SKETCHED: STUDENTS IDENTIFY TRENDS AT DUTCH DESIGN WEEK

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ABSTRACT

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1.0 INTRO

ERA-DEFINING MOVEMENTS / TRENDS

1769-1845 INDUSTRIAL REVOLUTION
1915-1940 MODERNISM
1940-1970 POSTMODERNISM

CONTEMPORARY TRENDS


META TRENDS + POP CULTURE


WHAT ARE EMERGING TRENDS AS SEEN AT DESIGN WEEKS?

LONDON MILAN
PARIS BARCELONA
TOKYO EINDHOVEN
2.0 RESEARCH METHOD:

9 STUDENT RESEARCHERS

EINDHOVEN

PROVO

300+ PHOTOS

ANALYSIS BY 3 STUDENT RESEARCHERS

THEMES

3.0 RESULTS:

9 DESIGN TRENDS

- Socially Engaged
- Production-Conscious
- Design for Agency
- Material Innovation
- Connective
- Naturalizing Technology
- Reinterrogating History
- Speculative
- Questioning Design Practice
TREND 1

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

WHAT ARE THE SOCIAL, CULTURAL & ETHICAL CONSIDERATIONS?

PRODUCT

CREATION USE AESTHETIC

DESIGNERS USERS

✓ SOCIAL
✓ CULTURAL
✓ ETHICAL

FOR EXAMPLE: IV WALK - ALISSA REEVES [5]

DEHUMANIZED  HUMANIZED

POOR MOBILITY  MOBILITY

TREND 2

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

WHAT ARE THE ECONOMIC, CULTURAL AND ECOLOGICAL CONSEQUENCES?

FINAL PRODUCT

TIME LABOR VALUE

SUSTAINABILITY


USED GLASSWARE + NEW LAMPS
TREND 3

- 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 Politis [7]

TREND 4

- Designers redefine material use, using "waste" for new production

How can I repurpose byproducts 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

**WHAT OBJECTS AND EXPERIENCES CAN FACILITATE A SENSE OF CONNECTION & BEING?**

**PERSON + PLACE**

- Community + Heritage
- Connection
- Self + Surroundings

**FOR EXAMPLE: ATELIER NL [9]**

![Diagram with images of objects and locations: Utah, Mongolia, Dubai, Brazil, and glassware.]

**TREND 6**

NATURALIZED TECHNOLOGY

- Ultra-speculative design, making digital additions to our natural or analog life

**HOW IS OUR HUMANITY ENRICHED (OR ATTACKED) BY THE TECHNOLOGICAL INNOVATIONS AROUND US?**

**FOR EXAMPLE: STUDIO DRIFT [10]**

![Diagram with images of dandelion, light bulb, and sparkles.]

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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


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

ALTED PERSPECTIVE

FOR EXAMPLE: DOMESTICAT - VEERLE KLUIJFHOUT [12]
TRENDS

• DESIGNS THAT QUESTION THE CONSTRUCTS WE USE TO DEFINE DESIGN

HOW DO WE VIEW, CREATE AND DEFINE DESIGN?

EXPERIENCE

OBJECT

WHAT IS DESIGN?

INTERACTION

OTHER?

SENSES

INTENT

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

MORGUE REFRIGERATOR

NARRATIVE DRIVEN BY SOUND AND SMELL

4.0 CONCLUSION:

WHAT AM I AND HOW MIGHT THINGS BE?

CURRENT SOCIAL CLIMATE

DESIGN RESPONSES

MY PROJECT

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

LARSEN [14]
REFERENCES


