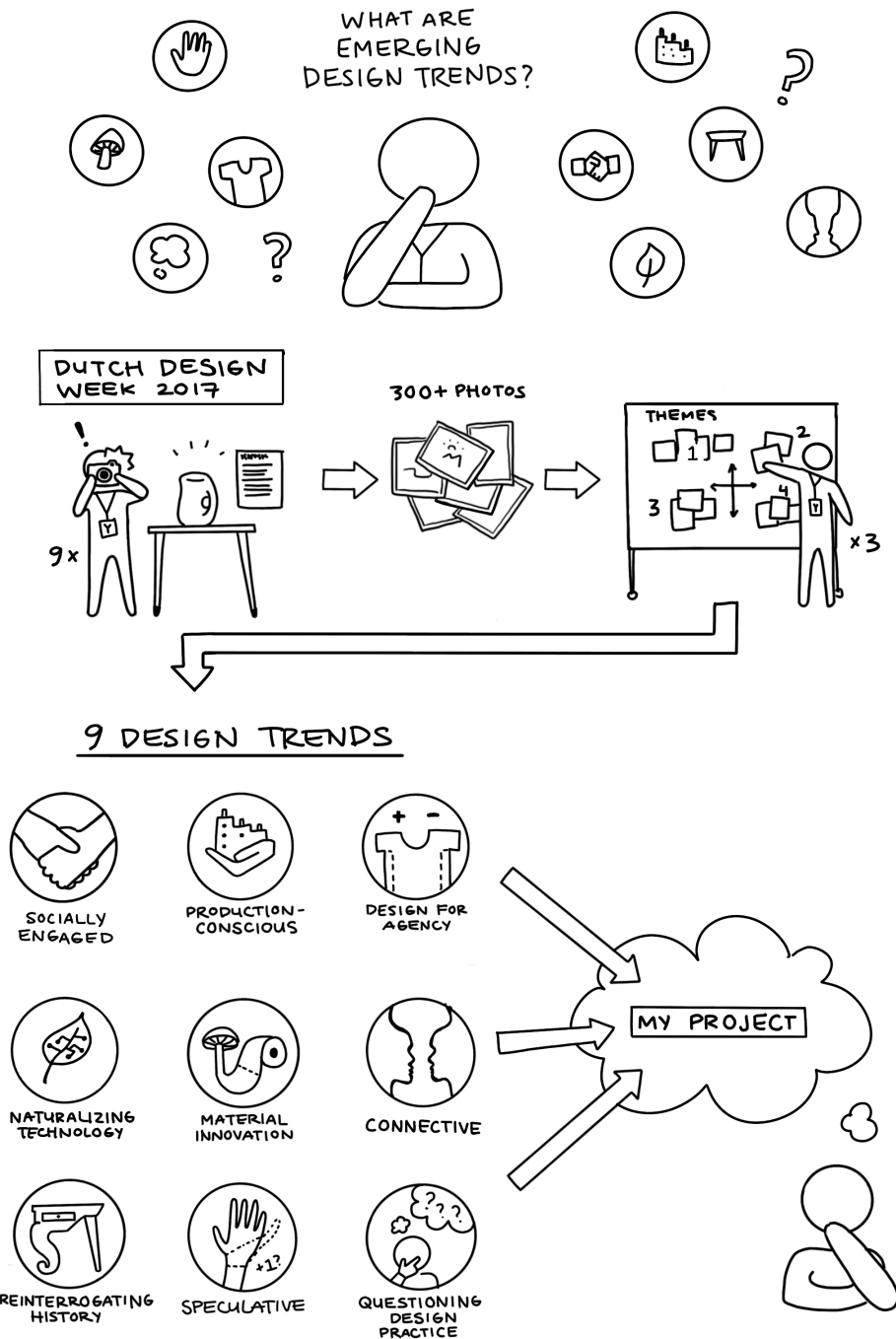


SKETCHED: STUDENTS IDENTIFY TRENDS AT DUTCH DESIGN WEEK

Hannah CARDALL¹, Hannah LUTZ², Michaela HILL² and Bryan HOWELL²

¹Independent, USA

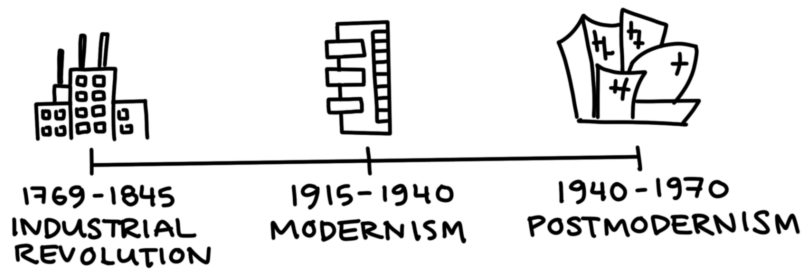
