable for meetings. Capacity up to 500 people, 6 function rooms, situated in Helmond. [12]

Kappellerput: A conference hotel beautifully and quietly situated amidst nature on a large estate just outside Eindhoven. Capacity up to 300 people, 18 function rooms, situated in Heeze. [13]

13.







IN A 100-KM RADIUS AROUND EINDHOVEN

Brabanthallen: This venue annually hosts many national and international (trade) fairs, events, conferences, concerts, celebrations, etc. Capacity up to 99,999 visitors, with 10 halls, situated in Den Bosch.

Talent Factory: Industrial venue, also in use as a concert venue with event facilities. Capacity up to 1,000 people, 3 halls, situated in Den Bosch. [14]

De Orangerie: Located in an old church, very stylish venue for special gatherings. Capacity up to 800 people, 3 function rooms, situated in Den Bosch.

Autotron: Distinctive venue for trade fairs, events, celebrations, parties and conferences. Capacity up to 10,000 visitors, different halls, situated in Rosmalen.

Willem II Stadium: This stadium has multi-functional areas that can be used for seminars, conferences, cocktail parties, (themed) parties, presentations, trade fairs, receptions, etc. Capacity up to 3,000 people, a total of 22 function rooms, situated in Tilburg.

Chassé Theater: Besides its own programme, the Chassé theatre offers a customised venue for business events and packages. Total capacity 2,500 people, 3 function rooms, situated in Breda. [15]

Bovendonk Conference Centre: Located in a splendid old convent complex. Capacity up to 300 people, 20 function rooms, situated in Breda.

Ahoy: Multifunctional venue for business events and professional meetings. Capacity up to 10,000 visitors, a total of 8 halls available, situated in Rotterdam. [16]

De Doelen: A stylish venue for business meetings such as conferences, presentations, company parties and formal dinners. Capacity up to 3,000 people, a total of 21 function rooms, situated in Rotterdam.

MECC: Large-scale venue for conferences, trade fairs, events, incl. TEFAF, the renowned, international art fair. Capacity up to 1,000 people, 28 function rooms, located in Maastricht.

6b. Describe venue(s) being considered for an Opening Gala event. Include photographs and/or video support if available.

The venues below qualify for the opening event:

Muziekcentrum Frits Philips: With two splendid concert halls, reception areas and a café/restaurant, this location is particularly suitable for receptions and events. This location will be completely renovated mid 2010. Designers Niels van Eijk and Miriam van der Lubbe will be responsible for the interior.

Capacity up to 1,600 people, 3 halls in total, situated in the heart of Eindhoven. [17]

Evoluon: An Eindhoven icon with a long history. This venue is suitable for different gatherings such as large-scale events, fascinating conferences or special meetings.

Capacity up to 1,500 people, a total of 15 function rooms, situated on the outskirts of Eindhoven, close to airport and motorways. [18]

The Klokgebouw- Strijp S: Remarkable venue in one of the old Philips buildings and one of the main locations during the Dutch Design Week.

Capacity 7,150 visitors, total 7,400 m² available distributed over 4 halls, situated near Eindhoven's city centre [19].





Eindhoven has a well-developed mobility system. People can use different means of transport to move through the city and the region flexibly, rapidly and comfortably. In the city, the focus is on buses, bicycles and taxis. In Eindhoven, the high-end bus network covers the entire city and connects the major design sites, the centre and the innovation campuses. This is not just convenient for ablebodied visitors but for everybody. In 2010, all bus stops and buses will have been adapted in such a way that they are also accessible for disabled people. A remarkable bus type is the Phileas. In the future this special bus will find its way through the city automatically with a magnetic conductivity system. The city is of a manageable size, due to which the bicycle is a very flexible and fast method of transport. Eindhoven has optimum facilities for its cyclists. There are many separate cycle paths, cyclists get right of way at traffic lights, etc. Visitors can rent bicycles at various locations in town. Finally, multiple taxi companies are active in Eindhoven.













Due to its central position, Eindhoven is very accessible both nationally and internationally by road, rail and air. Eindhoven is on the knowledge axis A2, which connects Amsterdam with Maastricht via Utrecht and Eindhoven. At the moment, accessibility by road is being improved further with a large-scale restructuring of the motorway network around Eindhoven. Mid 2010, this project will be rounded off and the region will have an excellent motorway network, ensuring a smooth and safe traffic flow. By train, Eindhoven is within easy and direct reach of Schiphol Airport, Amsterdam, Utrecht, The Hague, Rotterdam and Maastricht.

Eindhoven Airport [20] is only 8 km from the centre. It offers direct connections to 18 European cities and capitals, including London, Stockholm, Madrid and Rome. From this airport, buses leave for Eindhoven city centre every 10 minutes. At Schiphol Amsterdam (within easy reach by car or train), daily direct flights leave for all major cities in the world. The airports for Dusseldorf, Aachen and Brussels are also at a relatively short distance from Eindhoven.



Cultural infra

- 8. Give a detailed summary of existing cultural facilities. This should include (but need not be limited to) the following:
- 8a. Museum & galleries

MUSEUMS IN FINDHOVEN

Van Abbemuseum [21]: The Van Abbemuseum is one of the most important museums for modern and contemporary art in Europe. From its opening in 1936, the museum has built up a collection of international fame with more than 2700 works of art today. Being a single-minded museum, it has organised sensational temporary exhibitions on political and social subjects. These are put on alongside more targeted exhibitions on the work of individual artists.

Museum Kempenland [22]: Located in the monumental *Steentjeskerk*, Museum Kempenland shows the culture and art history of the city and region with a varied collection. Brabant paintings and Dutch small sculptures from the 19th and 20th century are an important part of the collection. Temporary exhibitions focus on subjects and themes from Dutch and Belgian culture and art history.

Designhuis: Not a museum in the traditional sense of the word, but a contemporary platform for design, innovation and the creative industry. With theme exhibitions on Dutch Design, seminars, workshops, a gallery and a design shop, the Designhuis is a striking *landmark* in Eindhoven's inner city. Located in a remarkable nineteen sixties building.

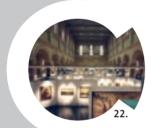
Museum Kunstlicht in de Kunst [23]: One of the few museums in the world to concentrate exclusively on light art. Located in the first Philips bulb factory, where the first light bulbs were made in 1891. The collection comprises a unique collection of paintings, installations and sculptures with artificial light as a central theme.

DAF Museum: In 1928, Hub and Wim van Doorne started Van Doorne's Aanhangwagen Fabriek (DAF, trailer factory). This (restored) site now accommodates the museum. The first workshop is still fully intact. The museum displays about 120 historical cars, lorries, rally cars and vans. Special collection items are the Royal Beach Car, the DAF-kini and the very first DAF ever to leave the assembly line.

Historisch Openlucht Museum Eindhoven [24]: This open-air museum of history revives Eindhoven's past with a reconstruction of the village 'Eversham' from the Iron Age. Historically dressed residents take visitors back in time, demonstrating the contrasts and parallels between society then and our current high-tech society.

Milieu Educatie Centrum [25]: The Environmental Education Centre is a natural history museum with permanent and temporary exhibitions, a documentation centre and a large botanical garden.













The centre lies amidst the scenic area Genneper Parken. A perfect location for making visitors aware of nature and the environment and their own role in them.

Museum Ton Smits Huis: This museum is situated in the former studio of artist Ton Smits (1921–1981). The permanent exhibition shows cartoons and fairytale-like paintings made by him. Ton Smits became widely known in the United States with his concise drawing style. The house and studio were built in 1956 in a modern, austere building style.

GALERIES IN EINDHOVEN

With more than sixty galleries in Eindhoven and surroundings, there is a lot to see, borrow and purchase. Below a number of galleries in the spotlights.

Yksi [26]: This multi-faceted gallery exhibits existing art forms with a daring angle and brand-new design initiatives. In addition, the Yksi designer group concentrates on the design and sale of furniture and interiors.

De Krabbedans: De Krabbedans is one of the oldest artists' initiatives in Eindhoven. Since 1956, the platform has made art accessible to everyone. Visitors can admire work in temporary exhibitions, but they can also borrow or buy it to take home.

Docters Art: Docters Art is a dynamic gallery that can draw from a portfolio of national and international artists such as: Karel Appel, Corneille, Nico Vrielink, Anton Heyboer, Herman Brood, Jorg Doring, Keith Haring, Andy Warhol, Roy Lichtenstein.

Inkijkmuseum: The smallest museum, but possibly also the biggest show-box in the Netherlands. The Inkijkmuseum throws a different light onto the world with surprising exhibitions. Central stage are public activities aimed at special meetings.

Kunst en KO: Kunst en Ko is a fun studio/ gallery. Artists with a mental disability work on brightly coloured paintings, ceramics and papier-mâché objects. Besides the sale of paintings, there is an art library for both private people and companies. The gallery also sells work from regular artists.

Galerie Willy Schoots: This gallery was at the early onset of the rise of art galleries. There is still exhibition space at the familiar address in the centre of Eindhoven, where a new modern art exhibition is organised five times a year.

Peninsula: Gallery and Publisher's Peninsula houses in a beautiful villa in the heart of Eindhoven. Visitors can find modern graphic art here.







MUSEUMS IN THE REGION

Gemeentemuseum Helmond [27]: The valuable collection of old, modern and contemporary art is safe behind the walls of the fairy-like Medieval castle in Helmond. The Boscotondohal, the modern extension of the museum, was designed by architect Adolfo Natalini.

Van Gogh Village Nuenen [28]: Vincent van Gogh is Nuenen's pride. His two-year stay in this village has clearly left its marks. The surroundings form one big open-air museum. Van Gogh's paintings literally come to life in Van Gogh Village. From 1883 to 1885, Van Gogh made 194 paintings, 313 drawings, 25 watercolours and 19 letter sketches of hard daily life here.

Graphic Design Museum [29]: The world's first museum for graphic design is in Breda. The monumental futuristic interior provides space to show off the history of graphic design. It is also an international hotspot for meeting, knowledge exchange and production.

Textielmuseum Tilburg: The textile world might be old, but it is hardly stuffy. The Textile Museum in Tilburg proves this. The Textiellab is the museum's creative hotbed. Here, visitors can see with their own eyes how the most ingenious fabrics and knitwear are developed and produced.

Kunsthal Rotterdam: Unlimited possibilities in the Kunsthal Rotterdam. Thanks to the absence of a permanent collection, there is always space for temporary exhibitions. 3300 square metres, to be exact. From exclusive to mainstream: all forms of culture are given the stage.

Museum Boijmans van Beuningen [30]: In museum Boijmans van Beuningen, visitors travel through the history of art. All the great masters, such as Rembrandt and Van Gogh, have their place. The temporary contemporary exhibitions complete the versatile museum.

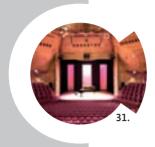
NAi Rotterdam: On the edge of the Museumpark in Rotterdam is the largest museum for architecture in the world: NAi. Also archive, research centre and discussion platform. Jo Coenen's design forms a harmonious entity, which splendidly accommodates all these functions.

8b Theatres

THEATRES IN EINDHOVEN

Parktheater: At the start of 2007, the old city theatre building was thoroughly renovated and turned into a multifunctional theatre and function room complex. The large orchestra pit and flexible stands and galleries provide facilities for special productions.

Muziekcentrum Frits Philips: Each season, more than 160,000 people enjoy their favourite classical, pop or world music in Muziekcentrum Frits Philips. The acoustics are praised the world over, providing the music centre with an honourable spot on the list of ten most beautiful concert halls in Europe.







't Speelhuis/ Helmond [31]: Architect Piet Blom designed a fully fledged and completely unique theatre for Helmond in the centre of town. It is hidden within 37 cubes, which almost literally form the decor for the theatre. 't Speelhuis distinguishes itself due to its striking architecture and atmosphere. In 2002, the Helmond theatre was fully renovated. It now again meets all its visitors' contemporary requirements.

Theater aan de Parade/'s-Hertogenbosch: Situated in Den Bosch' historical city centre at the foot of the old Sint-Jan cathedral. Every year, the theatre receives about 300,000 visitors for approximately three hundred theatre and music performances, two thousand films and a hundred and fifty business events. Theater aan de Parade has a long history, but also a contemporary and single-minded angle on the future.

Chassé Theater/Breda: This theatre offers a wide range of theatre shows, concerts and films. Chassé has three theatre and three film auditoriums. The very striking building, designed by architect Herman Hertzberger, was opened in 1995 and grew into a theatre with national emanation attracting 350,000 visitors a year in three seasons.

Stadsschouwburg Tilburg: A modern and functional theatre. The building emanates openness due to its large windows and glass walls. Its programme consists of more than 350 performances. In addition, Theaters Tilburg is a welcome home for amateur dramatic societies in the region.

De Doelen/ Rotterdam [32]: With more than 450,000 concert visitors and 600 concerts a year, De Doelen is the second concert hall in the Netherlands. The Rotterdam Philharmonic Orchestra (RPhO) is the most important tenant of the De Doelen.



EXHIBITION IN EINDHOVEN

MU [33]: The MU exhibition platform lives for experimentation. Eight times a year, it surprises its public with the latest visual culture, such as modern art, design, pop culture, new media and architecture. Overall: an exciting game of innovation and interaction.

5MinutenMuseum: A museum that does not take up any more time than 5 minutes. A museum focusing on just one work. But this work can carry an entire exhibition; lasting 5 minutes and for the enthusiast maybe even 15 or 60 minutes. 5MinutenMuseum is a STRP and MU initiative. The programme comprises design, technology, light and contemporary art and is changed at least ten times a year.



8d. Libraries



LIBRARIES IN EINDHOVEN

TU/e university library: Eindhoven University of Technology (TU/e) has an Information Expertise Centre that the university library is part of. The library has a separate book collection on Industrial Design.

Public library [34]: Eindhoven library is one of the fourteen libraries with a Scientific Support Function (facility at higher vocational/academic level) in the Netherlands. In Eindhoven, the domain art has specific emphasis. The art collection comprises about 15,000 titles, consisting of the traditional visual arts and art forms such as film, photography, video, performance or live art, graphic art. But also dance and other theatre arts belong to the extensive art collection.

Material library: Material Matters (MM) is the pivot in a knowledge network in the field of (new) materials and a link in the knowledge exchange between design agencies, knowledge and education institutes, business and industry organisations. Materials can be used and borrowed.

8e. other

CULTURAL INITIATIVES/ HOTBEDS IN EINDHOVEN

Eindhoven bubbles and effervesces with creativity. Initiatives are taken by the residents themselves. Soul mates bundle their strengths.

ARTISTS' INITIATIVES:

- ° De Fabriek (art production space)
- ° De Overslag (studios and exhibition space)
- ° Flipside (home base for the Zesde Kolonne)
- ° PEK (Platform for Eindhoven artists)
- ° WEI (cultural initiative for experiment and presentation)
- Artists´ workshop Beeldenstorm
- ° Graphic studio Grafisch Atelier Daglicht
- ° Artic (art resulting from cultural transmission)
- ° Atelierdorp
- ° Onomatopee (production house for art publications and language, sound and image projects)
- Stroomhuis (temporary space for artists and designers)
- ° MAD emergent art center (MAD) (links between art, science and technology)
- ° HCZ building (squatted Philips building). Different art disciplines converge here. From the 108 people who are active here, 62 live here permanently).



HOTBEDS ON THE CROSSROADS OF ENTERPRISE AND ART/DESIGN:

- ° Little Mountain [35] (creative entrepreneurs share a space)
- ° Groen Fabriek [36] (creative and sustainable entrepreneurs)
- Temporary Art Centre (TAC): The TAC consists of 80 studios and 2,000 square metres of stage space. The 'residents' have little in common, other than creativity in the broadest sense of the word. Its versatile programme makes it a hotspot for the entire region.
- 4 Apostelen [37]: The municipality gives four very successful graduates in art, design, fashion or music the opportunity to develop further. In the little church, hidden in the Bergmannstraat, they live and work for four years. The doors regularly open for exhibitions and workshops.
- ° STRIJP-X (design store)

CULTURAL INITIATIVES/ HOTBEDS IN THE REGION

De Nederlandsche Cacaofabriek/Helmond: Artists collective with contemporary art, exhibitions, lectures, performances and art education.

European Ceramic Work Centre/Den Bosch: An international workplace where artists, designers and architects explore the technical and artistic possibilities of ceramics. The .ekwc operates as an artist-in-residence centre and as a centre of excellence. Its aim is to promote the development of ceramic art, design and architecture.

Public Health

9. Please describe the city's capacity for addressing security and public health emergencies.

Eindhoven has a lot of experience with the organisation of large-scale events, particularly in the field of sports. In the last few years, the UEFA Cup final in 2007, the celebration of the national championships by PSV in 2008, the European Championship Swimming and the Protour (large-scale cycling event) have been particularly successful, mainly in the fields of safety and public health. Upon the municipality's instruction, such events are evaluated for future editions. In Eindhoven, there are various partners in this field, i.e. police, fire brigade, ambulances, general practitioners, hospitals and the Area Health Authority who are used to collaborating for such a large-scale event in an organised manner. In a quantitative sense, Eindhoven has 2 hospitals with casualty departments and 376 general practitioners that can provide medical care.



Finances

- 10. Attach a copy of the city's projected WDC budget. Document should include expected expenses, as well as a record of where the funds are to be drawn.
- 10a. Provide an overview of the financial support that will be given to the WDC 2012 project of by the various levels of government (i.e. national, regional and/or local authorities).

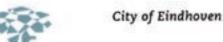
Public and private organizations will invest at least 137 million euros in the economic, social and cultural development of the city and region. For a budget breakdown see chapter 5 of the bidbook.

10b. Include letter(s) of guarantee from all major funding parties.

The letter of garantee is printed at the following page.

10c. Provide information on any projected elections that might impact the sustainable support of the WDC. Describe how election outcomes would affect the above-mentioned funding.

Municipal elections are to be held in the spring of 2010. The risks for the *Creating a Caring Society* programme are negligible. On the one hand, this is due to the fact that the mayor is appointed by the Crown for an indefinite period. He has designated Design as Eindhoven's core strength and he has indicated that it is his wish to continue to deploy the fully present value chain as a unique selling point for the city's urban and social development in this changing and turbulent society. On the other hand, a Municipal Council workgroup has developed a framework setting in which all political parties have participated. This policy enjoys broad support from all the different parties. Finally, the decision-making process concerning most of the budgets has already been completed and can no longer be reversed by a new Council or Executive.



PO Box 90150, 5600 RB Eindhoven

World Design Capital Organising Committee c/o Icsid Secretariat 455 St-Antoine West, suite \$\$10 Montreal, Quebec, H2Z1J1, Canada dra.ing.S. van Hof-Rubens Tel. + 31 40 138 18 65 Our reference EC/EC ogUITo5181 13 March 2009

Finances Eindhoven World Design Capital 2012.

Dear members of the World Design Capital Jury,

The vast proportion of the budget for the financial section for this bid book Eindhoven World Design Capital 2012 is covered by current municipal, regional and provincial multiannual budgets and/or support has been promised by third parties. With the establishment of the Work Group Design by Eindhoven Municipal Council, followed by the submission and nearly unanimous adoption of a policy vision for this, the Municipal Council, as highest municipal body for the city, has raised design to a leading principle for policy development in the urban development of the city.

