



*"Prikkelwoordentechniek and zoekveld:  
new vocabulary for our profession"*

JAN BUIJS

## Michael Trautmannsdorff (Canada)

ABOUT STUDYING AT IDE



7

### Important awards

INDUSTRIAL DESIGN ENGINEERS  
RECEIVED VARIOUS PRIZES



4

5

### Design United

DELFT AT THE DUTCH DESIGN WEEK EINDHOVEN



2

6

### Asymmetrical design for a sports car

SPYKER C69 CONCEPT CAR

# NUMBER 45

## Jan Buijs (49)

**started studying aerospace engineering in Delft in 1966, switched to economics at Erasmus University in 1968 and started at IDE in 1970. After graduating in 1976, he worked for TNO and did a PhD called 'Innovation and Intervention'. Buijs became professor 'Management of Innovation' in 1986 and recently received the Leermeesterprijs 2007 for 'inspirational and excellent teaching and research'.**



SAM RENTMEESTER/FMAX



brought up a whole range of associations: dark-brown, espresso, Italian design..."

### What was IDE like when you studied in Delft?

In 1970, both teachers and students were still exploring and discovering this profession. IDE started in 1963 and was based on what our 'founding father', architecture professor Joost van der Grinten had learned by visiting foreign top class design schools. He based IDE on four pillars: technology, aesthetics, ergonomics and marketing.

### What has been the biggest change in the past years?

"The sheer size of the faculty. When I studied at IDE, the staff comprised 25 people and I had 50 fellow students. I could name every single one of them. Nowadays it's a factory: I have 350 first year students. I don't know a single name."

### The winner of the Leermeesterprijs gets to spend 15,000 euro on a sabbatical. Where will you go?

"I just finished negotiating with KLM (Royal Dutch Airlines). They offered, as part of the Leermeester award, a business class ticket around the world. My wife and I will make a triangular trip through the United States: from Washington to Seattle to Los Angeles. In Washington I will visit the Smithsonian Institute with the first airplane of the Wright brothers and a lot of Raymond Loewe designs. In Seattle I will visit Microsoft and the new library by Rem Koolhaas. We will end our trip in southern California."

### Have you been to the U.S. before?

"Several times. The most memorable time was right after I'd finished my PhD. I took a sabbatical, rented a huge camper and visited all the professors whose theories I had based my own theory on. It was a lot of fun, also for my wife. I would spend hours and hours talking to professors, she would take the camper into town for shopping."

### You did a PhD and worked for TNO. What was your job at TNO?

"I was an external consultant, teaching people how to make an organization more innovative. I trained 120 consultants who would be working in the same field: I was training my own competition. I then decided I should do a PhD to keep ahead."

### The Leermeesterprijs means you are considered to be inspirational and you have left an imprint. Your methods are taught at IDE, your PhD sold 4,000 copies. What words did you add to the profession?

"Particular words? Let me see... 'zoekveld', although that originates from a German word. 'Prikkelwoordentechniek', in English 'random stimulus'. I still regret that I didn't write my PhD in English, it would have been even more successful."

### Could you give us an example of 'prikkelwoordentechniek'?

"It's what creative people do by nature: getting inspired by random things, in this

case words. Last week, my students brainstormed on the design of a wooden table. I asked them to name a random Dutch word. Somebody said: 'boom'(tree). Too obvious. Then this frat boy in the back said: 'de' (the). He thought he'd cornered me but 'de' is also short for Douwe Egberts, a Dutch coffee brand. That

### What will IDE be like in the future?

"We depend on our popularity among eighteen-year-olds. Right now design is hot and has role models like Adriaan van Hooydonk and Tjeerd Hoek. There is an autonomous growth: all my recent graduates got a job immediately after or even during their graduation."



# PREFACE



In October 2007, the annual Dutch Design Week was held in Eindhoven. Our faculty took part in the exhibition 'Design United', organised in cooperation with the universities of Eindhoven and Twente. Part of it was an interesting forum discussion on 'The future of the designer' in which Paul Hekkert and Jurgen Bey took part.

During this Design Week, one of the exhibited projects, Piece of Family, won the Design for All Award. In general, I am pleased to see that IDE students, graduates and staff have won more prizes than any other faculty of design. We've also held a PhD-day on which all PhD-candidates have presented their subject in a two-minute-pitch. We are proud to say that we now have 57 PhD-students: a number larger than any other faculty of industrial design, worldwide. This means IDE plays a significant role in the scientific development of this profession. The significance and quality of our research has been evaluated by the Quality Assurance Netherlands Universities: scientists from the United States, the UK, China, Germany and Sweden have visited our faculty in November. I trust that their evaluation will prove that we have a lot of quality!

