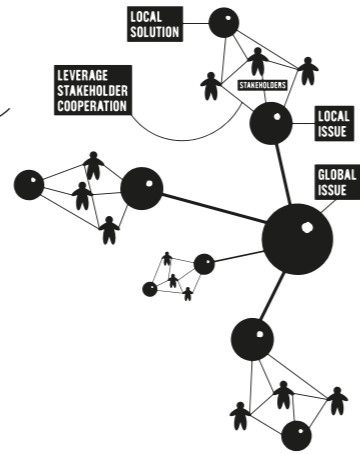


WHAT IS HAPPENING IN THE WORLD?

I AM FASCINATED BY THE COMPLEXITY OF HOW SOCIETY IS DEVELOPING OVER THE PAST 50 YEARS AND YEARS TO COME. AS A CHILD I WAS CURIOUS ABOUT THE REASONING OF PEOPLE'S BEHAVIOR AND HOW THEY PERCEIVE THE WORLD. SOON ENOUGH I DISCOVERED THAT WHAT IS CONSIDERED 'NORMAL' FOR ONE, CAN BE SOMETHING ENTIRELY DIFFERENT FOR SOMEONE ELSE. THUS THERE IS NOT ONE RIGHT PERCEPTION AND NOT AN ABSOLUTE TRUTH TO THINGS.

FROM 'ECONOMIC PARADIGMS' PAPER PHILIPS

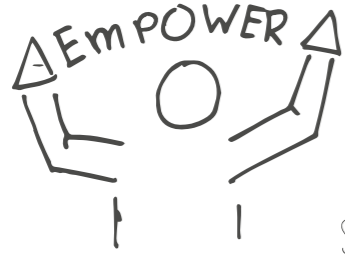


(I THINK INTERNET CHANGED SOCIETY IN A WAY THAT PEOPLE ARE MORE ABLE TO DIRECT THEIR PERSONAL VALUE SYSTEM AND THEIR PERCEPTION OF THE WORLD. NEW AND MORE ADVANCED TECHNOLOGIES ARE ENHANCING THESE SELF-DIRECTED LIFESTYLES EVEN MORE.

ACTUALLY, WE ARE SO USED TO THE POSSIBILITIES, THAT IT IS EXPECTED AND IN SOME CASES DEMANDED TO HAVE A SELF-DIRECTED LIFESTYLE.

WE EXPECT CHILDREN TO CHOOSE FROM A GROWING RANGE OF STUDIES AFTER SECONDARY SCHOOL. YET THERE ARE ONLY LIMITED MEANS TO MAKE A SATISFYING CHOICE.

MY FINAL MASTER PROJECT (6)



SO HOW ABOUT DESIGN?

I BELIEVE THAT WHAT I OFFER AS A DESIGNER TO THE WORLD SHOULD NOT ONLY BE RELATED TO THE IDENTITY OF PEOPLE, BUT PARTIALLY OR EVEN LARGELY BE DIRECTED BY THE USERS THEMSELVES, AS WOULD FIT A FAST DEVELOPING SELF-DIRECTED SOCIETY.

I WANT TO EMPOWER PEOPLE TO MAKE THE MOST OF THEIR OPPORTUNITIES.

MY DESIGNER VISION & IDENTITY

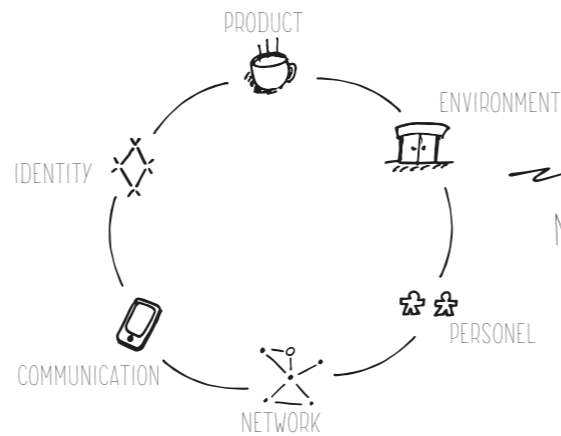
THESE EVENTS HAVE A SIGNIFICANT ROLE IN MY DEVELOPMENT AS A DESIGNER

LEARNING ABOUT PERCEPTION AND CULTURES

China reis +



MILESTONES



IMAGINEERING

MAKING THE DESIGN AND THE STORY REAL TO EXPERIENCE
MILESTONES 1, 2 AND 6

THERE ARE TWO ELEMENTS THAT ARE IMPORTANT FOR ME TO DESIGN FOR EMPOWERMENT

CO-CREATION

THE USER IS PART OF THE DESIGN
NOT ONLY PART OF THE PROCESS!