²Brigham Young University, USA



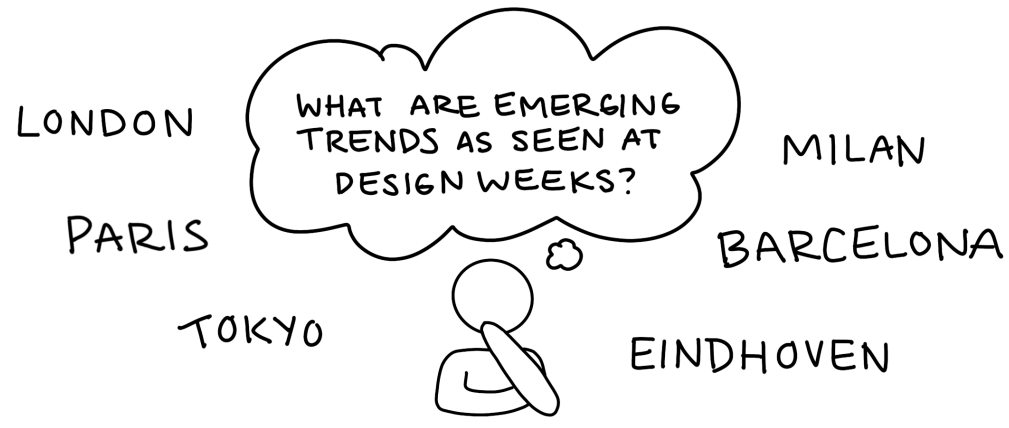
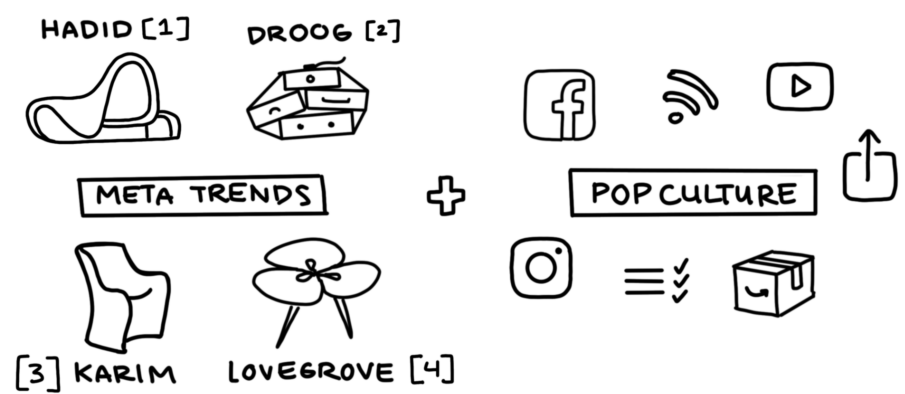
Keywords: Design Education, Visual Paper, Design Trends, Industrial Design, Field Research