**prof.dr. Cees J.P.M. de Bont, dean**

# Professionalisation

**"Gentlemen, it is time for us to professionalise ourselves." It's the weekly meeting at Design Office "The Agency" and Barry has the floor. Barry is one of the co-founders. Barry is both an entrepreneur and a designer and Barry has an awful lot of ideas. Especially about corporate strategy. Actually Barry develops more corporate strategies each year than products. But Design Office "The Agency" has 'design & strategy' as tagline, so there you are.**

"I don't need to tell you how important this impending pitch is." Barry tells them anyway. "If we get this assignment from Multinational Major Client then for the next three years we'll have a guaranteed take-up of 100 hours per week." Nods of agreement. "I think it's time for us to show that the design branch can really lever up its professionalism. Multinational Major Client are pretty high-powered guys. We need to demonstrate that we match their service level requirements. We have to give them the feeling that we're a top-capability crew."

More nods. "So what do you propose?," Jim wants to know. Jim is one of the co-founders, too. Actually everyone at the table is one of the co-founders, but Barry is the only one who introduces himself as founder of Design Office "The Agency" at industry receptions and get-togethers. The rest can't really be bothered. And Barry was the first one to take a seat at the table when their Bachelor design project group convened.

"In order to profile Design Office "The Agency" professionally from now on I've decided to initiate a make-over." "A make-over? Of what?" Hans, who handles the corporate identity and the website, starts to feel uneasy. "Us." Barry assumes a triumphant expression. "Us?"

"Gentlemen, you will all be measured for a suit. The age of T-shirts and sneakers is over: from now on Design Office "The Agency" will present itself with style and professionalism."

"Professionalisation. OK." Jim swallows.

At the next business get-together Barry is leaning with semi-nonchalance against the bar. He has discovered that if he stands just like *this*, then the material of his new suit drapes magnificently around his thigh. "Barry, can I speak to you for a moment?" "What's up, George?" George is design manager at Multinational Major Client. "Barry, I just wanted to say that your presentation this morning was a real hit. Very nice portfolio development, it contains some fantastic ideas and the design was superb." Barry beams. By now the other members of Design Office "The Agency" are eavesdropping as discretely as they can. "But I just don't think that you'll be getting the assignment. The board really wants to work with a truly creative agency, with a view to innovative input. They simply found you guys a little bit too dry and businesslike." Behind him, Barry can hear the sound of the panels of his jacket being ripped apart by his agency colleagues.

**Jasper van Kuijk is currently working on a doctoral study of the user-friendliness of consumer electronics.**

# SCHEDULE

## **11 January 2008**

### **DIES NATALIS**

The academic ceremony marking the 166th Dies Natalis (Foundation Day).  
Delft University of Technology  
Auditorium, Aula