In the coming years, Eindhoven Municipality will consequently be able to bear project accountability for the budgetary consequences of the ambition as described in this bid book and be responsible, with a diverse public-private consortium, for the ambitious execution of the bid: "Creating a Caring Society" throughout the period 2010-2012.

Yours faithfully, Mayor and Aldermen of Eindhoven, on behalf of them,

SimseH ////wz09003902

Stadhuisplein r PO Box 90150 5600 RB Eindhoven The Netherlands Fax. + 31 40 343 35 R5

Programme

11 - 13. In order to meet the objectives set out by the WDC to showcase a series of designrelated events, preceded by a major multidisciplinary anchor event, an inclusive and engaging programme of activities must be coordinated to promote design. As such, it is expected that events envisioned for the yearlong programme be varied, creative and support design as a driver of social and economic development. Sections 11-12-13 are an opportunity to provide any concepts for the WDC 2012 Programme of Events (although a finalised programme is not expected at this point). Creativity and originality are encouraged!

Guidelines: Express the relevance of design as a tool for social, cultural and economic advancement. Include a representation of activities addressing multiple design disciplines. Describe how the programme will address design professionals, students, the general public.

11. Cities are encouraged to develop a theme around which to plan activities and promotion. Provide an outline of your proposed theme.

PROGRAMME EINDHOVEN WDC 2012 CREATING A CARING SOCIETY

VISION: DESIGN AS A LEADING ORGANISATION PRINCIPLE IN EINDHOVEN

In Eindhoven, design is more than industrial design and architecture. Following Sabine Junginger, human-centred design is stimulated as the organisation strategy for the city. This means that the product design is not just geared to the needs of the users, but that design plays a meaningful role in the set-up of the entire organisation. The input of designers is at the beginning of the process: Design is not the end of a change process, but the start!

The increasingly complex environment of organisations, and the increasingly critical attitude of the users of products and services, require a different management strategy.

Relationships and Roles for Design in the Organization



S. Junginger • Lancaster University • 2007

In traditional systems, the management take decisions to resolve problems based on fleshed-out and calculated alternatives. In this approach, it is relatively easy to come up with alternatives and relatively complex to take a decision about which alternative is best. The manager is trained to take the correct decision and this assumes that the 'best solution' is amongst the alternatives present.

The design approach for resolving problems has a different starting point: finding the best possible solution considering the preconditions and the context of the problem that has been established. This approach assumes that the design of the best solution is very difficult but that, once this solution has been found and fleshed out, the decision to implement it is relatively easy. The management's role in this approach to design is not primarily focused on taking decisions but on the development of the 'best ideas' and answering the question 'What exactly are we trying to achieve?' (Boland jr./Collopy, 2004). This train of thought stimulates the programme Caring for Society in Brainport organisations in Eindhoven to structurally deploy design as a management strategy.

AMBITION

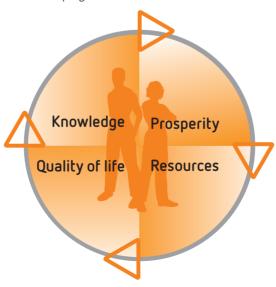
The world is changing now. The Experience Economy will in the future migrate to the Transformation Economy where people talk about 'care – to share – to excel – to be sustainable – to massive change'. Design will be increasingly involved in the portrayal of strategies and scenarios.

Economic, spatial and social developments confront us with new problems. Problems that force us to think creatively about unconventional solutions. Through the design strength of the city, Eindhoven has all the instruments to tackle these challenges. It is the ambition of the city and region to, following the Junginger theory, embed design further in the DNA of the social and economic systems. The programme Eindhoven World Design Capital 2012 is the instrument for this and bears the title: Creating a Caring Society.

PROGRAMME THEMES

The programme 'Creating a Caring Society' comprises four programme themes that, like a compass, provide direction for the ambitions of the city and region.

The four programme themes are not separated from each other, but have a strong mutual relationship and solidarity. They are equally weighty and of equal importance. The goals have been established for each of the programme themes.





Knowledge

GOAL: To develop, apply and hand on new knowledge, methods and technology, for current and future generations, to excel as a city and region, be distinctive and, from design, to invent creative solutions in a changing society from the awareness that the traditional approaches no longer suffice.

EINDHOVEN AS A CITY/REGION:

- ° develops and maintains talent in design;
- involves design talent in the development of the city to reach creative solutions
- develops a continuous path of learning and, in doing so, achieves a good flow through and achieves good connections between secondary vocational education, applied university and university
- develops valuable design skills and knowledge to stimulate a competitive creative economy and flourishing design industry

- stimulates internationalisation and international exchanges in design
- revives skills education and develops it with design education
- places the accent on top technology in combination with design, light and sports as an innovative knowledge centre
- ° is a network city with a strong open innovative culture
- with excellence in educational facilities and courses for residents, but also for expatriates (and their children).



Prosperity

GOAL: From the awareness that the traditional approaches no longer suffice to remain competitive in the changing global economy, companies in Eindhoven and the region deploy design and technology to stimulate creative industry and to reinforce the present ecosystem.

EINDHOVEN AS A CITY/REGION:

- provides space for enterprising citizenship and facilitates entrepreneurship
- stimulates and develops industry
- ° supports start-ups and business development
- ° stimulates employment
- stimulates the 'ecosystem' of cooperation between knowledge institutes, industry and government (Triple Helix)
- stimulates and facilitates the entire value chain residing within its region: from fundamental research, through development, design and engineering to manufacture,

- marketing and sales to the final purchaser (consumer)
- has a flexible labour market, dynamic and excellent in education
- has an attractive climate for locating companies,
- with a high standard of 'quality of life' and is internationally oriented.



Resources

GOAL: To reinforce the present ecosystem, design and technology are deployed to find creative solutions for a more careful and sustainable use of our scarce essential resources: human, natural, environmental and capital.

EINDHOVEN AS A CITY/REGION WHERE:

- socially responsible and sustainable business is a matter of course and the collaborative partners accept that this is their responsibility
- capital is deployed efficiently, practically and legitimately with respect for the collaborative partners' responsibilities
- the deployment and development of human capital is treated with care and respect for the collaborative partners' responsibilities.



Quality of life

GOAL: From the idea of sustainability, design contributes to the good quality of life in the areas of housing, security, diversity, social cohesion, culture, sport, mobility and care for residents now and in the future.

EINDHOVEN AS A CITY/REGION WHERE:

- there is a strong social commitment, a city where people feel at home together and there is good social cohesion
- ° people feel safe
- people who need it can utilise sufficient, high-quality accessible care and support
- ° the city centre is attractive
- ° dynamic activities and events take place
- all groups in society are catered for through recreation, shopping facilities, sport accommodation, parks (combination of

- inner city and surrounding area), and a range of culture is present and accessible for all
- access is easy (by air, public transport, bicycle and on foot) and centrally positioned between important European cities like Antwerp, Leuven
 and Brussels, and the Ruhr area
- there is or are a high quality of life, image-determining icons and a high-quality programme of activities and events in relation to design

Creative Conversion Factory

Underwater cameras at the swimming pool * **Active Explorers**

> E-fitzone Designhuis *

> > **Baltan Laboratories Ambient Way Finding**

Creative Innovation Chair Ambassadorsboard

> **ENNEA** International Design Schools Network

CareLab * **Brainport Design School**

Future Fusion Fieldlab * Dutch Design Week **E**

Technological Top Institute for Design

Graduation Show - Man & Humanity S

Knowledge

STRP Art Festival E *

Sense 6

Quality of life

Glow lightfestival **E** *

Baby romper suit Remote Care S

Loud Sound Interactive toys for autistic children

Brainport Health Innovation TomTom connected systems

Virtual Eindhoven - Sense of the City

Streetwalkers' district Intelligent Playground S

Who's afraid of Eindhoven?

Openingconference Creating a Caring society **E** *

* Star projects do have a major economical, social and/or cultural impact on society. Public en private organizations are willing to invest for a long period in these projects.

Made in Brainport Eindhoven

Werkhoven

MAD-e

Dutch Design Awards *

Material Matters

Designhuis Mix & Match

Redevelopment of the NatLab *

Brainport Design Vouchers

Design Incubator Program *

Redesign me

I-Rex

Shanghai World Expo 2010 *

Child-friendly scan S

Capitalogue

Prosperity

Resources

Supervillage

Woensel West Tea House S

Smalle Haven

Creating a public lighting experience *

Human Rights Through making

Raw Color

Curious Paths Learning & Education Experience

Omeo

Story Tail

Redevelopment of Strijp S **S**

E Events

Showcases

THE ACTION PROGRAMME - THE PROJECTS

At the basis for the realisation of our ambition stand talented participating (starting) entrepreneurs and enterprising individuals within the knowledge and education institutes and the residents of Eindhoven and the region, Brainport's design DNA.

Developing and facilitating their talents is central to this programme. Talented exceptional people generate business, knowledge, ideas and come up with radical innovative solutions.

The programme *Creating a Caring Society* comprises four programme themes that have been translated into a dynamic programme of action with projects and activities. The scope and the number of projects can vary through the years. The portfolio presented in this bid book is a snapshot of the existing projects that have been intensified and of new initiatives. The programme is dynamic, new projects can and will be developed. The programme starts in 2009 and will work towards the year 2012, when the outcome of many projects will be presented in seminars, workshops and conferences. But new initiatives will also be launched in 2012 through events with tremendous international appeal. This will be worked towards with other Design hotspots in the Netherlands, the cities of Rotterdam and Amsterdam as well as relevant knowledge institutes, such as the Delft University of Technology.

OVERVIEW PROJECTS

(MORE DETAILS ON THESE PROJECTS IN THE BIDBOOK):

KNOWLEDGE

- CareLab: a research facility to make a more comfortable life for the elderly and the sick.
- Baltan Laboratories: media lab that initiates, supports and disseminates innovative research and activities in the fields of art, technology and culture.
- Underwater cameras at the swimming pool: an electronic system measures all sorts of aspects of swimming to improve training.
- Creative Innovation Chair: this chair is established for research in the field of (trend) forecasting and design thinking in a social environment.
- E-fitzone: space where people can be interactively stimulated to get out of their comfy chairs.

- Ambient Way Finding: a badge that functions as a GPS system for internal use, guiding visitors through the corridors.
- ENNEA: symbolizes and registers changes in human behaviour with mobile installations for children.
- Active Explorers: new form of education to cultivate curiosity in children.
- Technological Top Institute for Design: collaboration between the research institutes and the creative industry: to increase Dutch Design's range.
- Ambassador Board: critical external experts to measure this region's performance on design objectively.

- Dutch Design Week (EVENT): international top venue and international top stage for Dutch Design, yearly in October.
- Brainport Design School (age group 10-25): a continuous design programme that starts in primary school year 7 and runs alongside all levels of secondary school to the already existing yocational courses.
- International Design Schools Network: the
 Design Academy Eindhoven and the TU/e faculty
 Industrial Design have collaborative projects with
 various international institutes.
- Future Fusion FieldLab: an initiative and conference for achieving an academic centre for design, science and technology.

- Graduation Show Man and Humanity: graduation Show of DAE students focused on the relationship between design and social and humanitarian issues.
- Designhuis: a contemporary platform for design, innovation and the creative industry.
- Creative Conversion Factory: place where inventors, investors and the manufacturing industry can get the best out of each other in an atmosphere of open innovation.
- Social Design Talent Prize: award for projects that tackle social problems in Eindhoven.

PROSPERITY

- Redesign me: offers designers, consumers and producers an online platform on which they can exchange their ideas and experiences.
- I-Rex: an electronic notebook in A4 size, on which you can make regular notes using a special pen.
- Brainport Design Vouchers: these vouchers establish a long-term working relationship between designers and manufacturers based on a once-only financial impulse.
- Child-friendly scan: design in which a cuddly toy undergoes the same examination as the child.
 The child gets less anxious.
- Material Matters: a knowledge network an centre for new materials
- Redevelopment of the NatLab: the former Philips NatLab science laboratory will be one of the distinctive locations at Strijp S, which is to grow into a 'creative city'.
- Werkhoven: students use urban design to give old and down-at-heel industrial estates in Eindhoven a new lease of life.
- Dutch Design Awards: the Netherlands' most recognized design competition.

- Design Incubator programme: this programme helps shorten design starters' launch period on the market.
- Designhuis mix & match: programme for small and medium-sized business informal market and meeting place where cultural and other entrepreneurs meet, resulting in cooperation between cultural and other companies.
- MADe: Music Art Design experiences brings dynamic professionals together who work at key positions in local/regional enterprises.
- Capitalogue: design and technology magazine from Eindhoven and region.
- Design in retail: this project provides activities to bring design and local tradespeople closer together.
- Made in Brainport Eindhoven: this travelling exhibition provides an overview of the enormous potential present in the Brainport region.
- Shanghai World Expo 2010: the Dutch pavilion 'Happy Street' for the World Expo 2010 has been designed by the Eindhoven artist and architect John Körmeling.

RESOURCES

- Supervillage: Brainport is green and connected with the world, the ultimate biotope for the knowledge worker.
- ° Raw Colour: a new colour chart of natural shades
- Smalle Haven: an urban project with style in which architects and urban designers worked closely together.
- Woensel-West Tea House: this local facility was born from the collaboration between design and the neighbourhood.
- Omeo: specially developed to teach six to twelve-year olds use digital tools. Their perception gets a new dimension.
- Storytail: connects the social environments from children and parents to each other.

- Curious Paths: a system designed to make people curious about specific (hidden) locations in the city environment.
- Human Rights through making: within an international programme, students are jointly working on designs that interpret the Universal Declaration of Human Rights in a multicultural society.
- Creating a public lighting experience: lighting plan in which sustainability, design, public safety and new technology go hand in hand.
- Redevelopment of Strijp S: industrial redevelopment area. Art, culture and design form the basis for the development and realisation of this second urban heart.

QUALITY OF LIFE

- Who's afraid of Eindhoven?: design can provide solutions for dark and scary places in a big city.
- Baby romper suit: a romper suit that has sensors incorporated in it that monitors the baby's heart rhythm.
- Virtual Eindhoven and Sense of Eindhoven: Virtual Eindhoven communicates and cooperates with professionals and residents in the outlining of new policy. Through 'Sense of Eindhoven', people can use GPS for finding and adjusting their way through virtual Eindhoven.
- Remote Care: interactive image and speech connection plus 'Remote Services' to establish contact with the general practitioner, family or informal carer.
- The Loud Sound: compact gadget that makes young people aware of the harmful effects of music and noise that is too loud.
- TomTom- Connected Systems: Future-oriented navigation system that is linked to a central computer through GPRS.
- Streetwalkers' district: using public design to think of another approach for the Streetwalkers'

- Zone in Eindhoven, which is unsafe for prostitutes.
- Interactive toys for autistic children: with interactively programmed toys autistic children develop social skills in a world that is a lot more complicated for them than for other children.'
- Flux-S: cross-disciplinary art manifestation that reacts to and anticipates the developments that will change Strijp S drastically in the next 10 years.
- Intelligent Playground: interactive game that stimulates children's imagination enormously.
- SENSE6: platform for communication and information, linked to research to improve the materials, facilities and techniques that skaters use.
- STRP Art Festival: the STRP Festival is one of the biggest art & technology festivals in Europe with a unique mix of music, art & technology.
- Glow: ten-day festival for applied light art and design.
- Brainport Health Innovation: new and innovative solutions to care for elderly peopl e.

12. Outline your vision for the Programme of Events. The summary should be as detailed as needed to convey the essence of your plan

The Eindhoven World Design Capital Programme of Events is clustered around five major events that each shed light on a specific aspect of the theme *Creating a Caring Society*. These major events have been planned for strategic moments in the WDC year and form the backbone of the entire year programme. Around the highlights, additional events have been programmed together with partners in and around the city, varying from exhibitions, presentations to launches of new projects, seminars, master classes, concerts, network meetings, etc. Not just in Eindhoven, but also in collaboration with Rotterdam and Amsterdam to present the overall design climate in the Netherlands and share knowledge in the broadest sense of the word.

A summary of the major events:

IANUARY 2012

Unveiling of Starting House/Billboards by John Körmeling and opening symposium Creating a Caring Society

STARTING HOUSE [38]

The starting shot for the World Design Capital 2012 will be given from a small balcony in front of a mega LED billboard. Hiding behind this billboard will be a little house where somebody can and actually will reside. The creator of this starting house/billboard is the Eindhoven architect/artist John Körmeling.

Since his graduation from the Eindhoven University of Technology in 1981, Körmeling has revealed himself as one of the most radical thinkers and builders of the Netherlands. His Happy Street, the Dutch entry for the world exhibition in Shanghai in 2010, is the culmination of this for the time being.

To Körmeling, art and technology are very closely related. Drawing from the rich tradition of constructivism and Bauhaus, he is happy to reemploy his own good ideas from the past. The starting house is an idea from 1992 he has recycled. It can turn into a new 'practical monument' in combination with current LED technology. A self-respecting World Design Capital cannot do without one. More than that, Eindhoven would have to build 3 or even 4 of them: one alongside the new A2 to be able to show every passer-by what sort of things can be seen in the city and consequently what they are all passing up on by passing by at high speed. One on the station square to immediately show every visitor leaving the train that Eindhoven has something special to offer involving not only light, design and architecture, but also humour and feasibility. One at Strijp S, the new centre of the creative caring society, that we are building here. And the final one as the starting house for a new Olympic rowing course, which a sports city like Eindhoven should really have. Four brightly lit billboards, behind which a small house is hiding that someone is actually living in, but also billboards that can be used for general publicity, so also for Eindhoven World Design Capital. In 2012 and long afterwards.



CONGRES

The opening event will be a three-day symposium presenting speakers from home and abroad, who will outline and flesh out the theme for Eindhoven World Design Capital 2012. The selected theme *Creating a Caring Society* is not and will not become an empty phrase. Even during the opening event, the theme is directly applicable to current experiments and projects.

Any tangible results already obtained for the various projects discussed in this bid book are presented, extensively discussed and provided with follow-up projects. In addition, various new projects that match the theme are launched. Some of them will be monitored throughout the year 2012. Insight into the results of other projects might not be obtained until long after 2012.

For the set-up of this event, all the regional and national parties actively involved in design are mobilised to contribute to this event. In addition, it can serve as an overture for the Dutch Design Weeks XL, which, as always, will take place in the autumn.

APRII

STRP Art & Technology & Design [39]

The STRP Festival is one of the biggest art & technology festivals in Europe and unique in its mix of music, art & technology. The content of the programme is multidisciplinary and accessible. Some programme components focus on impact and experience, whilst others represent depth, astonishment and stillness.

STRP stands for Strijp, the site where almost all of Philips' revolutionary inventions saw the light of day in the last century. Philips worked closely with a great number of artists and scientists and gave them the opportunity of realising their dreams with the help of the latest technology, with as one of the culminations the Poème Electronique by Le Corbusier and Varèse for the 1958 world exhibition in Brussels.

In addition to the programming, STRP intends to give its all to technology in the broadest sense of the word in the coming years: the festival as a showcase of new invention, preferably from Brainport Eindhoven, which could include innovative payment systems, navigation systems, lighting, etc. Just as the Dutch Design Week reveals the heart beat of designing Eindhoven, STRP can reveal the heart rhythm of technology. That this goes hand in hand with a considerable helping of creativity and design is beyond question for the festival management and programmers. They would be more than pleased to provide their input to the label in 2012 as one of the major events in the World Design Capital.