1.0 INTRO

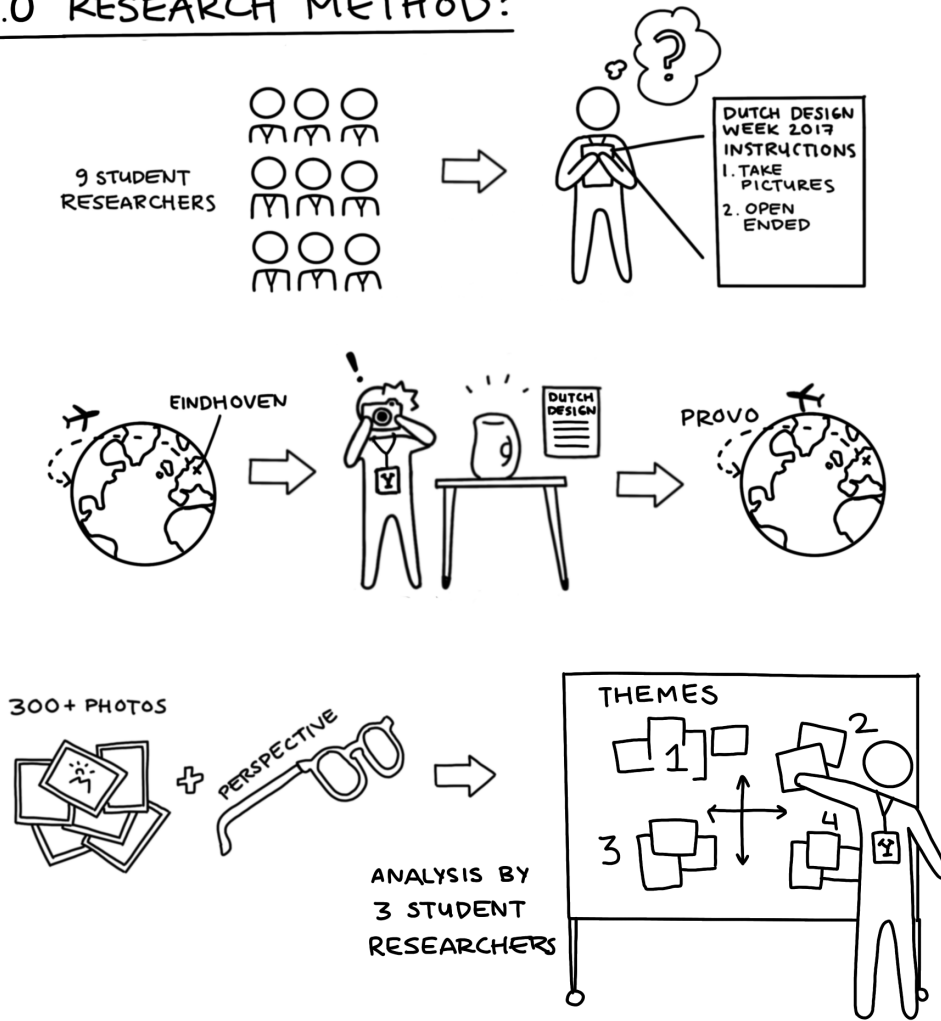
ERA-DEFINING MOVEMENTS / TRENDS



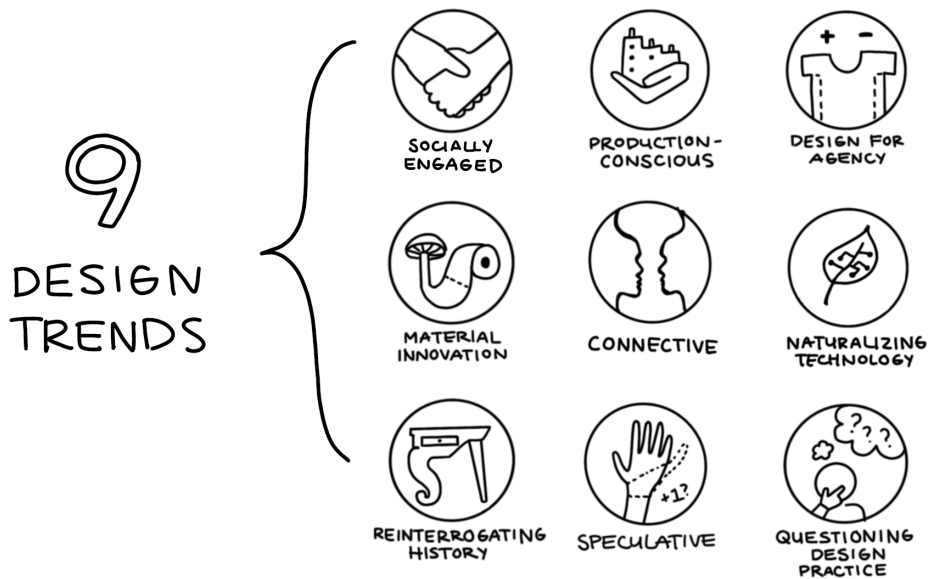
CONTEMPORARY TRENDS



2.0 RESEARCH METHOD:



3.0 RESULTS:



TREND
1



• DESIGNERS USING SOCIAL VALUES TO ENGAGE IN SOLUTIONS OF A POLITICAL NATURE.



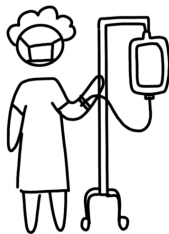
DESIGNERS USERS



✓ SOCIAL
✓ CULTURAL
✓ ETHICAL

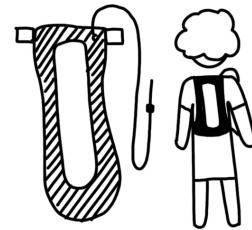


FOR EXAMPLE: IV WALK - ALISSA REEVES [5]



✗ DEHUMANIZED
✗ POOR MOBILITY

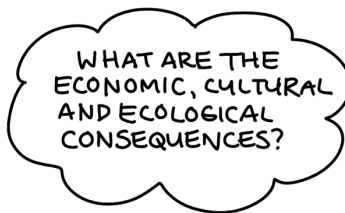
✓ HUMANIZED
✓ MOBILITY



TREND
2



• DESIGNERS REDEFINING PRODUCTION MATERIALS, WHERE THEY COME FROM AND HOW THEY ARE ACQUIRED IN AN ANTI-MASS PRODUCTION MOVEMENT.