MILESTONES 1, 3, 5 AND 6

MY PLANS FOR... TODAY AND THE DAYS NEARBY



MY SEMESTER WILL BE A HANDS-ON PROCESS

LAST SEMESTER THE BALANCE WAS MOSTLY TOWARDS THE APPROACH OF THINKING- ANALYSING AND ABSTRACTING. THIS SEMESTER IT WILL BE LARGELY FOCUSED ON THE MAKING! I AM EXCITED TO DO THIS SINCE THIS WILL BOOST THE PROGRESS ENORMOUSLY. I HAVE ALREADY MADE A LOT OF PROGRESS DURING THE SUMMER MONTHS. THE PROTOTYPES WILL BE PARTIALLY PHYSICAL (PAPER) PROTOTYPES AND DIGITAL PROTOTYPES.

EXPERIENTIAL PROTOTYPES

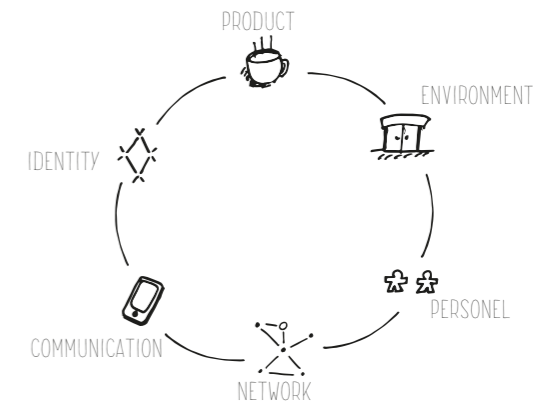
BE YOUR OWN SYSTEM | EXPERIENTIAL DESIGN LANDSCAPES

IN MY FINAL MASTER PROJECT I HAVE AT LEAST 3 SCHOOLS THAT COOPERATE. I CAN USE THESE SCHOOLS AS EXPERIENTIAL DESIGN LANDSCAPES IN WHICH THE CHILDREN ARE TESTING OUT THE CONCEPT BY USING EACH TIME A NEW OR RENEWED PROTOTYPE. THESE EXPERIENTIAL PROTOTYPES ARE CREATED TO FIT WITHIN THE REAL-LIFE CONTEXT OF THE SCHOOLS. SO THE RESULTS OF THE TESTS REPRESENT A NEAR REAL LIFE SCENARIO. TO DO THIS I WILL USE THE BE YOUR OWN SYSTEM METHOD, WHICH ALLOWS ME TO CREATE 'PAPER-PROTOTYPES' (YET HIGH QUALITY) IN SHORT TIME, WHILE BEING THE INTELLIGENCE AND PERFORMANCE OF THE SYSTEM MYSELF.

AFTER THE MIDTERM DEMO DAYS I WANT TO INCLUDE DIGITAL PROTOTYPES IN THIS SETTING. SINCE EVENTUALLY A DEMO OF THE FINAL SYSTEM CAN BE PRESENTED DURING THE FINAL DEMODAYS.