SEPTEMBER

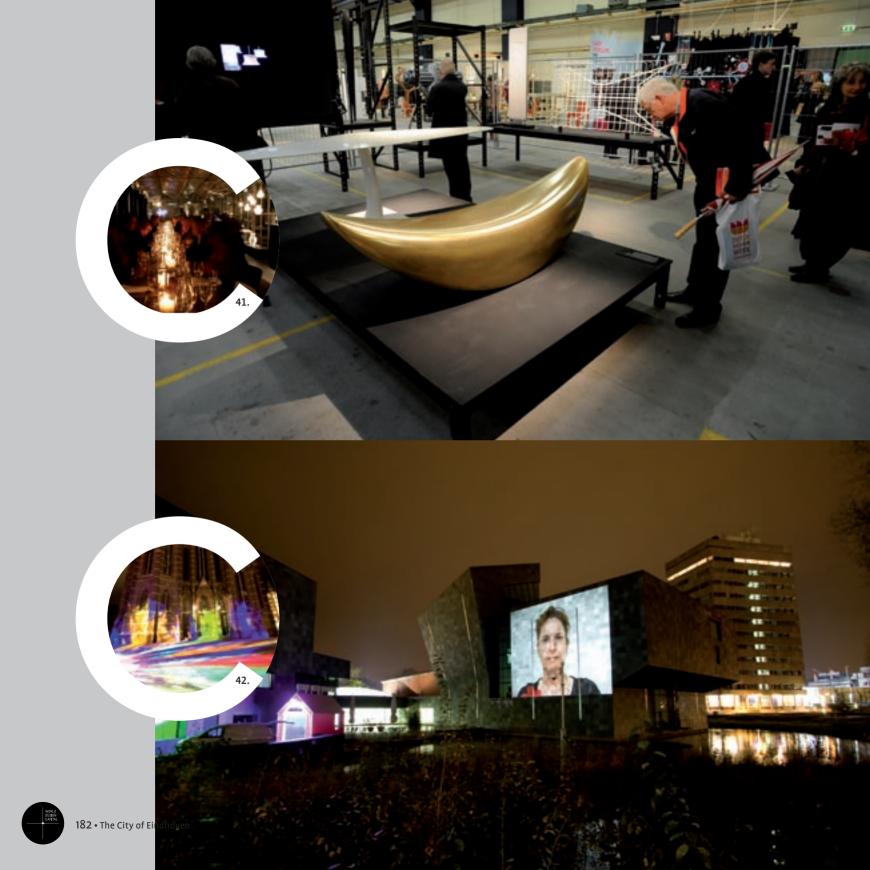
Life style according to Flux-S [40]

Flux-S takes the transformation of Strijp S from an enclosed industrial site to a dynamic and cultural city heart as the starting point and inspiration for a cross-disciplinary art manifestation. Flux-S takes the transformation of Strijp S from an enclosed industrial site to a dynamic and cultural city heart as the starting point and inspiration for a cross-disciplinary art manifestation.

The first edition in the second weekend of September 2009 will still zoom in on the rough and empty areas on the site. In the years that follow, the appropriation of the city by its residents will increasingly







take centre stage. Life style is an important starting point here, where the focus is not so much on life style linked to cool products, but especially on life style as a recipe for happiness in life. In collaboration with the city's cultural institutions and artists from all corners of the world, Flux-S wants to formulate answers to several questions on life style.

Answers that were rooted in the technological soil at Strijp S or would be able to take root there in the future, but also answers that are only temporary, transient but can nevertheless leave a trail of inspiration.

OCTOBER

Dutch Design Week XL [41]

The Dutch Design Week (DDW) is a Design Platform Eindhoven initiative. The basis of the success of the Dutch Design Week is the enormous humus layer of talented, creative designers that has originated here in Eindhoven in the past decades.

The Dutch Design Week of course has a few major crowd pullers, like the Graduation Galleries at the Design Academy Eindhoven, the presentation and exhibition of the Dutch Design Awards, the presentations in the Designhuis, in De Witte Dame and in the Klokgebouw at Strijp S. In the space of only a few years, the Dutch Design Week has grown from a regional to a national and even international top stage where everyone can convene to take a look behind the scenes of Dutch Design.

In the coming three years, the Dutch Design Week board and management will devote more energy to the further deepening and enrichment of the variegation of the range of design on offer. In addition to existing attractions, there is also space for a world-class event that stimulates all the senses. It can germinate in the Eindhoven humus layer and the key concept of the Dutch Design Weeks XL event must be innovation. Both design professionals and the public at large remain the most important target groups. From the outer limits, where the city borders on the countryside, up to the current hotspots around De Witte Dame, the Klokgebouw and the Designhuis, design laboratory Eindhoven must be tangible everywhere, certainly throughout the month of October.

NOVEMBER

Glow Light Festival [42]

GLOW is Eindhoven's annual festival for applied light art and design. Started in 2006, the event has grown in three years to become very popular with the public, attracting crowds of visitors. Large projections on architectural icons in the city (such as the PSV stadium, the town hall, the Catharina church, De Witte Dame and the Admirant) are interspersed with smaller open-air installations, sometimes in one of the many parks in the city, but most of all in the built-up areas. GLOW's producer is the Eindhoven public-private city marketing agency Citydynamiek. The artistic programme is outsourced to experts in the field. In the first editions, this was down to Tom Groll and Bettina Pelz; they have made the festival into what it is now. New sources of inspiration are sought to develop the festival still further in the future.

In the run-up to the seventh edition of GLOW during the World Design Capital 2012, Eindhoven intends to support a tremendous quality thrust that will transform GLOW to a unique and remarkable European light art festival. This creates an opportunity to look for artists and designers outside of the niche of the established light art scene with their own sensitivities to the many dimensions and applications of light. And this creates the possibility of, in addition to the popular public festival, developing a higher content and professionally oriented section of the festival. This could comprise a light trade fair, but also a conference with workshops and lectures.

GLOW is aware of the sustainability aspects and the aim is certainly to allow the event to be entirely energy neutral by 2012. Another area for attention that connects with the theme *Creating a Caring Society* is light pollution. The number of lux that the various works will emit in the coming editions of the festival will be monitored very carefully.

13. Outline your vision for a multidisciplinary Opening Event. Include details that will demonstrate how the Gala will highlight the contribution of design in the city, and how the chosen venue will be utilised for this purpose.

OPENING GALA

High profile, exclusive and original. The opening event for the World Design Capital will be all this. An international class event with an exceptional programme. The world-renowned Frits Philips Muziekcentrum will provide the backdrop for the Wednesday gala evening. Captains of industry, key figures, artists, designers, cultural and design industry ambassadors from the regional, national and international top. All of them will be present to herald the beginning of the Eindhoven World Design Capital. An outstanding buffet exceeding food design expectations to tantalise the taste buds. A programme of entertainment to thrill the senses. And the presentation of everything that is to come promises a finale of design, art and technology.

PROFESSIONALS KICKOFF SYMPOSIUM

The exchange of knowledge will be the central theme for Thursday, Friday and Saturday. The Evoluon, one of Eindhoven's landmarks, will form the stage for international speakers and presentations. There will be inspiring exhibitions, seminars and workshops for professionals. The promise *Creating a Caring Society* will become visible and tangible through the actual results from projects. But through the kick-off of new projects too. In brief, everything that Eindhoven has to offer will be on show here. Including contributions from the Design Academy Eindhoven and TU/e. A beautiful exhibition within the scope of the World Design Capital can be visited in the Designhuis.

PUBLIC WEEKEND

Creating a Caring Society must also be supported by the community. Which is why there is plenty of attention for the wider public. With the Klokgebouw as the epicentre for visitors and the Evoluon as the focal point for professionals, the city will exude Creating a Caring Society. The city will offer a complete programme of exhibitions, seminars and workshops in and around Eindhoven on Saturday and Sunday. Putting on a show and sharing the city's ambitions. With as a goal the further growth of the Caring Society.

Attendance

14. Based on previous international or regional events or projection models, provide an overview of the expected attendance for the leading Opening event. Please explain the process by which these numbers were estimated.

We are counting on about 1500 visitors from home and abroad for the opening gala. During the opening three days we are expecting about 3000 guests from regional, national and international circles for the professional programme in the Evoluon. The public will comprise designers, professionals from the creative industry, artists, captains of industry, etc. In addition, smaller scale events, seminars and workshops will be offered in various places in the city. It is expected that the public weekend will attract about 30,000 visitors. An estimate that is based on the visitor numbers from large events such as the Dutch Design Week (80,000 visitors over 10 days) and Glow Festival (120,000 visitors in 10 days).

Promotion

15. Describe what initiatives will be taken to increase the profile of the events and showcase innovative uses of design over the period during which you would hold the WDC designation. Explain the overall promotional plan for the year.

Collaboration is the keyword for fleshing out the promotion plan for the Eindhoven World Design Capital 2012. Based on a bottom-up approach, a communication team will be put together comprising designers, students and municipal representatives, industry, knowledge institutes and, most probably, local residents. This team will concern itself with the interpretation of the main theme *Creating a Caring Society* to produce a visual identity that will express the visibility of the WDC designation in all sorts of areas throughout the year. All the activities in the Brainport region will be recognisable through the broad-scale introduction of a clearly recognisable visual identity. A new to be developed communication toolkit will provide all the tools to achieve this.

For the promotion and announcement of the status of Eindhoven as World Design Capital 2012 and the profiling of the events in the year programme, there will be intensive collaboration with the professional organisation BNO, Stichting Premsela, the ministries of Education, Culture and Science, Economic Affairs and Foreign Affairs. At a European level, the contacts in the European ADMIRE network will be called upon. International collaboration will be sought with Icsid and BEDA (through BNO) to promote the position of Eindhoven as World Design Capital. It goes almost without saying that various media will be approached to report on the activities, projects, events and results throughout the year.

Design infra

16. Provide a list and description of existing design facilities in the city. This could include (but need not be limited to) the following

16a. Design Museums

Van Abbemuseum: The Van Abbemuseum is one of the most important museums for modern and contemporary art in Europe. From its opening in 1936, the museum has built up a collection of international fame with more than 2700 works of art today. Being a single-minded museum, it has organised sensational temporary exhibitions on political and social subjects. These are put on alongside more targeted exhibitions on the work of individual artists.

Designhuis [43]: Not a museum in the traditional sense of the word, but a contemporary platform for design, innovation and the creative industry. With theme exhibitions on Dutch Design, seminars, workshops, a gallery and a design shop, the Designhuis is a striking *landmark* in Eindhoven's inner city. Located in a remarkable nineteen sixties building.

Museum Kunstlicht in de Kunst: One of the few museums in the world to concentrate exclusively on light art. Located in the first Philips bulb factory, where the first light bulbs were made in 1891. The collection comprises a unique collection of paintings, installations and sculptures with artificial light as a central theme.

16b. Design focused Galleries

Yksi: This multi-faceted gallery exhibits existing art forms with a daring angle and brand-new design initiatives. In addition, the Yksi designer group concentrates on the design and sale of furniture and interiors.

De Krabbedans [44]: De Krabbedans is one of the oldest artists' initiatives in Eindhoven. Since 1956, the platform has made art accessible to everyone. Visitors can admire work in temporary exhibitions, but they can also borrow or buy it to take home.

Docters Art: Docters Art is a dynamic gallery that can draw from a portfolio of national and international artists such as: Karel Appel, Corneille, Nico Vrielink, Anton Heyboer, Herman Brood, Jorg Doring, Keith Haring, Andy Warhol, Roy Lichtenstein.

Inkijkmuseum [45]: The smallest museum, but possibly also the biggest show-box in the Netherlands. The Inkijkmuseum throws a different light onto the world with surprising exhibitions. Central stage are public activities aimed at special meetings.







Kunst en KO: Kunst en Ko is a fun studio/gallery. Artists with a mental disability work on brightly coloured paintings, ceramics and papier-mâché objects. Besides the sale of paintings, there is an art library for both private people and companies. The gallery also sells work from regular artists.

Galerie Willy Schoots: This gallery was at the early onset of the rise of art galleries. There is still exhibition space at the familiar address in the centre of Eindhoven, where a new modern art exhibition is organised five times a year.

Peninsula: Gallery and Publisher's Peninsula houses in a beautiful villa in the heart of Eindhoven. Visitors can find modern graphic art here.

16c. Dedicated centres or wings within cultural centres devoted to design

MU: The MU exhibition platform lives for experimentation. Eight times a year, it surprises its public with the latest visual culture, such as modern art, design, pop culture, new media and architecture. Overall: an exciting game of innovation and interaction.

5MinutenMuseum: A museum that does not take up any more time than 5 minutes. A museum focusing on just one work. But this work can carry an entire exhibition; lasting 5 minutes and for the enthusiast maybe even 15 or 60 minutes. 5MinutenMuseum is a STRP and MU initiative. The programme comprises design, technology, light and contemporary art and is changed at least ten times a year.

16d. Sections of libraries devoted to design

TU/e university library: Eindhoven University of Technology (TU/e) has an Information Expertise Centre that the university library is part of. The library has a separate book collection on Industrial Design.

Public library: Eindhoven library is one of the fourteen libraries with a Scientific Support Function (facility at higher vocational/academic level) in the Netherlands. In Eindhoven, the domain art has specific emphasis. The art collection comprises about 15,000 titles, consisting of the traditional visual arts and art forms such as film, photography, video, performance or live art, graphic art. But also dance and other theatre arts belong to the extensive art collection.

Material library: Material Matters (MM) is the pivot in a knowledge network in the field of (new) materials and a link in the knowledge exchange between design agencies, knowledge and education institutes, business and industry organisations. Materials can be used and borrowed.

16e. other

CULTURAL INITIATIVES/ HOTBEDS IN EINDHOVEN

Eindhoven bubbles and effervesces with creativity. Initiatives are taken by the residents themselves. Soul mates bundle their strengths.

ARTISTS' INITIATIVES:

- ° De Fabriek (art production space)
- ° De Overslag (studios and exhibition space)
- ° Flipside (home base for the Zesde Kolonne)
- ° PEK (Platform for Eindhoven artists)
- ° WEI (cultural initiative for experiment and presentation)
- Artists´ workshop Beeldenstorm
- ° Graphic studio Grafisch Atelier Daglicht
- Artic (art resulting from cultural transmission)
- ° Atelierdorp
- ° Onomatopee (production house for art publications and language, sound and image projects)
- ° Stroomhuis (temporary space for artists and designers)
- ° MAD emergent art center (MAD) (links between art, science and technology)
- HCZ building (squatted Philips building). Different art disciplines converge here.
 From the 108 people who are active here, 62 live here permanently).

HOTBEDS ON THE CROSSROADS OF ENTERPRISE AND ART/DESIGN:

- ° Little Mountain (creative entrepreneurs share a space)
- ° Groen Fabriek (creative and sustainable entrepreneurs)
- Temporary Art Centre (TAC): The TAC consists of 80 studios and 2,000 square metres of stage space. The 'residents' have little in common, other than creativity in the broadest sense of the word. Its versatile programme makes it a hotspot for the entire region.
- ° STRIJP-X (design store)
- 4 Apostelen: The municipality gives four very successful graduates in art, design, fashion or music the opportunity to develop further. In the little church, hidden in the Bergmannstraat, they live and work for four years. The doors regularly open for exhibitions and workshops.

Design industry

17. List any professional organisations that exist locally and/or nationally to represent designers

NATIONAL

BNO: The Association of Dutch Designers (BNO) is the industry organisation for designers and design agencies in the Netherlands. The BNO unites and represents more than 2500 designers and 200 design agencies and company design departments.

Stichting Premsela: Premsela has worked on improving the Dutch design climate since 2002. Besides on design and fashion, Premsela focuses on culture and economics, craft and industry, designers and manufacturers, customers and users, amateurs and professionals, at home and abroad. The foundation organises lectures, debates and exhibitions. But also performs research, writes publications, and gives information and advice.

BNA: The BNA is the Koninklijke Maatschappij tot bevordering der Bouwkunst Bond van Nederlandse Architecten in full (Royal Institute of Dutch Architects). BNA is the only general Dutch professional association of architects. The BNA's objective is stimulating the development of architecture and promoting the professional practice of its members.

BNI: The BNI is the Professional Association of Dutch Interior Architects. The association's objective is the promotion of interior design in the broadest sense of the word. The BNI supports interior designers in their professional practice. BNI is an affiliate of the European Council of Interior Architects (ECIA) and the International Federation of Interior Architects (IFI).

Modint: MODINT is the national employers' organisation for fashion, interior design, carpet and textile. Its main task is strengthening its members' and branches' competitive edge through promoting interest and service. The emphasis is on content and quality. MODINT has more than 825 members, who are active in the production and/or trade of clothes, fashion accessories, carpets and (interior) fabrics.

Art Directors Club: The Art Directors Club Nederland (ACDN) was founded in 1966. Members of the ADCN are art directors, copywriters, photographers, designers, illustrators, directors, composers and producers. The most important activities are the award of the Annual Advertising Awards and the publication of the Advertising Year Book.

SenterNovem: this Ministry of Economic Affairs agency offers a great number of schemes and programmes in the fields of sustainability and innovation. These schemes are intended to support companies, authorities, knowledge institutes and, in some cases, also consumers in sustainable or innovative projects. SenterNovem also works on an international scale, upon commission of the International Energy Agency (IEA) and the European Union (EU). In addition, a lot of national programmes have an international component.

Centrale Bond Meubelfabrikanten (Central union of furniture manufacturers): This union has about 600 members. These are companies that mainly do work that falls within the Collective Bargaining Agreement for the Furniture Industry and Furnishing Companies.

Nationaal Platform Productontwikkeling (NPP): This platform bundles the interests of eight industry and professional associations with mainly small and medium-sized businesses behind it. In addition, NPP focuses on the advancement and strengthening of product development in the Netherlands. Members of the NPP are: Beroepsorganisatie Nederlandse Ontwerpers (BNO), the Koninklijk Instituut van Ingenieurs (Royal Institute of Engineers), Centrale Bond van Meubelfabrikanten (CBM, Central union of furniture manufacturers), Designlink, Federatie Nederlandse Rubber- en Kunststof industrie (NRK, Federation of Dutch rubber and synthetics industry), Metaalunie (Metal union), Nederlandse vereniging van Algemene Toeleveranciers (NEVAT, Dutch association of general suppliers) and Syntens.

CMBO: a knowledge association in the field of communication media technology. CMBO has about 200 member companies, from photographers to advertising studios. CMBO's activities include the Techniek Cafés, the monthly e-mail newsletter and the annual presentation of the Euroeprix.nl.

Designlink: an independent platform for knowledge transfer and promotion in the field of industrial design. Designlink is a unique link between demand, supply, knowledge and policy. Together with its regional partners, it operates on the crossroads of supply and demand and profiles itself as a design chain organisation.

REGIONAL/LOCAL

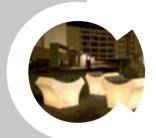
Design Connection Brainport: this organisation develops, manages and supports a wide range of projects in the field of design & technology in the South-east of the Netherlands. Projects are developed and implemented for or in collaboration with the business world, creative industry and knowledge institutions.

Design Platform Eindhoven: a foundation that creates an open and dynamic meeting place for the design community in the South-east of the Netherlands. The foundation stimulates and strengthens the dialogue between designers, entrepreneurs and knowledge institutes. The Design Platform Eindhoven is responsible for the organisation of the Dutch Design Week.