TIME LABOR VALUE
⌚ 🤝 \$\$\$

SUSTAINABILITY

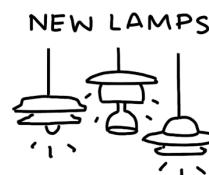
FOR EXAMPLE: THE TRAVEL AGENCY, 2017 [6]



+



=



TREND
3



DESIGN FOR AGENCY

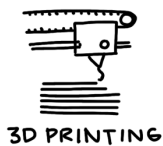
- DESIGNERS CREATING TECHNOLOGY TO DE-STANDARDIZE OR CUSTOMIZE THE USER'S EXPERIENCE WITH ARTIFACTS.

HOW CAN I GIVE THE USER POWER TO CREATE THEIR OWN EXPERIENCE?

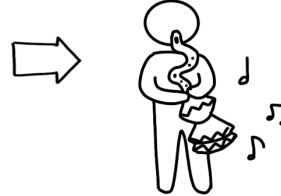


- ✓ NON-STEREOTYPICAL
- ✓ COMPLETE INDIVIDUAL CUSTOMIZATION
- ✓ USER-PARTICIPATORY

FOR EXAMPLE: PRINTSTRUMENT — KRISTAPS POLĪTIS [7]



3D PRINTING



TREND
4



MATERIAL INNOVATION

- DESIGNERS REDEFINE MATERIAL USE, USING "WASTE" FOR NEW PRODUCTION

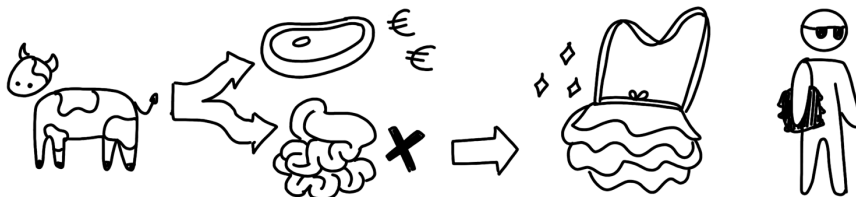
HOW CAN I REPURPOSE BY-PRODUCTS FOR ANOTHER FUNCTION?



- ✓ HIGH QUALITY
- ✓ EVERYDAY USE
- ✓ BRINGS OUT MATERIAL'S NATURAL ABILITIES



FOR EXAMPLE: BILLIE VAN KAWIJK, 2017 [8]

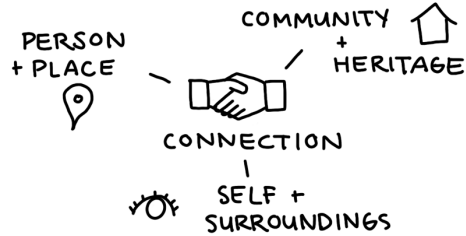
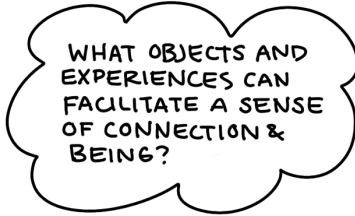


TREND
5



CONNECTIVE

• DESIGNING WITH THE INTENT TO CONNECT HUMANITY IN WAYS THAT PROMOTE EMOTIONAL & CULTURAL POIGNANCY



FOR EXAMPLE: ATELIER NL [9]

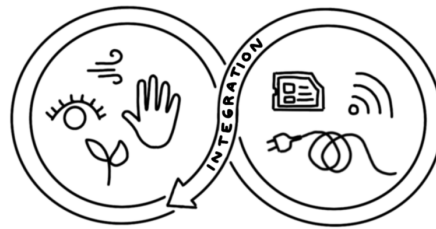


TREND
6

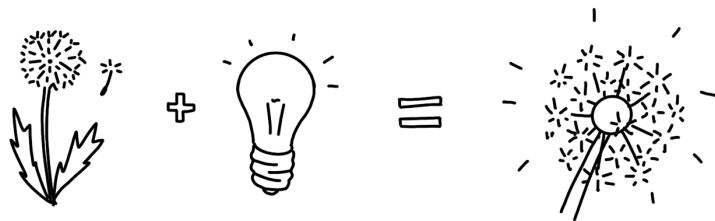


NATURALIZED TECHNOLOGY

• ULTRA-SPECULATIVE DESIGN, MAKING DIGITAL ADDITIONS TO OUR NATURAL OR ANALOG LIFE



FOR EXAMPLE: STUDIO DRIFT [10]