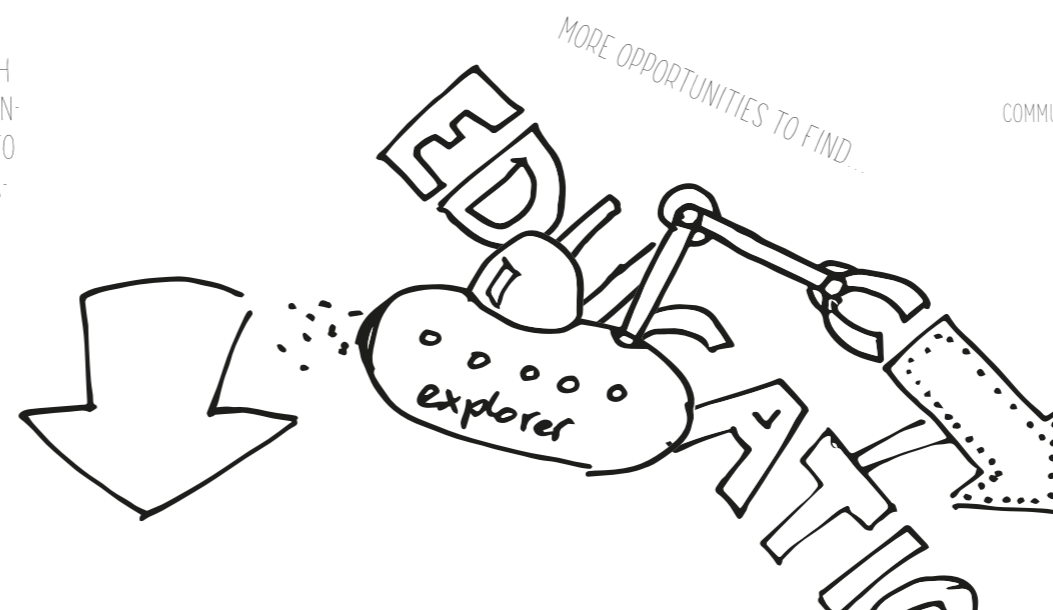
BUSINESS AND IMAGINEERING

MY FINAL MASTER PROJECT SHOULD BE MY PRIME PIECE OF DESIGN. NOT ONLY IN THE QUALITY OF THE PRODUCT, BUT ALSO IN THE OTHER IMAGINEERING ELEMENTS. I HAVE ALREADY RECIEVED A LOT OF POSSITIVE RESPONCES ON THE DESIGN SO FAR FROM POTENTIAL CUSTOMERS. I WANT TO CONTINUE WITH THIS CONCEPT AS A BUSINESS AND TO DO THIS I NEED THE FOCUS ON THE OTHER ELEMENTS OF IMAGINEERING AS WELL. ALSO I NEED TO THINK ABOUT A BUSINESS PLAN AND STRATEGY. THE RSDL-WEEKS WILL BE A GOOD TIME TO FOCUS ON THIS.



DUTCH DESIGN WEEK

EDUCATION IS A SECTOR IN WHICH I SEE MORE OPPORTUNITIES AS A DESIGNER TO EXPLORE. I WANT TO SHOW HOW DESIGNERS CAN CONTRIBUTE HERE. TOGETHER WITH MITCHELL JACOBS I WANT TO USE THE DDW FOR EXPOSURE IN THE TOPIC OF 'DESIGNING FOR EDUCATION'. WE ARE SETTING UP AN EXPOSITION ON STRIJP-S AND WANT TO GIVE SMALL WORKSHOPS FOR VISITORS. CURRENTLY WE ARE LOOKING FOR COOPERATION WITH PARTIES SUCH AS FABLAB AND WIJDESCHOOL.



WON

INSPIRATIONS AND EXPLORATIONS



I HAVE AN ONLINE BOARD OF INSPIRING THINGS THAT I WANT TO DO, MAKE OR WORK WITH. THESE GIVE MY IDEAS TO DESIGN. THE TWO EXAMPLES ABOVE ARE ON MY SHORT-TERM LIST. THE LASERCUT AND WOODEN GEAR I WANT TO USE TO DESIGN A BOARDGAME

KNAPZACK HAS THE POTENTIAL TO CHANGE THE CULTURE IN EDUCATION. MY AMBITION IS TO TRANSFORM THE WAY WE TEACH AND LETTING CHILDREN DISCOVER AND DEVELOP THEIR TALENTS EARLY ON.

- 1 IMPLEMENT KNAPZACK
- 2 TRANSFORM PRIMARY SCHOOLS
- 3 EXTEND TO SECONDAIRY SCHOOLS AND OUTSIDE SCHOOLS
- 4 CONNECT OTHER CONCEPTS TO KNAPZACK



THE COMPANY BEHIND THE SCENES BTS-IMAGINEERING

NOW, MY COMPANY BTS-IMAGINEERING IS JUST A ONE-MAN COMPANY, BUT MY LONG-TERM AMBITION IS TO WORK WITH A DESIGN TEAM WITHIN THE COMPANY. BECAUSE OF KNAPZACK, I IMAGINE THIS TEAM TO BE SPECIALIST TO DESIGN CONCEPTS WITHIN THE FIELD OF EDUCATION.