De Hub: this organisation offers supervision to creative starters on their way to a profitable professional existence. In addition, De Hub brings business and the creative sector in touch with each other, facilitating economically fertile cooperation.

Stichting Alice: This Eindhoven foundation has been in existence since 2001. It focuses on the stimulation, facilitation and promotion of the creative industry in the region of Eindhoven.







Alumni associations: The various education institutes stay in close contact with their graduates. This is usually done in the form of alumni associations, such as the alumni association for the Design Academy and the alumni association for the Industrial Design course at the TU/e.

18. List the key design industries in your city. How have they made a significant impact on the social, cultural and economic development of the city?

Eindhoven is a city with a very strongly developed industrial character, driven especially by companies such as Philips and DAF. Throughout the Eindhoven region, the clusters high-tech systems, automotive, food technology and medical are especially strongly developed and are focused primarily on innovation. This is the reason why industrial design is so strongly developed in Eindhoven. The biggest example of this is Philips Design, with its 450 employees, the largest design factory in the world that does not just work exclusively for Philips. The other thing that makes this region unique is the combination of creativity, innovation and technology. Through this, many applications can be developed and products can be customised for more and other customers. Old crafts and industries that, with the application of creativity, innovation and technology, form our world of the future.

The following design disciplines are represented in Brainport Eindhoven:

- ° Interior building and design
- ° Design and production of furniture
- ° Technical design
- ° Advertising and advertising design
- ° Interior and fashiondesign
- ° Architects, technical design and advice

Design education

19. List the total number of design programmes offered by the city.

There are a total of 40 design programmes in the city of Eindhoven and the surrounding area.

20. List all educational institutions offering a design curriculum within the city. For each programme, please specify

20a. Name of institution

Design Academy Eindhoven

Established in 1947

Website: www.designacademy.nl

20b. name of programme

- ° Bachelor's degree in Man and Communication
- ° Bachelor's degree in Man and Identity
- ° Bachelor's degree in Man and Leisure
- ° Bachelor's degree in Man and Living
- ° Bachelor's degree in Man and Mobility
- ° Bachelor's degree in Man and Public Space
- ° Bachelor's degree in Man and Well-being
- ° Bachelor's degree in Man and Activity
- ° IM Master's-Conceptual Design in Context
- ° Master's in Humanitarian Design and Sustainable Living

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

Bachelor's degree: 4 yearsMaster's degree: + 20 months

20d. Average annual number of graduates from this programme

Bachelor's: 80 graduatesMaster's: 20 graduates

20e. Any projects undertaken or awards received by this programme or institution that elevate the standard of design for the city

Design Academy Eindhoven took the initiative to create the Designhuis in Eindhoven. As many graduates stay on in the city of Eindhoven after they have graduated, the city has changed over the years. As well as being a city of technology, it became a city of design and this demand a permanent landmark.

PROJECTS OF THE DESIGN ACADEMY EINDHOVEN:

Accor Hotel Group - The Grand Hotel in Amsterdam: Students of the Man & Communication design department have decorated the hotel rooms with graphic images from the hotel's notorious past. Images of the admiralty, the Amsterdam town hall and illustrating co operations with several designers and artists, such as Karel Appel and Bedaux.

Douwe Egberts: The design department Man & Activity was asked to produce solutions for the complex interface that stands between users and coffee machines. Douwe Egberts was very delighted with the outcomes, which lead to a lot of dynamic within the company.



KLM Catering Services: Man & Leisure designed scenarios for the future passenger. A variety of products and services were further developed by KLM.

Municipality of Eindhoven: Within the framework of our agreement with the Municipality of Eindhoven, this year we have dealt with the theme of aging GREY+. The design department Man & Public Space researched this growing demographic group and the consequences there may be for the public space.

ATC (Automotive Technology Centre): The branch organisation ATC asked our Man & Mobility students to work on some proposals for the car of the future, looking at given niches. The result was presented during the ATC congress. In co operation with TU/e.

Peugeot PSA: Man & Mobility researched the theme of the catlike interior of the Peugeot and came to very interesting concepts. This project took place in cooperation with the Man & Identity department. The combination of these two departments lead to interesting and promising results.

Vadobag: Man & Identity was asked to work on a retail concept that would emphasis the identity of the bag and reach a new audience.

Siematic: For Siematic Man & Living students designed new kitchens that show a renewed view on the cooking experience.

Nationale Hoorstichting: This Dutch National foundation for Hearing and auditive communication asked the students of the Kompas Lab to work on the enhancement of hearing awareness. The students researched the technical and technological aspects of hearing protection and the possibilities to enhance awareness. The final presentation for press and audience was held in 'de Effenaar', the Eindhoven pop podium. The presentation raised a lot of attention from the media as a result.

Municipality of Dordrecht: Kompas Markt conducted an investigation on the positioning of the city of Dordrecht; through research and analysis they came to several different proposals to bring the inhabitants of the city in contact with the new positioning ideas. Design and presentation in an exhibit was part of the curriculum for the students.







Ymere woningbouwcorporatie: Ymere is a housing organisation that assigned a research project on the Dapperbuurt in Amsterdam to the IM master students. Also scenario proposals were part of the project as a solution for problems concerning the inhabitability and integration of the inhabitants of this part of Amsterdam.

Trendhouse: Recent graduates made proposals on how to re-introduce the chrysanthemum to the consumer. Lead by one of our teachers the project ended with an assignment for one of the graduates to further develop his proposal.

20f. Prominent Professors or Graduates of the programme(s)

The Design Academy Eindhoven lecturers are generally well-known and famous designers, who, in addition to their work in the professional field, take the time to lecture at the academy.

ATELIER

Bernardine Walrecht (head)
Liesbeth Fit
Carole Baijngs
Rien Derks
David Geraerts
Teun Hocks
Mathieu Meyers
Fred Nagengast
Barbara Polderman
Pierluigi Pompei
Stefan Scholten

LAB

Arnoud Breedveld (coordinator)
Tessa Blokland
Xavier de Clippeleir
Maartje van Gestel
Pierluigi Pompei
Allard Roeterink
Werner Schippers
Stefan Silvestri
Olaf Stevens
Jelle Zijlstra

Naomi Kaempfer (head)

FORUM

Nicoline Dorsman (head)
Danielle de Droog Arets
(coordinator)
Robert Adolfsson
Piet Hein Clijsen
Jacqueline Cové
Jos Delbroek
Pieter van Evert
Michael Gibbs
Wout Herfkens
Wim Janssen
Johannes Steeghs

MARKT

Theo Poel (coordinator)
Maarten Bennis
René van Binsbergen
Siang-Lan Go
Ton de Gouw
Maurice de Gruyter
Luk van der Hallen
Rony Platenkamp
Tom Scholte (guest)
Peter Thijs

Walter Amerika (head)

MOBILITY

Axel Enthoven (head)
Karina van Eeten (coordinator)
Dick van Hoff
Huib Seegers
Stefan van Ouytsel
Joachim Karelse

COMMUNICATION

Jos Stoopman

The Stone Twins (head)

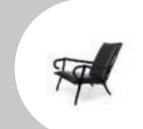
Dimitri Nieuwenhuizen (coordinator) Petra Janssen Catelijne van Middelkoop Karin Mientjes Marcel Sloots Vincent van Baar

MASTERS MAN AND HUMANITY

Satjendra Pakhale (head)
Aimilia Mouzaki (coordinator)
Erna Beumers
Bas van Raijmakers
Aldo Bakker
Frans Parthesius
Dick van Hoff







LIVING

Bas van Tol (head)
Chantal van Heeswijk
(coordinator)
Stijn Roodnat
Peter Kattenberg
Peer de Bruijn
Vincent de Rijk
Mara Skujeniece
John Maatman
Mirjam van der Lubbe
Wieki Somers

LEISURE

Fransje Killaars

Irene Droogleever Fortuyn (head)
Wineke van Muiswinkel
(coordinator)
Jozee Brouwer
Matthijs van Cruijsen
Eibert Draisma
Arnoud Holleman

WELL-BEING

Kim van Leuken

Ilse Crawford (head)
Tessa Blokland (coordinator)
Carolyn Strauss
Reineke Otten
Eric Odijk
Jan Boelen

ACTIVITY

Oscar Pena (head)
Natassia Jacobs (coordinator)
Andrew Hartman
Wytse Rodenburg
Damian O'Sullivan
Jane Wortington
Chris Koens

IDENTITY

Marty Lamers (head))
Saskia van Gelder (coordinator)
Annet Haak
Helen de Leur
Niels Klavers
Josphine Colsen
Mariette Zinsmeister
Shirley Muijers
Arie Vervelde

PUBLIC SPACE

Liesbeth van der Pol (head)
Hans van der Markt (coordinator)
Ester van de Wiel
Eva Pfannes
Jort den Hollander
Sannah Belzer
Krijn Christiaansen
Katie Tedder
Bjorn Andreassen
Wies Sanders
Bas Princen
Wim Poppinga
Mariska vd Berg

LEISURE RADO

Eibert Draisma Emmanuel Babled Jozee Brouwer Arnoud Holleman

Gijs Bakker (head)

IM MASTER

Agata Jaworska (coördinator)
Samira Boon
Chris Kabel
Louise Schouwenberg
Joost Grootens
Herman Verkerk
Koen Kleijn
Barbara Visser
Ni, Haifeng

SOURCE

Frans Parthesius Anna Maria Cornelia de Gersem

GRADUATES:

- ° Hella Jongerius
- ° Tord Boontje
- ° Maarten Baas
- ° Joris Laarman
- ° Joep en Jeroen Verhoeven
- ° Gijs Bakker
- ° Dick van Hoff

ALUMNI ASSOCIATION

Design Academy Eindhoven has a lively alumni association. Since 1947, more than 3000 students have graduated. More than 45% of them are active members. Members keep in touch with each other through the website (specially for alumni), mailings and meetings.





20a. Name of institution

Department of Industrial Design, Eindhoven University of Technology

Established in: 2000

Website: www.industrialdesign.tue.nl

20b. name of programme

- ° Bachelor's degree Industrial Design
- ° Master's degree Industrial Design

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

Bachelor's degree: 3 years
 Master's degree: + 2 years
 PhD degree: 4 years
 Post Graduate Programme: 2 years

20d. Average annual number of graduates from this programme

Approximately 40 Master graduates

20e. Any projects undertaken or awards received by this programme or institution that elevate the standard of design for the city

A summary of the highlights from the Department of Industrial Design's short history:

- 2004: International conference on Ambient Intelligence 'EUSAI' (European Symposium on Ambient Intelligence), organized and hosted by Department of Industrial Design, Eindhoven University of Technology.
- ° 2005: International conference 'DPPI' (Designing Pleasurable Products in Interaction), organized and hosted by Department of Industrial Design, Eindhoven University of Technology.
- 2006: First International conference on Persuasive Technology, organized and hosted by Department of Industrial Design, Eindhoven University of Technology.
- June 2007: National conference 'SIGCHI.NL' (Dutch Special Interest Group (SIG) of the international Computer Human Interaction (CHI) conference of the American ACM), organized and hosted by the Department of Industrial Design, Eindhoven University of Technology.
- November 2007: TU/e, Department of Industrial Design acted as one of the key founding fathers of the Creative Conversion Factory (CCF).
- January 2008: International Design Excellence Award: 'Lila' a collaborative design by TU/e Industrial Design and Carnegie Mellon University.

- October 2008: International conference 'Fun and Games', organized and hosted by Department of Industrial Design, Eindhoven University of Technology.
- ° 2008: Bachelor student project 'Prachtpaal', winner Patsertje Award of the City of Eindhoven.
- 2008 Master student project 'Ennea', was selected the Most Influential Social Design award at the Microsoft Design Research Expo, Seattle, USA.
- June 2008 Master student project 'Scope' by Bas Groenendaal wins the prestigious 'TU/e Perspectief Prijs'.
- o June 2008: Industrial Design student wins the 'Student Challenge Award' as well as the second prize in the Be challenged contest' with her design called 'The LED Light Guide'.
- ° October 2006, 2007, 2008: Organisation of the yearly 3TU exhibition 'Design United'
- September 2008: Master student project 'Treasure Hunter' by Remco Magielse wins the 2nd prize in the Nokia Ubimedia MindTrek Award competition.
- ° October 2008: Nomination 'Young Designer's Award' at the Dutch Design Awards by Joris van Gelder, with his master project 'Remote for B&O'
- December 2008: Two valorisation grants:
 Dr.ir. Mark de Graaf together with master student Chris Heger, and Dr.ir. Philip Ross each received a grant of € 25,000 to further research the technological and commercial feasibility of their designs:
 'Smart Goals' and 'An Interactive LED Lamp', respectively.
- ° Master student project 'Bij Rijder' wins prize with Vredesteijn Safety Awards.
- Successfully developed 'Birth simulator' (collaboration Maxima Medisch Centrum, Electrical Engineering TU/e and Industrial Design TU/e)
- ° Intelligent Playground of the Future
- December 2008: International accreditation as a Scientific University Programme in Design for Bachelor's and Master's Degree.

20f. Prominent Professors or Graduates of the programme(s)

- ° Prof.dr.ir. Jeu Schouten, Dean of the Department of Industrial Design
- ° Prof.dr.ir. Berry Eggen, Vice-Dean and head of capacity group User Centered Engineering
- ° Prof.dr. Matthias Rauterberg, head of capacity group Designed Intelligence
- ° Prof.dr. Kees Overbeeke, head of capacity group Designing Quality in Interaction
- ° Prof.dr.ir. Aarnout Brombacher, head of capacity group Business Process Design
- ° Prof.dr.ir. Loe Feijs, Designed Intelligence
- ° Prof.dr.ir. Jean-Bernard Martens, User Centred Engineering

ASSOCIATE PROFESSORS

- ° Dr. Panos Markopoulos, User Centred Engineering
- ° Dr. Jacques Terken, User Centred Engineering
- ° Dr. Caroline Hummels (director of education), Designing Quality in Interaction





20a. Name of institution

Department of Architecture, Building and planning, Eindhoven University of Technology

Established in 1956

Website: http://w3.bwk.tue.nl/en/

20b. name of programme

° Bachelor's degree Architecture (only in Dutch)

° Master's: Architecture, Building and planning

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

Bachelor's degree (only in Dutch): 3 years
 Master's degree: + 2 years
 PhD: + 3 or 4 years

20d. Average annual number of graduates from this programme

About 250 graduates

20e. Any projects undertaken or awards received by this programme or institution that elevate the standard of design for the city

- Innovation Award 2009 for start-up TU/e: B-invented. A start-up from the TU/e-faculty Architecture won the Innovation Award at the annual Sustainability conference with an innovative foundation construction method for residential buildings. In 2008, the technology foundation STW awarded the project a Valorisation Grant of 200,000 Euros.
- Prof.dr. Harry Timmermans, faculty Architecture, received a grant of 2.4 million Euros from the European Research Council (ERC). He and his research group enjoyed tremendous success researching town development. The TU/e-research group was awarded the grant for the development of models, computer systems and tools to support town development. The emphasis is on the stimulation and prediction of the consequences of new plans for a built environment.
- ° 2004 Eric Pas Dissertation Prize (presented at TRB 2006, Washington D.C.) First Place: Chang-Hyeon Joh, 'Measuring and Predicting Adaptation in Multidimensional Activity-Travel Patterns,' Eindhoven University of Technology, Department of Architecture, Building and Planning, Eindhoven, The Netherlands, advisor Prof. Harry J.P. Timmermans.
- Ambient bright light in dementia: Effects on behaviour and circadian rhythmicity (Elsevier, 2008),
 J. van Hoof, M.P.J. Aarts, C.G. Rensec, A.M.C. Schoutens. The study was performed from May to
 August 2006. Effects of the lighting intervention were assessed by the Dutch Behaviour Observation

Scale for Intramural Psychogeriatrics (GIP), and tympanic temperature measurements. In the bluish light scenario, a significant improvement in restless behaviour was observed in the intervention group, as well as a significant increase in the range of tympanic temperature. These effects were not found in the yellowish light scenario. Further evidence is found that high-intensity bluish light may play a role in managing restless behaviour and improving circadian rhythmicity in institutionalised older adults with dementia.

- High-colour temperature lighting for institutionalised older people with dementia, J. van Hoof, A.M.C. Schoutens, M.P.J. Aarts (Elsevier, 2009). Non-pharmacologic interventions, such as high-intensity white light with a high output in the shortwave length part of the spectrum can play an important role in the care for older people with dementia.
- **Eindhoven wants to become a city for and of students.** The Dutch do not see Eindhoven as a student city at the moment. Drs. Joep Huiskamp wants to change that view and wants to attract more students, 15,000 in 2020, with his projects.

20f. Prominent Professors or Graduates of the programme(s)

UNIT STRUCTURAL DESIGN & CONSTRUCTION TECHNOLOGY

- ° prof.ir. F. van Herwijnen, Structural Design and Engineering, General and Integration
- ° prof.dr.ir. J.G.M. Kerstens, Applied Mechanics
- ° prof.ir. H.H. Snijder, Structural Design and Engineering, Steel Structures
- ° prof.ir. C.S. Kleinman, Structural Design and Engineering, Concrete Structures
- ° prof.ir. D.R.W. Martens, Structural Design and Engineering, Masonry Structures
- ° a.i. prof.dr.ir. J.J.N. Lichtenberg, Construction Technology
- ° prof.dr.ir. D.A. Hordijk, Structural Design and Engineering, Prefab Concrete
- ° prof.ir. F. Soetens, Structural Design and Engineering, Aluminium Structures
- ° prof.dr.ir. A.J.M. Jorissen, Structural Design and Engineering, Timber Structures

UNIT BUILDING PHYSICS AND SYSTEMS

- ° prof.ir. P.G.S. Rutten, Indoor Environment Design
- ° prof.ir. W. Zeiler, Building Services
- ° prof.dr.ir. J.L.M. Hensen, Heat-Air Moisture Transport
- ° prof.dr.ir. M.H. de Wit, Building Performance Simulation
- ° prof.ir. E. Gerretsen, Structure-borne sound transmission in buildings Acoustics

UNIT ARCHITECTURAL DESIGN & ENGINEERING

- ° prof.dr. B.J.F. Colenbrander, Architectural Research in History and Theory
- ° prof.dr.ir. J.J.N. Lichtenberg, Building Concepts and Components Product Development
- ° prof.ir. B. Molenaar, Architectural Engineering
- ° prof.ir. J.M. Post, Building Concepts and Components Lifespan
- ° prof.ir. E.A.J. Venhoeven, Architectural Research in History and Theory
- ° prof.ir. J. Westra, Architectural Engineering

- ° prof.ir. R. van Zuuk, Architectural Engineering
- ° prof.dr. ir. P.J.V. van Wesemael, Architectural Design and Urban Cultures
- ° prof.Dipl.-ing. C. Rapp, Architectural Design and Urban Cultures

UNIT URBAN MANAGEMENT & DESIGN SYSTEMS

- ° prof.dr.ir. W.F. Schaefer, Construction Management
- ° prof.ir. B. de Vries, Architectural Design Systems
- ° prof.dr.H.J.P. Timmermans, Urban Planning
- ° prof.dr.ir. B.E.J. de Meulder, Urban Design

PERFORMANCE ENGINEERING FOR BUILT ENVIRONMENTS

- ° prof.dr. J.E.M.H. van Bronswijk, Public health engineering for buildings
- ° prof.ir. G.J. Maas, Construction and organisation

GRADUATES

- Happy Street is the winning design for the Dutch pavilion at the Expo 2010 in Shanghai. Architect John Körmeling, former student of the Eindhoven University of Technology, Architecture, created the design. Happy Street looks like a red, flat rollercoaster that people can walk through, providing them with an overview of Dutch architecture and includes about twenty houses with typical Dutch facades and a section of the Zaanse Schans village.
- Witte Dame Eindhoven, 1994 1998. A former Philips factory has been reconditioned as a multifunctional building for design, arts, knowledge and technology: de Witte Dame. Bert Dirrix, former student of the Eindhoven University of Technology, Architecture, redesigned de Witte Dame.