TREND
7



REINTERROGATING
HISTORY

• DESIGNERS CHALLENGING THEIR OWN
ROLE AND IMPACT ON CULTURE AND
NATURE

ARE WE
ULTIMATELY
DOING GOOD?



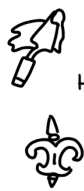
HISTORIC
DESIGN TRENDS



CONTEMPORARY
VIEWS



FOR EXAMPLE: KOSTAS LAMBRIDIS [11]



A VARIETY OF
HISTORIC STYLES OF
PRODUCTION &
ORNAMENTATION



USELESS
+ VALUED
COMPLETION
+ DECAY



OLD
+ NEW

CRAFT +
CHAOS

TREND
8



SPECULATIVE

• DESIGNERS BREAKING BOUNDARIES
TO ELICIT A DESIRED REACTION
AND TO CHALLENGE THE STATUS QUO
FOR OBJECTS AND EXPERIENCES

WHAT IF THINGS
WE ACCEPT WERE
SHOWN IN A WAY THAT
CAUSES US TO QUESTION
OUR WORLD VIEW?



CONTROVERSY
← →



FAMILIAR
PRACTICE ✓

ALTERED
PERSPECTIVE

FOR EXAMPLE: DOMESTICAT - VEERLE KLUIJFHOUT [12]



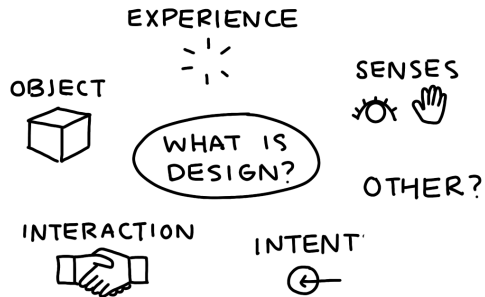
TREND
9



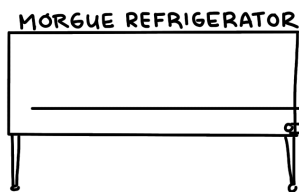
QUESTIONING
DESIGN
PRACTICE

• DESIGNS THAT QUESTION THE
CONSTRUCTS WE USE TO DEFINE
DESIGN

HOW DO WE VIEW,
CREATE AND
DEFINE DESIGN?

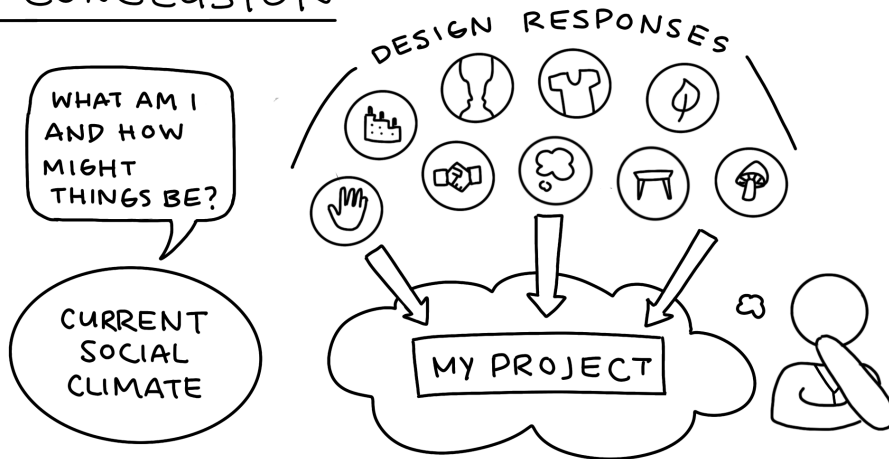


FOR EXAMPLE: MARCEL VAN BRACKEL & FREDERIK DUERINCK [13]



NARRATIVE
DRIVEN BY
SOUND AND
SMELL

4.0 CONCLUSION:



STUDENTS SUCCESSFULLY INCORPORATED TRENDS
USING THIS METHOD AND WERE ABLE TO
FRAME THEIR OWN WORK WITHIN EMERGING
DESIGN TRENDS.
LARSEN [14]

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