ALUMNI ASSOCIATION

Graduates maintain contact through the Association of Engineers in Architecture, Building and Planning Eindhoven (VEBI).

20a. Name of institution

AKV|ST.JOOST, AVANS Applied University

Locations: Den Bosch and Breda

Established in 1812

Website: www.akv.stjoost.nl

20b. name of programme

- ° Bachelor's degree Design
- ° Master's Graphic Design
- ° Master's Photography

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

Bachelor's degree: 4 yearsMaster's degree: + 2 years

20d. Average annual number of graduates from this programme

Bachelor's degree: approximately 140Master's degree: approximately 30

20e. Any projects undertaken or awards received by this programme or institution that elevate the standard of design for the city

AWARDS 2008-2009

- ° International Filmfestspiele Berlin
- ° Children's Film Festival Seattle
- ° Art Award
- ° Holland Animation Festival Student prize
- ° KPN NOFF Jury prize Notebook
- ° Jules Groenen Award 2008
- ° Rene Coelho Award 2008
- ° Young Talent Award 2008
- ° St. Joost penning 2008
- ° Lucas Award 2008
- ° Bouw in Beeldprijs 2008
- ° Foto Prize 2007-2008
- ° Gouden Kalf
- ° Kunst- en cultuurprijs

20f. Prominent Professors or Graduates of the programme(s)

- ° Karel v.d.Waarde
- ° Flip Bool
- ° Edith Gruson
- ° Simon Davis
- ° Marcel van den Bergh

20a. Name of institution

Fontys Applied University of Fine and Performing Arts

Established in Tilburg, the Netherlands Website: www.fontys.nl/kunsten

20b. Name of programme

BACHELOR'S DEGREE

- ° Dance
- ° Grade One Teacher Training in Dance
- Pop Musician
- ° Music
- ° Teacher Training in Music
- ° Teacher Training in Visual Arts and Design
- ° Design
- ° Circus and Performing Arts
- ° Teacher Training in Drama

MASTER'S

- ° Music
- ° Architecture
- ° Urban Design
- ° Art and Education
- ° Choreography (i.d.)

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

Bachelor's degree: 4 yearsMaster's degree: +1 year

° Master's degree

(Architecture and Urban Design): 4 years

20d. Average annual number of graduates from this programme

Approximately 300

20a. Name of institution

St. Lucas

Established in 1948

Website: www.sintlucas.nl

20b. Name of programme

INTERMEDIATE VOCATIONAL EDUCATION

Graphic design, interactive design, interior design, restoration, visual merchandising, 3D design.

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

Intermediate vocational education level 4

20d. Average annual number of graduates from this programme

350 graduates

20f. Prominent Professors or Graduates of the programme(s)

Erik Kessels (KesselsKramer)

20a. Name of institution

ROC Eindhoven

Established in 1997

Website: www.roceindhoven.nl

20b. Name of programme

- ° Technical design
- ° Furniture and wood design
- ° Fashion design

20c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)

4 years: Degree of qualified vocational craftsman in several areas, for example: technical design, furniture and wood design, fashion design.

20d. Average annual number of graduates from this programme

° Technical design: 75 graduates

° Furniture and wood design: 40 graduates

° Fashion design: 50 graduates

20e. Any projects undertaken or awards received by this programme or institution that elevate the standard of design for the city

Every 2 years, a special prize is awarded to the best students at the highest vocational level in the educational programmes for furniture and wood design. The president of the jury is one of the top Dutch designers, Gerard van den Berg.

20f. Prominent Professors or Graduates of the programme(s)

All the programmes invite top Dutch designers as guest lecturers.

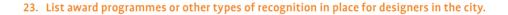
21. Describe the global reach of your city by demonstrating how these institutions as described above, have built international reputations.

The Design Academy Eindhoven and the TU/e faculty of Industrial design are both institutions that are prominent on the international map. The Design Academy is referred to as perhaps one of the best design courses in the world, resulting in many international design schools wanting to affiliate with the academy in some way. There are regular requests to open branches abroad. A study is currently underway to examine the feasibility of opening branches of this famous school in Dubai, South Korea, Brazil and Australia. There are collaborative projects with various institutes (Royal College of Art – London, University of Art and Design – Helsinki). TU/e industrial design's educational approach and business model have already been copied by the University of Georgia Institute of Technology (Atlanta) and there are also alliances with Glasgow School of Art, Politecnico di Milano – Milan, Technical University of Madrid, Jiangnan University (formerly Wuxi University of Light Industry) – Shanghai (China), Victoria University of Wellington (New Zealand), Stanford University – California (USA).

Public appreciation

22. In order to demonstrate the general public's appreciation for design, list the attendance figures for the top five most visited design-related museums, galleries, centres or events in the previous year.

	VISITORS 2008
Museums	
Van Abbemuseum	75,000
Krabbedans	16,000
Designhuis	30,000
MU	24,000
Events	
Dutch Design Week (10 days)	80,000
Glow Light Festival (10 days)	120,000
STRP Art & Technology Festival (5 days) Graduation Galleries -	15,000
Design Academy Eindhoven (10 days)	18,000
Exhibition Dutch Design Awards (10 days)	10,000



Rene Smeets Prize [45]: Every year, graduates from the Design Academy Eindhoven qualify for the Rene Smeets Prize. The jury selects the most ground-breaking graduation project.

Willie Wortel Prize: This prize is awarded each year to the most scientifically oriented Design Academy Eindhoven graduate.

Design Management Europe Award (DME Award) [46]: With this annual competition, the European Commission attracts attention to the added value of design for business and institutions. All nominees have in common that they have found a successful way to innovate, position themselves and excel by way of design. Profit is not always the objective. The DME Award is also presented to public or idealist organisations that use design to provide direction for global issues such as the greenhouse effect or terrorism. Eindhoven launched the first DME Award in the Evoluon on the 7th of June 2007.







Dutch Design Awards [47]: the ambition of the Dutch Design Awards is to appreciate excellent Dutch design and to put it on display. Each year, within the main categories Communication, Product and Spatial Design, 20 Dutch Design Awards are presented in various subcategories in Eindhoven. The main prize is the Golden Eye, this prize is for the best of the best.

Rado Young Designer Award: as part of the Dutch Design Awards, young up-and-coming talent for a particular year is given encouragement.

Audi Design Award: this Dutch Design Awards public prize shows which design was most appreciated by the Dutch public. This involves the general public more in design.

Best Commissioning Party Award: this prize is awarded to the commissioning party who has approached design strategically in the operational business and has appeared to be able to organise the process and cooperation with the designers in such a way that the strategy is translated into tangible products or services.

Toon van Tuijl Prize: This prize was created in 2007 in memory of the murdered Eindhoven designer Toon van Tuijl. The Toon van Tuijl Design Prize stimulates the design of products that contribute to the social and economic development in developing countries. The presentation takes place during the Dutch Design Awards.

Eindhoven Talent Prize: The objective of this prize made available by the Municipality of Eindhoven is the promotion of the development of social design projects and design manufacture that benefit the city of Eindhoven. The prize is presented each year during the Dutch Design Week by the Design councillor to a Design Academy or TU/e Industrial Design graduate who has shown in their graduation project how design can be utilised to resolve social problems. The prize amounts to €10,000 in the form of a design commission in a public space in Eindhoven. Winners are also coached to be able to support themselves professionally after finishing the course.

- 24. Provide a summary of design-related coverage in local media. This should include (but need not be limited to) the following:
- a. Television programmes dedicated to design:

REGIONAL TELEVISION BROADCASTERS

Omroep Brabant: Inz & Uitz is a television programme broadcast every Wednesday in which viewers are informed in a lively manner about what is happening in Brabant in the coming week in the areas of culture, cuisine and tourism.

Brabant 10: Wat nou TV, a programme about culture and art for young people.

SPAM: Regional talk show with plenty of focus on culture, media and design

NATIONAL TELEVISION

AVRO/ KunstUur: art programme with a changing series of programmes about visual arts, music, or for example architecture. The programme provides a broad picture of the contemporary art and culture scene in the Netherlands.

AVRO/ Close Up: the documentary programming slot from the AVRO broadcaster in the field of visual art and culture. Close Up has been broadcast since 1994.

AVRO/ Opium TV: With remarkable guests from the world of art and culture. Surprising interviews about drive, desires and inspiration.

NPS/ Kunststof tv: Live talk show with guests, reports and music from the wonderful world of art, culture and media.

NPS/VPRO Het Uur van de Wolf: a television programme that examines every imaginable artistic discipline.

b. Design publications

DESIGN

Capitalogue: Publication entirely devoted to design in Eindhoven and the region. Appears 2 twice a year in an edition of 9000 copies.

DDA catalogus: the Dutch Design Awards catalogue. Published annually following the presentation of the prizes in October.

Frame, the great indoors: Inspiring interior design and design magazine for professionals. Worldwide focus. Published 6 times a year in an edition of 36,000.

ITEMS: Magazine for design and imagination. ITEMS writes about the entire spectrum of design: from graphic design, visual communication to product design, interaction design and architecture. Published 6 times a year in an edition of 8,000 copies.

BNO Vormberichten: The Association of Dutch Designers (BNO) Design magazine. Vormberichten contains news and articles about the BNO and the affiliated design disciplines, being graphic design and illustration, industrial design, product design, packaging design, interior design, spatial design, interactive design and free design. Vormberichten is published 10 times a year in an edition of 4,250.

ARCHITECTURE

ABSTRACT, The Best of International Architecture: A selection of the best articles 'architecture projects' published worldwide in a special edition 'interior architecture & international design'. Published quarterly in an edition of 14,500 copies.

STREET/ LIFESTYLE

CODE: is a reaction in print to what can be seen at that moment in the fashion landscape. Appears quarterly in an edition of 22,000 copies.

BOOKS

Piet Hein Eek: Het boek, illustrated with more than 800 images, is the first publication about the Eindhoven designer Piet Hein Eek. Written by Max Fraser, published by De Boekenmakers, Eindhoven

Zicht op Design: Lou Kreymborg (1919-93) was in 1947 the first importer of Design Furniture in the Netherlands. Written by Peter van Kester and published by (Z)00 producties, Eindhoven

Made by Rietveld: In 1962, Gerrit Rietveld was commissioned to design an advertising pillar by Eindhoven municipality. Since 1990, Eindhoven artists, architects and designers have exhibited in 'this smallest gallery in Europe'. They include Bert Staal, Arie van Rangelrooy, Domien Coppelmans, Arthur Bagen, Hans de Wit, Piet Dirkx, Aldert Walrecht, David den Breejen, John Körmeling, Marsel Pott, Henk Visch and Robert van Rixtel. This book has been written by Irene Veenstra and published by (Z)00 producties, Eindhoven

Dutch Design meets Bamboo: This book shows the results of 20 designers who got to work with bamboo. *By writer Pablo van der Luqt, published by (Z)oo productions, Eindhoven*

Ir Louis C. Kalff (1897-1976)/ The artistic conscience of Philips: Architect and designer Louis C. Kalff was a pioneer in our country in the area of industrial design. *Chronicled by Peter van Dam, published by (Z)oo producties, Eindhoven*

House of Concepts: an overview of 60 years Design Academy Eindhoven. *Edited by Louise Schouwenberg and Gert Staal, published by Frame Publishers, Amsterdam.*

c. Design themed columns in newspapers and magazines.

Artikelen over design, architectuur, media, cultuur en kunst verschijnen regelmatig in de speciale secties van vele regionale en nationale dagbladen en magazines.

REGIONAL NEWSPAPERS

Eindhovens Dagblad: circulation: 442,000, frequency: 6 x a week **Brabants Dagblad:** circulation: 137,367, frequency: 6 x a week

NATIONAL NEWSPAPERS

Trouw: circulation: 109,225, frequency: 6 x a week **Volkskrant:** circulation: 272,884, frequency: 6 x a week **NRC Handelsblad:** circulation: 229,285, frequency: 6 x a week **Algemeen Dagblad:** circulation: 540,285, frequency: 6 x a week

NRC NEXT: circulation: 125,000, frequency: 6 x a week

NEWSMAGAZINE

Vrij Nederland: circulation: 52,562, frequency: 1 x a week **HP De Tijd:** circulation: 39,840, frequency: 1 x a week

Elsevier, special fashion & interior design: circulation: 143,224 1x a year

REGIONAL MAGAZINES

Brabant Provincie Magazine: frequency: quarterly

Excellent Wonen en leven: edition 25,000, frequency: quarterly

Magazine Frits: edition 30,000, frequency: 7 x a year

Brainport Magazine: The Southern Netherlands has its own specific news magazine. With news, background stories, interviews, essays, columns and regular sections about the economy, technology, innovation, design, culture and town planning. Edition: 5,000, frequency: 5 x a year

PUBLIC MAGAZINES

Hollands Diep: a colourful glossy magazine about culture, opinions, books, travel, fashion, music, design, film and theatre. Circulation: 80,000, frequency: 5 x a year

Bright, Innovative Lifestyle: Bright builds a bridge between technology and lifestyle. There is attention for computers, electronics and gadgets but also for the 'tech factor' in design, media, architecture, fashion, industrial design, art and science. Circulation: 25,000, frequency: 6 x a year **Snoecks:** popular read yearbook with contributions about art, design, literature, adventure, erotica

and photography. Published each year at the end of October. Edition: 61,000

Eigen Huis & Interieur: About interior design and design. Circulation 61,704, frequency: monthly **Elle Wonen:** latest trends in the field of interior design, design, art, architecture and travel. Circulation:

58,477, frequency: 10 x a year

d. Webbased design content

Design Connection Brainport: designconnectionbrainport.nl

Brainport Design Agenda: brainportdesignagenda.nl **Dutch Design Week:** www.dutchdesignweek.nl

De Hub: www.dehub.nl

Design Academy Eindhoven: www.designacademy.nl

Design.nl: www.design.nl

Creative Guide: www.creativeguide.nl

Etropolis: www.etropolis.nl/blog/

Citytv: www.citytv.nl

25. Provide a summary of all trade fairs, conferences or other high-profile events related to design in the city.

Eindhoven sets the stakes high for design-related events. During the Dutch Design Week, various trade fairs and conferences are held. Highlights of this week are the Graduation Galleries, the Dutch Design Awards exhibition and the Design Minds Marketing conference organised by the Design Academy Eindhoven. Throughout the year, the Designhuis organises various shows and exhibitions. In the unique exhibition Talent, the Designhuis shows the best graduation projects in Europe. Design is also integrated in the big homegrown Eindhoven festivals. STRP does that in combination with music and technology. GLOW combines light and design. And in FluxS, a wide range of disciplines come together, including design too.

Designers

26. Provide profiles of any local designers who have made a significant impact on the city or on the design industry in general.

The Eindhoven design industry sprung forth from the Philips empire more than a century ago. These strong roots form the foundations for the design city it has now become. Which is why we look back, consider the present and look forward in order to answer this question.

PAST

When Philips brought in Louis C. Kalff [48], they acquired one of the first design icons. He was the artistic conscience of Philips. From the logo to advertising design. But his influence was not just limited to Philips. He was at the inception of the Design Academy and earned great fame as a light architect. He also set up the first Light agency. In 1958, Kalff, together with Le Corbusier, created a spectacular contribution for Philips at the world exhibition in Brussels with the Philips pavilion and the Poème Électronique. After retirement, he worked with the architect Leo de Bever on the Evoluon. Another design icon from the early days was Koen van der Gaast. He designed the railway station building in Eindhoven, which had similarities to the Philips radio of the time. This was his first major project.





PRESENT

Today's design icons make the design DNA increasingly visible. Jo Coenen designed a true landmark with the Vesteda tower. Lidewij Edelkoort transformed the Design Academy into an internationally famous educational institute. She gave economic and cultural developments an impulse with her knowledge. With the Designhuis she added a new landmark to the Eindhoven design landscape. Charles Esche put the Van Abbemuseum back on the map. A development that is still in full swing.

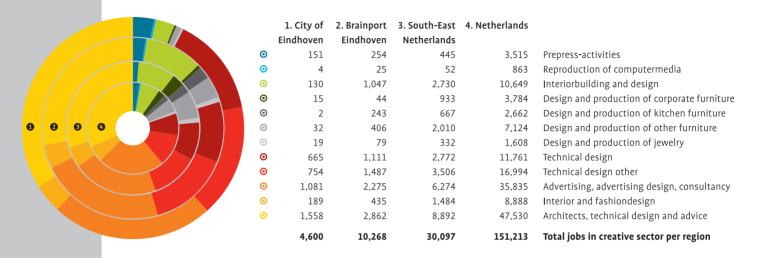
FUTURE

The current design climate is a good seedbed for the talents of the future. This has been proven and is confirmed on a daily basis by the Design Academy and TU/e graduates. Just a handful of the current talents and future icons: Piet Hein Eek, John Körmeling, Maarten Baas, Hella Jongerius, Bert Jan Pot, Jurgen Bey, Tord Boontje, Richard Hutten, Studio Job and Marcel Wanders.



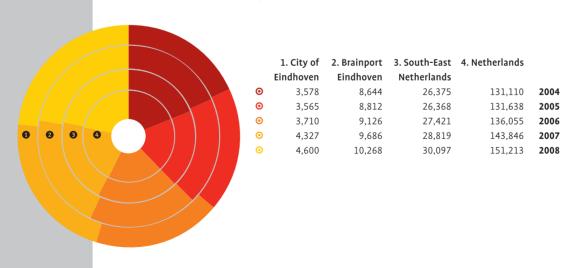
27. Provide the number of design professionals working in the city, broken down into the different design disciplines. These discipline can include, (but need not be limited to), the following:

TOTAL NUMBER OF JOBS IN CREATIVE SECTOR 2008 - DESIGN DISCIPLINES



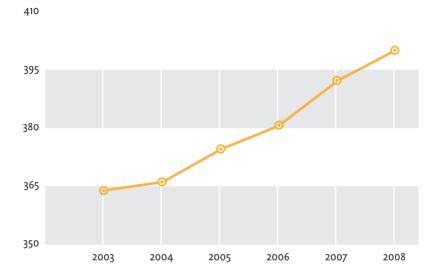
28. Provide net number of jobs created within the design industries every year, for the last five years for which data is available.

NUMBER OF JOBS CREATED WITHIN THE DESIGN INDUSTRIES EVERY YEAR



29. Provide net number of total jobs created in the city's economy (including design jobs) every year, for the last five years for which data is available.





Public Investment

30. Provide the portion of the budget that is spent on design initiatives at the municipal, regional and national level (expressed as a percentage of total expenditure) for the last five years for which data is available.

Exact data is not available. Based on the investment programme and the monitoring of 'Design in Brainport Eindhoven 2005-2010', it is estimated that business, knowledge institutions and government together will have invested 150 to 200 million Euros in the Eindhoven region in the period 2003-2005 in the economic, social and cultural development with design as a key aspect. The public share of this investment amounts to about 40%. National investment figures are not available. According to expert opinion (see also the letter by BNO's Rob Huisman), the city of Eindhoven and the Brainport region have a leading role in the Dutch market where it concerns investment in design.

Neighborhood/areas

31. Describe any areas in the city that could be perceived as a showcase for design.

Include photographs and/or video to support your description where available.

SHOWCASES FOR DESIGN IN EINDHOVEN

Strijp-S [49: The site in Eindhoven where Philips started its research activities in 1914. Now, it is an area of about 27 hectares with various industrial ex-Philips buildings that are currently being redeveloped into a living, working and meeting place with innovative, dynamic interaction between residents, companies and visitors of Strijp S. Creativity and cultural expression are becoming part of daily life at Strijp S. The area's liveliness is tangible 24 hours a day, 7 days a week. A number of buildings at Strijp S have been designated as listed buildings. Other premises at Strijp S have been preserved due to their value as industrial heritage and the opportunities for special reuse. This environment, where so many inventions saw the light of day, will again be the seedbed for creative developments and innovations: Strijp S The Creative City.

De Witte Dame [50]: At the end of nineteen twenties, the Witte Dame was built upon Philips' instruction. Architect Dirk Rozenburg designed a factory building according to the valid rules of the New Realism. In the nineteen nineties, the building was redeveloped by architect Bert Dirrix. He developed a concept in which all residents/tenants were given a place in the building. To do so, the building was not divided vertically but horizontally. In the heart of the building, a section was created that received the title 'Mid motif'. This had to ensure interaction amongst residents and between residents and the public.

De Witte Dame is now a landmark in the city's heart and a striking example of the relocation of industrial heritage in Eindhoven. In De Witte Dame, all residents have something to do with design, information, technology and/or culture. This unites the current permanent residents of the building: Design Academy Eindhoven, Philips Corporate Design, Eindhoven Public Library and MU Art Foundation. De Witte Dame is also a unique, multifunctional conference and exhibition venue in the heart of Eindhoven.

Van Abbemuseum [51]: The only museum in the Netherlands that solely concentrates on modern and contemporary visual art from the 20th and 21st centuries. Since its opening in 1936, an internationally prominent collection has been built up that now amounts to more than 2700 works of art. The Van Abbemuseum disposes of the largest El Lissitzky collection outside Russia, which is a continuous source of inspiration for the composition of exhibitions. In addition, the museum has masterpieces from Picasso, Chagall, Kokoschka, Beuys, Gordon and McCarthy, to name but a few. Since the beginning, the collection has been international and formed around ensembles of artists and works of art that show a close correlation. To a great extent, the works of art in the present collection originate from Northern and Western Europe and the US, but in future the museum will also acquire work from the Middle East, North Africa and Eastern Europe, which is still poorly represented in the Netherlands.





32. Describe key urban regeneration or reconditioning projects in the context of the neighborhoods or areas they have transformed.

Since 2000, Eindhoven has worked on a neighbourhood reconditioning approach. Important are the social, economic, ecological and spatial aspects. Eleven neighbourhoods have been appointed as neighbourhood reconditioning areas. A total area of about 722 hectares (Eindhoven's total surface area is 9000 hectares), where more than 40,000 people live. In brief, the neighbourhood reconditioning has four objectives:

- ° improving quality of life
- ° counteracting spatial segregation
- ° changing the ratio purchased and rental properties in favour of purchased properties, to advance
- ° diversity in the housing market with regard to price, property, size and form
- ° promoting 'social advancement': individual residents' wish to get ahead

Shopping and business areas in a number of neighbourhood reconditioning areas are in need of improvement. Eindhoven Municipality tackles this together with property owners, entrepreneurs and other stakeholders. Since 2005, there has been focus on the 'human side' within the economic pillar, the neighbourhood economy and stimulating measures in the field of employment.

Architecture

33. Provide a summary of architectural interest points.

Include photographs and/or video to support your description where available.

Eindhoven has undergone a turbulent development. From a small market town surrounded by agricultural villages, it has grown into an important technological and industrial centre. This is also visible in the modern and single-minded architecture in Eindhoven and surroundings.



Vesteda tower [52]: The Eindhoven skyline has not been the same since 2006. Since then, the 90-metre high Vesteda tower, designed by Jo Coenen, has adorned the heart of the Lichtstad (city of light). In 2007, the phenomenal, rhomboid residential tower was crowned with the prestigious award 'BNA Building of the year'.

Cascade building: On the edge of the university campus lies the laboratory building of the Physics faculty. The design by Rudy Uytenhaal forms a splendid link between urban and rural areas. The special facades, two made in cascade stone developed in-house and two of glass, emphasise the contrast.













Kennispoort [53]: With thousands of scientists passing by every day, the building is almost literally a gate to knowledge. The oval, aluminium-coloured construction with 'chunks taken out of the' floors has adorned the foot of the university campus since September 2002.

TU/e Vertigo building: This is a prominent building on the Eindhoven University of Technology campus. The architect's firm Diederendirrix exposed the skeleton in 2002 and gave it a new casing of green screen-printed and glass panels. Successfully, because the building won the Dirk Roosenburg Award in 2003. Salient detail: the dynamic light logo that has graced the façade since the TU/e's fiftieth anniversary.

De Effenaar: a striking eye catcher in the Eindhoven city centre. In 2005, this pop stage reopened its doors in a new building in a new location, designed by architect's firm MVRDV. The steps visible on the outside and the concrete colours provide the building with a raw appearance. The 'stacked' halls have space for about 1,700 music fans.

Dynamo [54]: The distinctive Dynamo building, winner of the Dirk Roosenburg Award 2007, has a magnetic attraction on young people. From the outside, the central heart of the building is clearly visible. In the daytime, the 'Urban Window' reflects bustling city life. In the evenings, it transforms into a show box for passers-by.

Van Abbemuseum: Eindhoven would not be Eindhoven without this museum from 1936. In 2003, the listed building was extended based on a design from Abel Cahen. Result: a spectacular architectural mix of traditional and modern.

Eindhoven station building [55]: It is the gateway to the city for about 200,000 people every day: Eindhoven Station. Architect Van der Gaast designed it from a functional vision in 1956. The transparent facade and tunnel invite people to do what the station is intended for: travel.

De Bijenkorf: The Italian Giò Ponti thought the Dutch green polder landscape remarkable. It became his inspiration for the design of De Bijenkorf department store from 1969. The distinctive green building is still the first one many visitors see upon arriving in Eindhoven.

Piazza [56]: In 2003, the Italian architect Fuksas lent Eindhoven metropolitan style with his Piazza. Its glass roof and elliptical layout provide the building with a transparent appearance. A dynamic play of light and shade shines from behind the green glass façade at night.

Witte Dame and Lichttoren [57]: From light bulb factory to assembly point for culture and design. De Witte Dame has had a leading role in Eindhoven for years. The heptagon-shaped Lichttoren pertly reaches out above the city. Dirrix Van Wijlick Architects won the Architecture Award with the design in 1999.



18 Septemberplein [58]: The Italian architect Massimiliano Fuksas designed the plan for the renewed layout of the 18 Septemberplein. At the moment, a bicycle shelter is being created under the square. In the future, people will also be able to admire the archaeological remains of the Woensel Town Gate here. The mosaic pattern for paving, water and glass features, green and dynamic play of light and shade form the basis for experiencing the square. The design entrances to the bicycle cellar lend the square its architectural class.

Klokgebouw: The Klokgebouw, the former Philips factory, dates back to 1928. At the time, the Philips building was in use for making Bakelite. The name Klokgebouw refers to the revolving Philips emblem on the roof, and especially to the clock underneath. Today, the Klokgebouw is a dazzling culture factory with space for creative entrepreneurs, designers, artists and events.

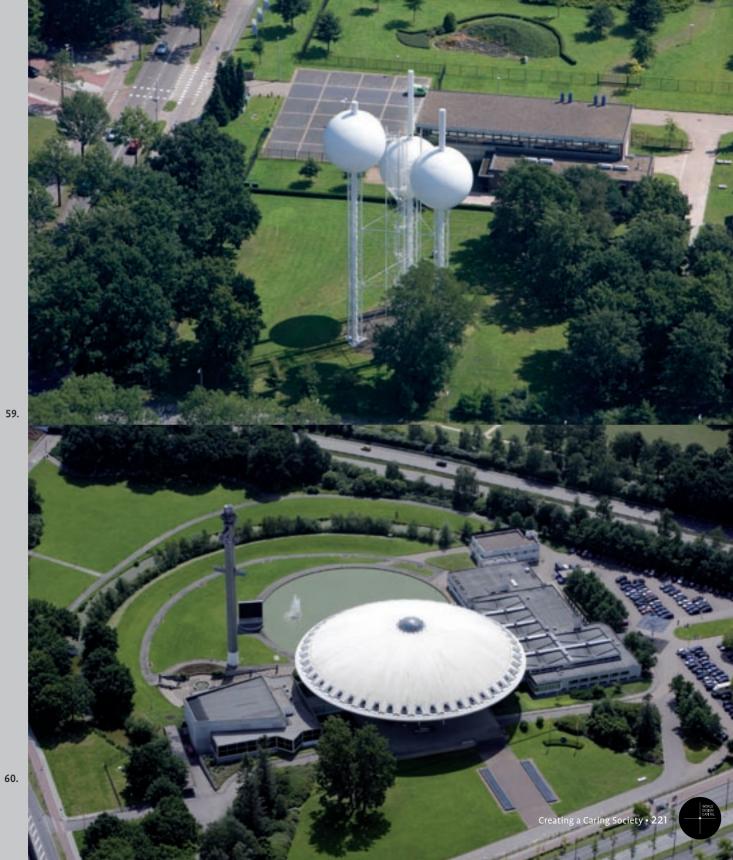
High Tech Campus: This campus was a Philips idea. The objective was to share knowledge, research and development in internal collaborative projects. First in a closed network. These days in an open network. The buildings are based on the concept Information & Service Technology. This is translated into flexible open work floors with traffic routes along the facades. The appearance is transparent and high tech due to the use of aluminium, stainless steel and glass.

Water tower [59]: Architect W.G. Quist designed the water tower in the Eindhoven district Stratum. The water tower is 43.45 metres high and consists of three spherical white water reservoirs of 500 cubic metres each. The spheres are located at different heights of the steel support construction.

Evoluon [60]: This building looks a lot like a UFO. Architect Louis Kalff designed the futuristic building that was offered to Eindhoven by Philips in 1966 at the occasion of their 75th anniversary. The dome is 77 metres in diameter and the concrete is held in place by 169 kilometres of cables. It first served as exhibition space for promoting science and technology. Later, it was given the function of reception, demonstration and meeting centre.

Flying Pins [61]: A work of art by the designer pair Oldenburg and Van Bruggen. It represents a bowling ball that has just hit the ten pins. It is made from fibreglass and is almost 9 metres high at the highest point. The bowling ball has a diameter of about seven metres and is partly buried in the ground. The largest pin is about ten metres long.













REGIO

Cube houses in Helmond [62]: The Dutch architect Piet Blom was inspired by Le Corbusier. He thought of tilted buildings on columns. The space under the buildings remains public that way. The cube houses in Helmond have three layers: the kitchen and living room, space for study and bedrooms in between and at the top a pyramid with sun lounge or outside area. The entrance and the stairwell are situated in the hexagonal column on which the houses rest.

Brandevoort/ Helmond [63]: a remarkable neighbourhood in Helmond. The houses refer back to the classical architecture of the nineteenth century. The De Veste town centre conjures up visions of a fortified town. Picturesque gates lead to car parks and the school is located in a turret. For the construction of the houses, traditional and sustainable materials were used, such as wood, natural stone and fired bricks.

Revolving house by John Körmeling/ Tilburg [64]: Architect, but most of all artist, John Körmeling designed the Revolving House on the Hassel roundabout as a commission for Tilburg Municipality. A life-size detached terraced house revolves around the roundabout clockwise. It completes one round in 20 hours. The house is uninhabitable, but seems very lifelike. Queuing drivers experience a distortion of reality as a result of the slow movement of the house.

Rietveld & Ruys/ Bergeijk [65]: In 1958, architect and furniture designer Gerrit Rietveld and landscape architect Mien Ruys collaborated on the legendary De Ploeg weaving mill and surrounding landscape park in Bergeijk. In the nineteen fifties and sixties, Rietveld's and Ruys' input gave Bergeijk an even broader stimulus: the village developed into a creative centre from where all sorts of modern initiatives originated: Ploeg fabrics, Spectrum furniture, IVN, community work and *Kabouters*.

34. Provide a summary of planned new builds of interest to the design community. Confirmed projects only.

Strijp S: This will be *the* new residential, work and meeting place for people of all ages. This environment, where so many inventions saw the light of day, will again be a seedbed for creative developments and innovations: Strijp S The Creative City. The redevelopment of the old industrial site (27 hectares) is in full swing. Various buildings are already bustling with life: urban sports, innovative designers, creative entrepreneurs, cultural initiatives and catering pioneers. Status: development and realisation partially started.

Station area: This area is situated in the heart of Eindhoven. The 45-hectare area is given a quality revamp due to building projects and large-scale investments in public space:

 The 18 Septemberplein was designed by architect Fuksas. His design consists of an underground shelter for 2,000 bicycles, organically shaped entrance buildings, glass floor and water elements.
 Status: realisation almost completed

- Around Central Station, the access roads to the station are being improved. This includes widening
 the travellers tunnel from 8 to 24 metres, adding lifts and new stairwells, extensive refurbishment
 of both station buildings.
- ° The Zuidplein at Central Station is being redeveloped into a green city entrance with underground shelter for 6,000 bicycles.
- To be able to facilitate the rapid expansion of bus traffic, an extensive transformation of the Neckerspoel bus square is also being prepared.
- ° In addition, a number of major building projects in the vicinity of Central Station, such as Station location South-east, the start of which is planned for 2010, which will include a 125-metre high residential tower. Status: in preparation

Emmasingel quadrant: What makes this old factory site so special is that it is a stone's throw from the bustling centre. In the future, this will be the start of the Eindhoven Ramblas, which will lead visitors to the new neighbourhood Strijp S along parks and shops. A well thought-out street and residential block pattern will connect various striking buildings with each other, such as De Witte Dame (with the Design Academy), the TAC (Temporary Art Centrum), Plaza Futura, the library and the Kempenland museum. They are all buildings with a culture-related function. The Emmasingel quadrant is to become a mix of old and new architecture. Status: in preparation

Dommel: Together with the municipalities Eindhoven, Nuenen and Son en Breugel, the Dommel District Water Board is going to clean up and restore the severely polluted brook bed of the Dommel. The ancient brook will be restored to its former glory, with lots of twists, less steep banks and more variation in the planting. In addition, the Dommel will be a more pleasant living environment for animals such as frogs, salamanders, butterflies, dragonflies, birds and polecats. Status: in development

Centre for Health, Sports and Exercise: In the nature and leisure area Genneper Parken, a fully-fledged centre for Health, Sports and Exercise is being realised. Top sportspeople and amateurs will be welcome at this centre for medicals, injury treatment and sports advice in general. Status: realisation at the start of 2010

Hockey stadium: The province of Noord-Brabant has had a prominent role in hockey for some years. The Eindhoven region has always had a flourishing hockey culture, home to the clubs Oranje Zwart, HC Eindhoven and EMHC. To be able to continue to play at international and national top level, a hockey stadium is being developed. The new stadium requires sustainable integration in the Genneper Parken nature area. Status: in preparation

Redevelopment of athletics accommodation: In sports park the Hondheuvels, new facilities are being realised next to the current athletics accommodation. Besides for athletics facilities, space will be available for offices, a children's day-care centre and a physiotherapy practice. Status: realisation 2010

Interior design

35. Describe how Interior Design has been effectively used in the Hospitality sector (e.g. retail, restaurant and hotel design) or elsewhere to elevate perceived cultural standards in the city.

In Eindhoven, the design DNA is increasingly visible in restaurants, hotels and shops. There are many examples of restaurants where Interior Design is one of the pillars. Restaurant De Smalle Haven is remarkable in this respect. Visitors can shop for special items and eat at the same time. A combination of design, education and food can also be found in De Witte Dame. Designers decorate the restaurant and during theme nights they pay special attention to the presentation of the food. Pupils run the restaurant (supervised by teachers). The interior of the Muziekcentrum Frits Philips café also exudes design thanks to its Eindhoven designers.

In general, there is obvious attention for design in shops. This is especially visible in the shops in the Berg quarter. And every year, during Dutch Design Week, shop windows in the centre undergo a metamorphosis. There are plans to renovate shopping arcade De Heuvelgalerie to be more in line with Eindhoven's design image. A great number of large hotels, such as Holiday Inn and Sofitel Cocagne, let Interior Design play an important role in their renovation plans.

36. Describe how this has contributed to the design merits of your city.

Eindhoven Municipality acknowledges and underlines the importance of design. Design is in the city's DNA. Design is a deciding factor in town planning or reconditioning. This is increasingly visible in the city itself. Hotels, restaurants and shops are all injected with design.

Urban design

37. Describe how Urban Design has been effectively used to create public areas that characterise the city and improve the quality of life of the city's inhabitants.

Design is visible and tangible in all sorts of aspects of the city. Municipal policy involves designers for projects in the areas of urban development, public spaces and social cohesion. They view the challenges of and in the city from a different angle and come up with new solutions. Examples are:

- The Municipality structurally involves designers in the development and design of the layout of public parks and the city's street furniture. A splendid example of this is the Tulip [66] – a beautifully designed bicycle stand that is used throughout the city.
- All over the city, designers have contributed to the renewed layout of children's playgrounds.
- ° Safety is also a theme for which designers are asked for their contribution and vision. The smart use of public parks and gardens in specific parts of the centre has increased the feeling of safety.
- ° Social cohesion is an important theme in Eindhoven. Here too, designers play a prominent role.



They are given the space to develop new initiatives to improve cohesion in residential neighbourhoods, for example by creating special meeting places.

38. Describe how local materials or techniques have been used in the urban environment to promote sustainable design and build the city's personality.

Philips made history in Eindhoven with the very first light bulb factory. From that moment on, light became an intrinsic part of Eindhoven. Always focused on innovation. Recently, a light plan was developed that gives a new twist to lighting buildings and to lighting in public spaces. A radically new, functional, aesthetic and interactive concept for public lighting. Application of LED lighting creates opportunities for the development of new products and sustainability objectives are met. A number of lampposts have already been equipped with LED lighting. The bridge at the High Tech campus exit is also dynamically lit with LEDs [67]. A great example of sustainable design and Eindhoven personality merging.

Sustainable design

39. Describe any responsible or sustainable design initiatives in the public and private sectors.

Sustainability is a way of life. Just as design is in our DNA, sustainability is inextricably linked with it, which is clearly visible in the use of techniques such as LED lighting. But in a different way in information transfer, as occurs in the knowledge centre Sustainable City. And not forgetting in entrepreneurship. A great example of this is De Groenfabriek, a collective building at Strijp S where entrepreneurs with sustainable aspirations bundle their strengths.

Industrial design

40. Provide examples of the city's achievements in industrial design.

With industrial founders such as Philips, DAF and ASML, Eindhoven has been a truly industrial town from the onset. With innovation as a spearhead, design was given an increasingly bigger role. This resulted in the establishment of Philips Design and the Design Academy. These gave the city an industrial and creative stimulus.

Communication design

41. Describe how visual communication has been used by the city to promote itself locally, regionally and internationally. Include any major environmental or way finding projects. Provide examples if available.

Eindhoven underlines its slogan with high-tech information boards along Eindhoven's access roads: *Eindhoven leading in technology*. With the spearheads light, sports and design, national and international attention is generated for the city. There is special attention for the creation of Eindhoven's distinct profile as a design city in Europe.

Banners and bus shelter ads command attention for Eindhoven's activities along the roads in the centre. Regional communication is stimulated with Brainport Eindhoven. Last year, Eindhoven Municipality won the graphic culture award for the fact that they made (graphic) design a spearhead for their policy, as is apparent from the Dutch Design Awards, the Dutch Design Week, the Design Café and the Design Forum.

Testimonials

42. Provide any testimonials from design professionals or other experts who live and work within the city (e.g. architects, designers, curators of design, professors, etc.). It is not necessary that the testimonials be in letter format or that they be formal or protracted.

Committee of recommendation:

Mr. G. Kleisterlee, CEO Royal Philips Electronics and member of the Innovation platform

Mrs. ir. L. van de Pol, Chief Governement Architect

Mr. dr. A. Rinnooy Kan, chairman SER (Social Economic Council)

Overview of all letters of support for this bid:

Mr. dr. R.H.A. Plasterk, Minister of Education, Culture and Science

Mrs. J.R.H. Maij-Weggen, Commissioner of the Oueen, Province of Noord-Brabant

Mr. H.C.R.M. de Wijkerslooth, Board member SRE (Regional Council Cityregion Eindhoven)

Mr. drs. A.A.M. Jacobs, Mayor of Helmond

Mr. dr. J. Cohen, Mayor of Amsterdam

Mr. M. Harbers, Vice Mayor of Rotterdam, Commissioner for Economic Affairs, Ports and Environment

Mrs. drs. E.P.J. Lemkes-Straver, director Brainport Operations B.V.

Mr. drs. R. Huisman, director BNO (Association of Dutch Designers)

Mr. D. Kuilman, managing director Premsela.org (Dutch platform for design and fashion)

Mr. H.J.A. Bekke, director general Modint

Mr. drs. G. Peeters, president of the ADMIRE consortium

Mrs. A.M. Eggenkamp, mr. A. van Slobbe, executive board Design Academy Eindhoven

Mr. prof.dr.ir. M.J.W. Schouten, Dean Faculty Industrial Design, Eindhoven University of Technology

Mr. S. Marzano, CEO & Chief Creative Designer Philips Design

Mr. A. van Berlo, chairman Design Platform Eindhoven (Dutch Design Week)

Mrs. C. Baan, programme director Dutch Design Fashion Architecture (DDFA)

Mr. R. Naidoo, Design Indaba, Capetown, South Africa

Open questions

The section below is an opportunity to expand on the legacy of design within your city. Take as much or as little space as needed. Think big and be creative.

43. Provide a minimum of three examples or case studies that demonstrate how the city has used design, design management and design development to create a socially, culturally and economically sustainable community and environment. Include a description of how design is currently addressed within the city's strategic plan.

From the very beginnings of Eindhoven, design has been interwoven in all the ways the city has considered development. From the visionary town planner J.M. De Casseres, who gave the city form with his General Expansion Plan in 1929, to Louis Kalff, the founder of what later became known as Philips Design, who designed the Philips trade mark, started the Design Academy Eindhoven and left his mark on the Evoluon. Design is in Eindhoven's DNA as it were and, as such, forms a natural basis for the development and realisation of initiatives in social, economic and cultural areas. It goes almost without saying that sustainability is the leading principle here. Design is also the main theme in the municipality's strategic plans. Not just at policy level, but also initiated by the municipal council who actively contribute ideas to weave design still further into the city's solutions to challenges.

SPEARHEAD PROJECTS FROM WHICH THIS IS APPARENT ARE:

RESOURCES: REDEVELOPMENT OF STRIJP S A NEW URBAN HEART IN EINDHOVEN

With its 27 hectares, Strijp S is the largest industrial redevelopment area in the Netherlands. On the former Philips site, a unique interaction between residents, (creative) companies, institutions and visitors is coming into existence. The subtitle for Strijp S is The Creative City. This means that art, culture and design form the basis for the development and realisation of this second urban heart. A place where studio space will be available and where a wide range of creative activities will find a home.

PROSPERITY: CHILD-FRIENDLY SCAN IN THE SCANNER WITH YOUR CUDDLY TOY

Children are often anxious about having to go through the scanner in the hospital. They sometimes even need to be anaesthetised. The kitten scan can help doctors, little patients and their parents. Together with the medical profession, Philips Design created a design in which a cuddly toy undergoes the same examination as the child. The image of the toy can be seen on the inside of the scanner, projected in light. At the same time, the furry animal explains in words and sounds what is happening, thus reassuring the child. Tests have shown that the number of successful scans with children could be increased from 23 to 30 a day with this approach. Sixty hospitals in the United States already use this method.













OUALITY OF LIFE: REMOTE CARE

REMOTE CARE INCREASES INDEPENDENCE FOR THE ELDERLY

Remote Care wants to help elderly people live independently for longer, even when they need help and support. The concept consists of an interactive image and speech connection plus so-called 'Remote Services'. TV, computer, Internet and mobile phone can be used to establish contact with the general practitioner, family or informal carer. Also, an alarm can be raised or services can be ordered. Conversely, family and friends can contact their parent, grandparent or friend the same way. Sensors in the house ensure that relevant data concerning the particular elderly person are communicated. In Eindhoven, more than 8,000 households will be connected to this system in the coming years.

RESOURCES: WOENSEL-WEST TEA HOUSE

DESIGN LENDS WOENSEL-WEST MORE SOCIAL RESILIENCE

Some designers make chairs, others create a social meeting place. T+House in Woensel-West boosts this neighbourhood's social and residential climate. The neighbourhood has suffered a lot of problems in recent years. Trouble with drugs, crime, and high unemployment caused problems in the neighbourhood for a long time, but now Woensel-West is pulling out all the stops to grow into a colourful, lively and multicultural district. Two designers concluded from a survey that Woensel-West missed a place where residents could meet. The T+House was born from the collaboration between design and the neighbourhood. It is a local facility that has already won various awards and is an example of social innovation for other cities.

KNOWLEDGE: GRADUATION SHOW - MAN AND HUMANITY THE SOCIAL AND HUMANITARIAN STATUS OF DESIGN

In the design world, the Design Academy Eindhoven's Graduation Show is an annually recurring highlight on the national and international calendar. About ten percent of all DAE students are focused on the relationship between design and social and humanitarian issues. The DAE's Man and Humanity programme consequently receives special attention at the Graduation Show. The problems in the third world, with the environment and sustainability, a healthier life; design can make important contributions to solutions through the use of other materials and components and by working out new concepts.

QUALITY OF LIFE: INTELLIGENT PLAYGROUND THE NEW DIMENSIONS OF PLAYING OUT

These days, children are bombarded with games focused on the individual player stuck behind a television screen or game console. Creative Conversion Factory developed the 'Intelligent Playground', which was fleshed out and launched on the market by NYOYN. They are mats that produce a sound when you stand or jump on them. It does not matter whether you are playing musical chairs, memory, learning a foreign language or making music, you can do it all with these intelligent tiles. Everyone can join in with this interactive game and it stimulates children's imagination enormously. The body of thought behind the Intelligent Playground is a combination of traditional playing values and innovation. Through this, children can opt for ready-to-play games, but the emphasis lies on

the stimulation of social interaction and games that are not pre-programmed. Technology that is there to serve the child, which is most probably the greatest innovation. It adds a new dimension to contemporary games, with the child as the source of inspiration.

44. Describe the expectations of your city for the WDC 2012 designation

SHARING

World Design Capital Eindhoven is a big step for Dutch Design. Not to help it into the world, but as an invitation. An appeal to the world to discuss, share and experiment along the lines and attitudes of Dutch Design in Brainport. This will make it Dutch Design plus. After all, design is not tied to nationality but to mentality. The more that Dutch Design is shared, the greater the strength. Open sourcing makes sharing even easier. Platforms and networks facilitated by WDC 2012 are nourished and stimulated online, and visitors exchange knowledge.

GIVING

Sharing more means giving more, too. World Design Capital also provides a stimulus for the transformation from the experience society to the sharing and caring society. A society in which designers provide the guiding principle. A sort of compass for innovation. But also a society with space to be able to provide direction. In 2012, Eindhoven will play host to major international networks through the organisation of large conferences.

LIVING

In a sharing and caring society, life is the basis for everything. Strijp S is an example of a creative life-style location. New life can be breathed into the industrial heritage and corresponding attitude. The WitteDame and Strijp S are linked to the ZollVerein Essen, Ruhr area and Van Nelle Ontwerpfabriek Rotterdam. This is a language, an attitude, a people, a movement, a social and economic link. It would be great if in 2012 an academic, historic story was told about this. Certainly now that a new industrial movement in Asia is emerging in the footsteps of the industrial revolution we experienced in the 20th century.

LEARNING

In 2012, the Top Institute of Design & Technology will present itself. With the WDC, giving, sharing and living are united in learning. Foreign designers, speakers and thinkers bare their souls, share knowledge and seek inspiration. Through, for example, having ten innovators in residence here for a year. Upon the invitation of the city and various institutions, also outside the walls of the Dutch Design Academy, TU/e or Philips Design. People with vision and fame that are in Eindhoven for six to twelve months. Allowing these people to write, speak, experiment and collaborate with the innovators here. A learning process for everyone involved.









APPENDIX II

THE CITY OF EINDHOVEN

Mrs. J.R.H. Maij-Weggen, Commissioner of the Queen, Province of Noord-Brabant

meur. J.R.H. Maij-Weggen Commissaris van de Koningin in de Provincie Noord-Braboni

> World Design Capital Organising Committee c/o Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1, Canada

's-Hertogenbosch, 10 March 2009

The city of Eindhoven's ambition to be able to call itself the World Design Capital in 2012 can certainly bank on my support. Eindhoven's pioneering work in the field of Dutch Design is not only evident in the province of Noord-Brabant, but on a national level too.

Eindhoven's ambition nestles perfectly in our province's plans to facilitate the best possible conditions for design development in Noord-Brabant. The province will invest beavily in this in the coming years.

Brabant is an outstanding example of a top design region: the four cities in the immediate vicinity of the Brainport region contribute immensely to the strength of Eindhoven in the field of product design. Breda excels in graphic design and multimedia, Helmond leads in automotive and food, Den Bosch has a strong position in ceramics and Tilburg lays interesting links between design and textile. Noord-Brabant, with Eindhoven as its design centre, is the perfect candidate for ensuring that 2012 will be a fantastic design year.

With kind regards

Mrs.J.R.H. Maij-Weggen Her Majesty's Governor in the province of Noord-Brabant



World Design Capital Organising Committee c/o losid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1, Canada Keiser Karel V Singel B Positive 965 5600 AZ Eindhoven Tet: 040 2594594 Fax: 040 2594540 E-mail: mfo@are ni Internet; www.sre.ni

Mr. H.C.R.M. de Wijkerslooth, Board member SRE (Regional Council Cityregion Eindhoven)

uw kenmerk

uw brief van

ons kenmerk 13667/JPK/MG datum 11 maart 2009

onderwerp

World Design Capital 2012

e-mailadres j.kroese@sre.nl

SRE is very pleased to learn that Eindhoven has tendered for World Design Capital 2012. We think Eindhoven truly deserves this little.

The 21 municipalities in the Eindhoven region that the SRE represents, consider design as one of the most important ways for our region to distinguish itself. The Eindhoven region in the Southeast of the Netherlands has an internationally-recognised reputation for design and high-tech activities. Its leading role in the world of cutting-edge R&D has caused it to become known as 'Brainport'. Brainport scores highly compared to other European regions in terms of its competitiveness, productivity, employment, R&D expenditure, innovation, and general education levels.

We are convinced that in the current economic crisis, which is also affecting our region, innovation and design is the key to success. Our region will keep distinguishing itself on these points and uphold its international reputation.

In addition, 'design-thinking' stimulates the continuous urge to innovate in our region and attracts young, creative and enterprising people. This makes our region not just a fertile place for companies to establish themselves, but also a dynamic place to live.

We are confident that Eindhoven will put great verve into its candidacy for the World Design Capital 2012. The neighbouring municipalities will wholeheartedly support Eindhoven in the run-up to 2012 to make this a fantastic success!

mr. H.C.R.M. de Wijkerslooth, Board member SRE. Mr. drs. A.A.M. Jacobs, Mayor of Helmond



World Design Capital Organising Committee c/o Icsid Secretarat 455 St-Antoine West, Suite SS10 Montreal, Wuebec, H2Z 1J1 Canada

Burgemeester

Heimond, 2009 March 10 Onderwerp: Word! Design Capital 2012 Ons kenmerk: 0999012759

Doorkiesnr.: 00-31 4927100

Uw kenmerk: Uw brief d.d.:

Dear members of the Organizing Committee,

As the mayor of Helmond, I am very proud that Brainport Eindhoven has tendered its candidacy for the prestigious title "World Design Capital 2012". As a neighbouring municipality, we bolster Eindhoven's strength in the field of product design with automotive and food design.

Design in this region is not just an independent and blossoming (economic) industry, but also an enabler for the Dutch knowledge industry. Our region's strength lies in the all-encompassing high-tech ecosystem. We are not just able to design and develop products. Skilled industrial manufacturing craftsmanship is also present in this region, which allows us to manufacture and sell high-quality products.

The way we cooperate here, as regional and local authorities with each other, but also with knowledge institutes and industry, is unique. Through combining strengths and the optimum utilisation of each other's complementary competences, we as a region are able to deploy Design as a motor for economic and social development in a sustainable manner. I have complete confidence in this competition. Eindhoven has our unreserved support. As partners, we will ensure this is a tremendous success.

With kind regards, The mayor of Helmond

Drs. A.A.M. Jacobs

TERRITORIES STREET

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P O Bex 202 1000 AE AMSTERDAM Phone "-31-020-562 2000 Fax "-31-20-562 3100 Text phone "-31-20-630 9279 www.ansterdam.nl Gemeente Amsterdam

Dr. Job Cohen Mayor

Return Address: P.O. Box 202, 1000 AE AMSTERDAM

World Design Capital Organising Committee Attn. Members of the World Design Capital Jury c/o Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1 Canada

Date Re 13 March 2009

Dear Sir, Madam,

As the mayor of the city of Amsterdam, I am delighted at the prospect of Eindhoven's candidacy to become the World Design Capital in 2012. This candidacy dovetails perfectly onto our joint ambition to strengthen the profile of Dutch Design internationally and promote its export. Amsterdam has worked with Eindhoven for years on the "NL4Design" programme that - this year – in cooperation with the departments of Economic affairs and Education, Culture and Science has been followed up by the national programme " Dutch Design, Fashion and Architecture (DDFA).

Eindhoven has a strong reputation in the design of products and product services and with Brainport it forms the technological heart of the Netherlands. Above all, it is home to the internationally celebrated Design Academy Eindhoven, proclaimed as the "School of Cool" by Time Magazine. Complementary to this, Amsterdam is a melting pot for the broad creative industry and has a wide international design profile in communication, interactive design and fashion.

We are more than happy to link up with Eindhoven's programme for 2012 with the organisation of one or more complementary events. This provides us with an excellent opportunity to link our innovation diaries even more strongly to each other and to ensure that the Dutch Design profile is further strengthened.

Yours sincerely,

Mr. dr. J. Cohen, Mayor of Amsterdam Mr. M. Harbers,
Vice Mayor of Rotterdam,
Commissioner for Economic Affairs,
Ports and Environment



World Design Capital Organising Committee c/o losid Secretariat 455 St-Antoine West Suite SS10 Montreal, Quebec, H2Z 1J1, Canada

Mark Harbers

Vice mayor, Commissioner for Economic Affairs, Ports and Environment

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Our reference: 088SD272334

Date: March 17, 2009

Municipality of Rotterdam

As vice mayor of the city of Rotterdam, I fully support the ambition of the city of Eindhoven to become the World Design Capital in 2012.

We have worked with Eindhoven for years in the Nt. for Design programme to strengthen Nt. Design Export and to promote the Netherlands as a Design country. Eindhoven has a strong reputation in the design of products and product services and is home to the internationally celebrated Design Academy Eindhoven.

Complementary to this, Rotterdam profiled itself with spatial design and is internationally renowned as a city of architecture and is home to the National Architecture Institute NAI. With world class designers and design agencies based in Rotterdam the city proactively deals with promotion and application of design, fashion and architecture.

We are especially thrilled to be able to contribute to parts of the programme that Eindhoven proposes, within the scope of its title as World Design Capital. This provides us with an excellent opportunity to link our innovation diaries even more strongly to each other and to promote the strength of Dutch Design internationally.

Yours sincerely,

Mark Harbers

Vice mayor, Commissioner for Economic Affairs, Ports and Environment



World Design Capital Organizing Committee c/o Icsid Secretariat Attn: Members of the World Design Capital Jury 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1 CANADA

Our reference 9886

Telephone Number

+31 40 264 99 90

unter Email 4 99 90 info@brainport.nl

Your reference

Subject

Date

2009-03-18

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e info@brainport.nl

EVE 175,09-043

www.brainport.nl

Dear Committee.

We enthusiastically support Eindhoven's candidacy for the World Design Capital in 2012. In addition to technology, design has been a spearhead of Brainport Eindhoven policy for many years. The initiative dovetails perfectly into this policy. I consider it to be the culmination of everything that we have achieved up to now, but also perceive it as a source of inspiration for everything we still want and have to do to ensure that design penetrates deeply into the DNA of this region and the rest of the Netherlands.

Design offers added value. Which is imperative in the current global economy. It can be the difference between transforming knowledge and ability into commercial success.

Design does not just affect industry, essentially it is all about people. Here at Brainport, it is the people who make the difference. Talented, enterprising people with passion, ambition, drive and a sense of opportunities for the world around them and its future. The theme Creating a Caring Society is an unequivocal interpretation that touches all the significant social domains: economy, urban development, healthcare, culture. Above all, design can help to achieve a 'new economy' within a truly sustainable society.

Despite, but also thanks to, the modest economies of scale within this region, the lines are short and the connections good. It is in people's nature to cooperate here. The entire field, big and small, of makers and producers, experts and users is permeated with the potential that design offers now and for the future. The moment has arrived to shift the leading role that Eindhoven has earned in this area from the national to the international stage.

Brainport Operations BV and NV REDE are merging and will be now working together under a new name: Brainport Development



Mrs. drs. E.P.J. Lemkes-Straver, director Brainport Operations B.V.



Darte

Our reference

Page No.

2009-03-17 xxx

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In the coming years, Brainport Eindhoven intends to emphatically manifest itself as the European design centre for products and product services. This in no way detracts from the fact that the label World Design Capital will place Brainport on the map far beyond the boundaries of Europe as the place where design and high-tech systems and materials are logically intertwined, whether it concerns food, automotive or life-tech.

With kind regards,

Drs. Elies P.J. Lemkes-Straver Director Brainport Operations BV

bno

Mr. drs. R. Huisman, director BNO (Association of Dutch Designers)

Datum 09.03.2009

World Design Capital Organising Committee c/o Icalit Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1 Canada

Onderwerp

World Design Capital 2012

To the loograde and losid Boards,

The Association of Dutch Designers (BNO) wholeheartedly supports the proposal for Eindhoven to be crowned World Design Capital 2012. Eindhoven is a municipality that has very consistently incorporated design in its policy. This is apparent from its support of the Dutch Design Week and the Dutch Design Awards. Both are events of national importance. Being home to leading institutes such as the Design Academy, TU Eindhoven, the Designhuis and Philips Design also indicates the importance of Eindhoven's role in the world of design. It is not just industrial design that has an important place in Eindhoven. The other design disciplines are also served well. This was a reason for the BNO to award Eindhoven the 'Graphic Culture Prize' in 2008. This prize was created by the Graphic Culture Foundation and the BNO.

The BNO is a member of both loograda and losid. It is common knowledge that we are fervent advocates of a very close cooperation between these two world bodies in the IDA. Eindhoven has supported this interdisciplinary approach for years. Eindhoven sets an excellent example for underlining the importance of the international Design Alliance.

I genuinely hope that Eindhoven will be chosen as World Design Capital for the year 2012. On behalf of the BNO, I will make every effort to harmonise our professional organisation's activities with the World Design Capital's activities. I am convinced that other 'creative' cities will wholeheartedly cooperate with Eindhoven to make the year 2012 a fantastic design year for Eindhoven, the Netherlands and the entire world.

As a member of loograda and losid, I would be more than happy to explain this in more detail.

Yours sincerely, On behalf of the BNO Board.

drs. Rob Huisman BNO Director Beroepsorganisatie Nederlandse Ontwerpers

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KVK V405 380 96 RNG 181 55 00 BTW NL 804 954 308 801 Mr. D. Kuilman, managing director Premsela.org (Dutch platform for design and fashion) premsela .org/dutch platform for design and fashion/

World Design Capital Organising Committee Attn. Members of the World Design Capital Jury c/o Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1, Canada

Subject:

World Design Capital 2012 PU09-045/DK/ag

Our reference: Your reference: Date:

9 March 2009

Dear Members of the World Design Capital Jury.

The Netherlands is one of the leading players in the world of design and fashion. Young Dutch designers are rapidly climbing onto the international stage, often immediately following their graduation. And it has appeared that a considerable number manage to remain in the spatights.

To reinforce this position in the design world, the Netherlands needs ambitious players, internationally oriented players with inspirational vision. They can be courses, companies or institutions, but regions and/or cities too. Through compiling this bid book, to acquire the title of World Design Capital 2012, Eindhoven shows itself to be a visionary, ambitious player.

On behalf of Premsela, the Dutch Platform for Design and Fashion, I lend my wholehearted support to this comprehensive plan. Eindhoven has recently acquired a prominence, both nationally and internationally, as a centre for product design interwoven with technology and the manufacturing industry. In fields like graphic design, service and media design, and architecture remarkably good results have also been attained.

Notionally, Eindhoven plays a leading role in the development of the creative industry. In and around the city, courses, companies and institutions form a strong and dynamic network. The transitions between culture and economy (and society) flow remarkably smoothly. The central role of the people themselves is never last sight of: designers, commissioners, manufacturers and users. There is also an increasing degree of attention for the involvement of amateurs ("enthusiasts") in the creation of products and their environment.

The theme that Eindhoven and the Brainport region have chosen, Creating a Caring Society, dovetails perfectly into the aforementioned qualities and places these in an equally contemporary and challenging perspective. It is of national and international importance that Eindhoven is allowed to show the world what Dutch design has to offer in 2012.

Yours sincerely.

Dindegfart Kullman Manager Director

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MODINT, Ondernemersorganisatie voor mode,

Mr. H.J.A. Bekke, director general Modint

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interieur, tapit en textiel

Zeist:

March 13th, 2009 MOD/HB/101

Our reference: Direct tel.nr.: E-mail:

(31) 30-2320920 bekke@modint.nl

Dear members of the jury,

The Netherlands play a leading role on the international design stage. Dutch designers are in the spotlights the world over. Not just in the area of fashion, with designers like Viktor & Rolf, Alexander van der Slobbe, Spijkers & Spijkers, Jan Taminiau, Marties Dekkers and Bas Kosters. Other designers like Marcel Wanders, Droog Design, Hella Jongerius, Maarten Baas, Piet Hein Eek and the architects Rem Koolhaas, Winnie Maas, Ben van Berkel epitomise Dutch design. In the field of textile, Visco Helmond has manifested itself with its much talked-about wax designs, especially for the African market.

The thing that typifies designers is the fact that they are conceptual, innovative and individualistic, with an open mind and a pragmatic angle. These characteristics have their roots in the national character and in the modernist tradition of Dutch design.

As the national employer's organisation for fashion and interior textiles, we are delighted that Eindhoven has tendered its candidacy for the title World Design Capital in 2012. From way back, the city of Eindhoven has fulfilled a pioneering role in the field of design in the Netherlands. Thanks to Philips Design and the now 60-year-old Design Academy Eindhoven, design is actually in its DNA. But equally important is the fact that Eindhoven is a true network player, a city that manages to bundle and maximise forces in regional, national and international cooperation with other authorities, knowledge institutes, business and (trade) associations and, by doing so, helps put Dutch Design on the national and international agenda.

Eindhoven is not just displaying this win-win approach in the run-up to this bid book, it is also visible in the role that Eindhoven fulfils in the national steering group Dutch Design Fashion and Architecture in which MODINT is also a partner. As the home of Dutch design, Eindhoven represents the Dutch (design) cities here.



I am very confident that Eindhoven, together with partners in and outside the city, is capable of turning the year 2012 into a fantastic Design Year.

Yours faithfully MODINT

Han J.A. Bekke director general





World Design Capital Organising Committee c/o Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1 Canada

Eindhoven, March 16, 2009

Honorable members of the Word Design Capital Jury,

In November 2005 a group of people representing design centres, universities and cities start imagining what the future should be like: a bright future for the people of Europe - and how to address this by initializing a European design project.

At that moment in time there were two European Agendas that asked for action: Lisbon urging for new impetuses to innovate Europe's economy and Goteborg focusing on Europe's ecological challenges. Innovation should not be for the sake of innovation. Innovation should serve a sustainable use of the world's resources and put the global society in balance.

Goal is to become the most competitive and dynamic knowledge based economy in the world capable of sustaining economic growth with more and better jobs and greater social cohesion.

It was clear that in the innovation of Europe's economy design could play a key role.

Research and experience proved that design positively contributed to the communicative power, functionality and experience of products and services. It was recognised that design formed an important proposition in emerging markets and added significant value to products and services, especially when strategically managed.

However, a majority of businesses were hardly persuaded of the function of design. Thinking about 'beautiful' whenever the word was mentioned: beautiful chairs, cars, clothing, etc. A huge number of businesses feared the cost factor, thinking of design as of luxury. In short, there was a low understanding of the intrinsically more relevant functions of design – like applying to user needs, translating complex knowledge into feasible products, making crossovers between different disciplines, coping creatively with constraints like legal terms, ecological consequences, economical restrictions, cultural judgements.

Evidently it was even less known that design achieves more impact when correctly managed and considered as an indissoluble part of management.

Good practices about design management could be used to raise awareness and start changing the attitude of unacquainted entrepreneurs. The project should collect knowledge of successful practitioners and disseminate it in an appealing way. Awards proved to be perfect vehicles to achieve this in other working fields.



- 2 -

Therefore the focus would be on developing a truly European award for good design management.

At the same time the partners considered it necessary to find innovative ways of disseminating knowledge and building platforms to raise further attention for the benefits of good design and good management in a much broader perspective. It was observed that design and design management is expanding to areas that previously never were touched. The experience of strategically applied design in industry and businesses brought new insights to societal organisations and public bodies being also focussed on creating value to improve the quality of life of their clients.

This aforementioned group of people gathered in Design Management Europe, result of the ADMIRE (an Award for Design Management Innovating and Reinforcing Enterprises) project. The consortium gathered 19 partner organisations, coordinated by the city of Eindhoven believes that design management can be used as a strategic tool to innovate policy and forge new collaboration ships that augment the quality of life in cities. This made the cities and regions to take up the role to pilot new activities that address needs and formulate responses in different societal fields. Because of this notion I will gladly support, on behalve of the Admire consortium, the Eindhoven ambition to become World Design Capital in 2012.

Sincerely:

Ger Peeters

President of the ADMIRE consortium

date

March 12, 2009

our reference

AE/AVS/HB

your reference

World Design Capital Organising Committee c/o losid Secretariat 455 St-Antoine West, Suite SS10 MONTREAL, Quebec, H2Z 1J1, Canada

subject Support World Design Capital 2012.

DESIGN ACADEMY

F +31-0-40 239 39 40 www.designacademy.nl info@designacademy.nl EINDHOVEN Emmasingel 14 PO Box 2125 5600 CC Eindhoven The Netherlands

Dear Members of the World Design Capital Jury,

It goes almost without saying that Design Academy Eindhoven supports Eindhoven municipality's and Brainport's ambition to be World Design Capital in 2012. It is an ambition that has its roots in the role design has played in this city for many decades and will continue to play in the future.

Over sixty years ago, the Academy for Industrial Design was established in Eindhoven. It was the first educational establishment that focused completely on the - at the time fledgling and relatively unknown - discipline of industrial design. That this institute was established in Eindhoven was no accident: back then, Eindhoven was, as it is now, a biotope for the technology and manufacturing industry. The industrial design approach has in the meantime evolved to become a more conceptual attitude with global scope. Which is why the Academy has been known as Design Academy Eindhoven since the end of the nineteen nineties.

Not the product but the human aspect is the centre of focus in Eindhoven's Witte Dame building. Our departments are called, for example, 'man and living' or 'man and communication'. And since the 11th of September 2002, we have had a master department called 'man and humanity', which does not shy away from scrutinising political problems. The academy has about 700 students and each year about 120 graduate as designers. They feed the region, the Netherlands and the rest of the world with Dutch Design. Mrs. A.M. Eggenkamp, mr. A. van Slobbe, executive board Design Academy Eindhoven



Design today can involve a product, but also be about a project, a spatial problem, a situation and the finding of a solution for it. From Eindhoven, we fan this way of thinking out into the world, to Peru and India, to Africa and Eastern-Europe. The theme Creating a Caring Society, which Eindhoven has chosen to give pride of place in the World Design Capital 2012, is reflected in the attitude that Design Academy Eindhoven promotes. With the transition from an experience economy to a transformation economy, caring, sharing and excelling at all levels and in all domains will set the trend: socially, spatially, culturally and economically. Design Academy Eindhoven is fully aware of this and we lay the basis for this in our curriculum. The fact that, with this candidacy, the city and region feel the importance of design deep in their own DNA underpins that the Design Academy belongs here.

With kind regards,

Anne Mieke Eggenkamp Alexander van Slobbe Executive Board



Mr. prof.dr.ir. M.J.W. Schouten, Dean Faculty Industrial Design, Eindhoven University of Technology

TUIe Industrial Design

Den Dotech 2, 5612 AZ Eindhoven P.O. Box 513, 5600 RM Eindhoven The Netherlands Internal address: HG 3 85 www.ban.nl World Design Capital Organising Committee clo Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1 Canada

Bytgeol World Design Capital 2012

Date 6 March 2009

Contact T + 31 40 247 47 31 s.m.h.j.joosten@tue.nl

Our reference JS/si/09.12 We are very enthusiastic about Eindhoven's candidacy for the title of World Design Capital in 2012.

Eindhoven is an excellent example of a city that does not just bear affection for Design, but also recognises the opportunities and utilises Design as an accelerator for its urban development, not only within a technological, spatial and economic scope, but also socially. What makes Eindhoven unique is the comprehensive value chain that the region accommodates: from fundamental research through development, design, engineering and manufacturing, to marketing and sales. As a top technology region, Brainport Eindhoven is the European design centre for creative products and services. The annual Dutch Design Week with 70.000 (inter)national visitors taking place in Eindhoven, is an icon of cooperation between all design activities in The Netherlands with focus on Eindhoven.

As a scientific institution, we work closely together with the creative businesses and the municipality. Several new start up businesses resulted from those cooperations, especially in the field of integrating design and technology. A perfect example that dovetails into the chosen theme "Creating a Caring Society" is the project: "Human Rights through Making". In this project our Industrial Design students work intensively with students from universities in Italy, Nigeria and Brazil to arrive at designs that interpret human rights in a multicultural society.

We truly believe that Eindhoven is a very strong candidate, also because of the city's outstanding example of cooperating with other cities such as Rotterdam, Delft, Amsterdam, Arnhem and Utrecht in the strengthening and promotion of Dutch Design.

Prof. dr. ir. M.J.W. Schouten Dean faculty Industrial Design Eindhoven University of Technology

The Netherlands

Mr. S. Marzano, CEO & Chief Creative Designer Philips Design



To: Members of the World Design Capital Jury

World Design Capital Organising Committee c/o Icsid Secretariat 455 St-Antoine West, Suite SS10 Montreal, Quebec, H2Z 1J1, CANADA

Subject: World Design Capital 2012

Philips Design

P.O. Box 218, 5000 MD Eindhoven

CEO Office
Tel: +31 40 27 59032
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stefano marzano@philips.com

Date: 17/03/2009 Ref : SM/jb

Dear Jury Members.

Philips Design is very enthusiastic about Eindhoven's candidacy for World Design Capital in 2012. Eindhoven has embraced Design and this is visible throughout the city. The close cooperation with companies such as Philips, the knowledge institutions and (local) government has clearly borne fruit.

The theme "Creating for a Caring Society" follows the same direction that Philips Design is increasingly heading in: the design of products to do with health and well-being. The child-friendly scan is a good example of this. Design can play a very meaningful role in improving our quality of life and the sustainable use of our scarce resources. We are extremely confident that Eindhoven will appear to be a strong candidate.

Stefano Marzano

CEO & Chief Creative Designer Philips Design Executive Vice President Philips International B.V.

www.design.philips.com



Dusign Flatform Eindhoven

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World Design Capital Organising Committee c/o losid Secretariat 455 St-Antoine West, Suite SS10 MONTREAL, QUEBEC H2Z 1J1 CANADA

Eindhoven, March 2009

Dear Sir/Madam.

As chairman of the Design Platform Eindhoven and therefore initiator of the annual Dutch Design Week, but also as an entrepreneur and designer, I wholeheartedly support Eindhoven's ambition to become World Design Capital in 2012. For years, Eindhoven has excelled in product design at the highest level. Even before design was hot, enterprising designers in this city, of which I am one myself, were busy creating a profile for themselves in the smart combination of technology and form. Both elements are required for innovation. You see this in product design, but certainly also in the rapid development in; for example, domotics and ambient technology at the moment.

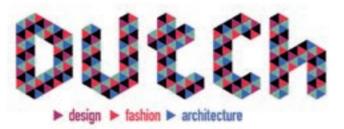
It is common knowledge that public interest in design has increased enormously. Whereas the Dutch Design Week attracted about 20,000 visitors four years ago, this number quadrupled to more than 80,000 in the past year. Understandably, mass interest is to an extent limited to design stars such as Marcel Wanders and Maarten Baas, Hella Jongerius and Piet Hein Eek, to name but a few. The positive effect of the enormous interest in this cultural design is that up-and-coming talent gets far more opportunities than ever before. In addition, the more anonymous industrial designers, in their own companies or in the studios of multinationals, of which a number can be found in this region, have contributed to the favourable design climate for many decades. The professional market together with the cultural market have created an extensive and stable humus layer here on which we can continue to build.

The entire professional community, which comprises 46,000 designers in the Netherlands, is aware of the fact that the current good reputation of Dutch Design will have to be defended in the future. We will only manage to do this if we jointly, and in collaboration with business, knowledge institutes and authorities play our cards right.

The motto Creating a Caring Society is fully in line with our task for this century. If we want to make a difference, economically, spatially, socially and culturally, we will have to couple sustainability to functionality, and intelligence to innovation. The Dutch Design Weeks 2012 would love to play a leading role in this.

Kind regards, DESIGN PLATFORM EINDHOVEN

Ad van Berlo Chairman Mr. A. van Berlo, chairman Design Platform Eindhoven (Dutch Design Week) Mrs. C. Baan, programme director Dutch Design Fashion Architecture (DDFA)



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page 1/1

To whom this may concern,

Eindhoven can count on my wholehearted support for its candidacy to become the World Design Capital in 2012. I consider this ambition to be a powerful addition to the goals that we will target with the programme DUTCH Design Fashion and Architecture in the coming years.

The 'Dutch Design' label resonates around the world. Countiess fashion designers, architects and designers have built up a wide ranging international practice over the last decades. And many of them have direct links with Eindhoven. But even though Dutch Design depends on numerous individual creatives and their personal networks, it is sometimes a good thing to bundle these strengths.

DUTCH DFA does this by expanding new and existing international networks, especially in China, Germany and India, and opening doors for coming generations of Dutch designers. A city like Einchoven does this by tendering its candidacy for the creatigious label World Design Capital, in all aspects, the chosen theme. Creating a Caring Society, encompasses the core of future design. The fact that Einchoven seeks to cooperate with key figures from the entire Dutch design community emphasizes the leading role the city has acquired in the field of design.

Yours Singerely,

Christine de Baan Pregrapme Director

Dutch Design Fashion Architecture

Mr. R. Naidoo, Design Indaba, Capetown, South Africa

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17 March 2009

The Netherlands is one of the leading players in the world of design and fashion. Young Dutch designers are rapidly climbing onto the international stage, often immediately following their graduation. And it has appeared that a considerable number manage to remain in the spotlights.

To reinforce this position in the design world, the Netherlands needs ambitious players, internationally oriented players with inspirational vision. They can be courses, companies or institutions, but regions and/or cities too. Through compiling this bid book, to acquire the title of World Design Capital 2012, Eindhoven shows itself to be a visionary, ambitious player.

I lend my wholehearted support to this comprehensive plan. Eindhoven has recently acquired a prominence, both nationally and internationally, as a centre for product design interwoven with technology and the manufacturing industry. In fields like graphic design, service and media design, and architecture remarkably good results have also been attained.

Nationally, Eindhoven plays a leading role in the development of the creative industry. In and around the city, courses, companies and institutions form a strong and dynamic network. The transitions between culture and economy (and society) flow remarkably smoothly. The central role of the people themselves is never lost sight of: designers, commissioners, manufacturers and users. There is also an increasing degree of attention for the involvement of amateurs ('enthusiasts') in the creation of products and their environment.

The theme that Eindhoven and the Brainport region have chosen, Creating a Caring Society, dovetails perfectly into the aforementioned qualities and places these in an equally contemporary and challenging perspective. It is of national and international importance that Eindhoven is allowed to show the world what Dutch design has to offer in 2012.

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Colofon

This bidbook is developed by Design Connection Brainport in order of the City of Eindhoven. Design Connection Brainport is part of the Brainport Development organisation.

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GRAPHIC DESIGN Mariëtte van Oort

SCREENS AND PROMO Unit040

PACKAGING Good ID

Special thanks to all the people and organisations that helped gather all the necessary information.



gemeente Eindhoven



This bidbook is supported by:



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Gemeente Helmond







beroepsorganisatie nederlandse ontwerpers association of dutch designers









DESIGN ACADEMY EINDHOVEN