## **16 January to 26 March 2008**

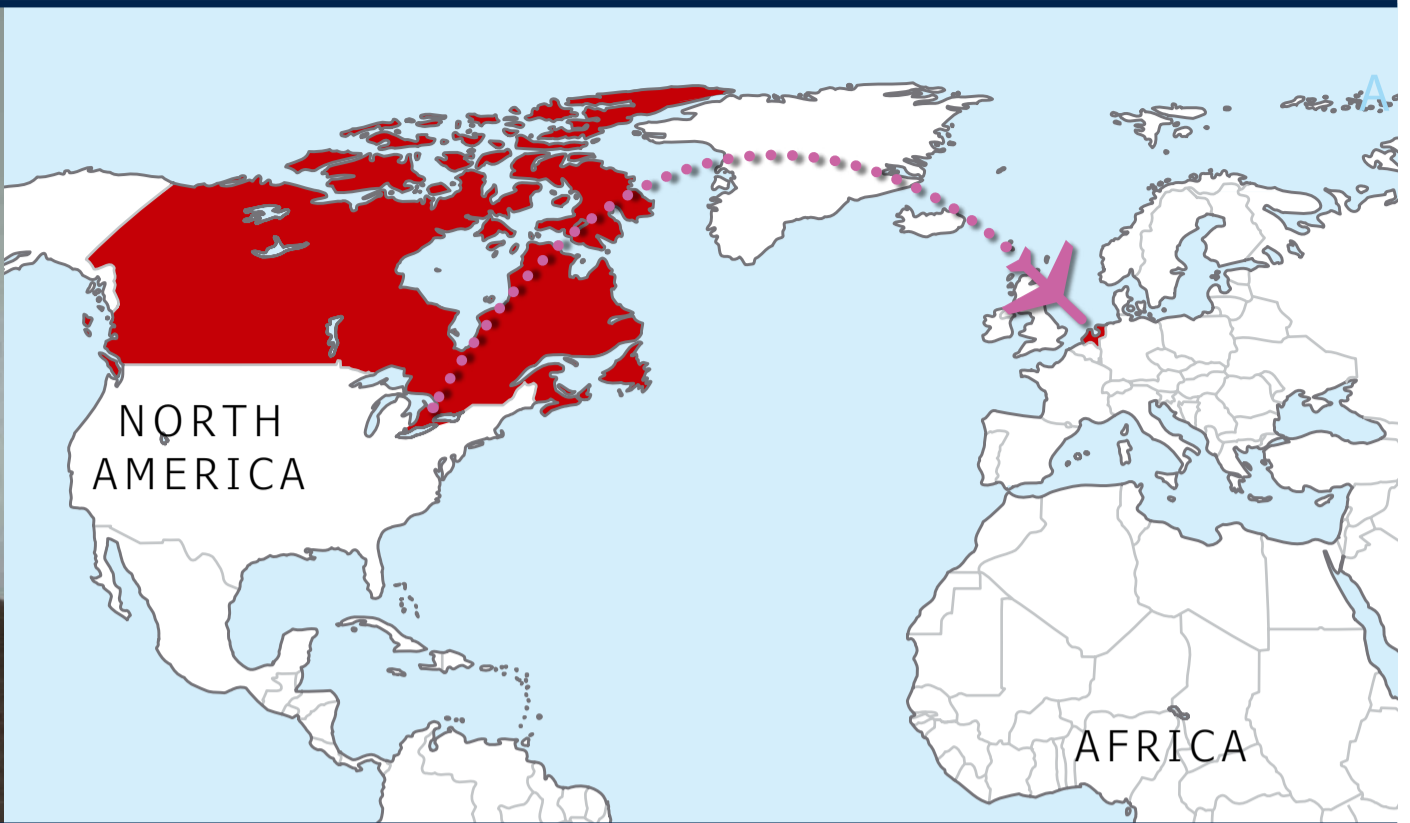
### **RESEARCH ON THE SPOT**

Professors of the Faculty of Industrial Design Engineering present their (ongoing) research.  
Every two weeks on Wednesday, from 4.30 pm onwards.  
More information and registration at [www.researchonthespot.tudelft.nl](http://www.researchonthespot.tudelft.nl)

## **27 and 28 March 2008**

### **TU DELFT OPEN DAYS FOR SECONDARY SCHOOL PUPILS**

All 14 degree programmes of TU Delft organise workshops, guided tours, presentations and demonstrations to give prospective students an idea of what studying involves.  
Faculty of Industrial Design Engineering  
[www.opendagen.tudelft.nl](http://www.opendagen.tudelft.nl)



<h2>Michael Trauttmansdorff (25)</h2>	<b>University</b> University of Toronto Aerospace Engineering	<b>Location</b> Toronto, Canada	<b>IDE master</b> Strategic Product Design
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**What were you thinking when you first entered the IDE building?**

"I was very impressed by the size of the faculty and by the building buzzing with activity. Although the size was a bit daunting, I got a very positive feeling from everything."

**What are the main differences between your university and IDE?**

"In my bachelor there was a strong emphasis on pushing students, teaching that you would rightly fail if you couldn't keep up with the top part of the class. Here the approach seems centered on supporting motivated individuals, leaving less motivated students to do as they please."

**Could you give an example of a group project that you've finished at IDE?**

"I worked with four Dutch students to find out more about developing a portable e-paper travel-device. Because of one of the teammate's connection to a company we were able to do user tests with a functional product. It was a successful project, we had fun and we learned a lot about the topic."

**Did you find it difficult to cooperate with IDE students?**

"I am used to focusing first on the overview, on the big picture. This clashed a few times with Dutch IDE students who start immediately on detail work and trust in the overall process that they've been taught."

**How would you define your design skills in comparison with IDE students?**

"The main differences are in the semantics: IDE students talk about design very differently from engineers. For me it has been interesting to learn to relax the structured nature of my approach, as well as to strengthen it in my colleagues."

**What has IDE offered you?**

"IDE has helped me to expand beyond my engineering background into the early phases of product design. My goal is to innovate both in the product and business concept as well as in technology. IDE has helped me come a long way in this direction."

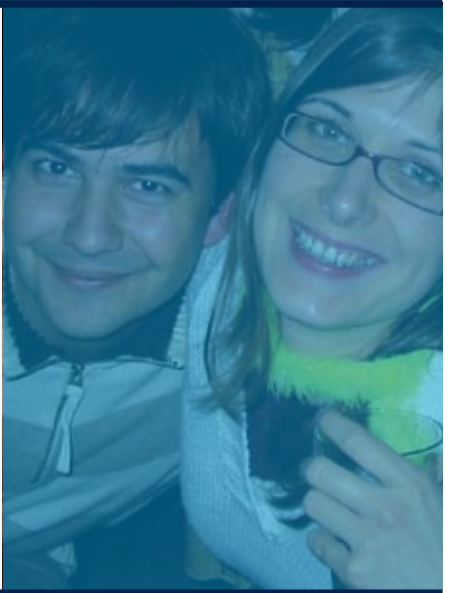
**Finally, what will be your next step after you've finished your IDE master?**

"After graduating I will probably join a high tech company as a product concept developer or product manager, but my goal is to set up my own company some day."



### IDE-SCAN by Michael

	IDE DELFT	TORONTO
Student professionalism	👉👉	🌳🌳🌳
Design skills	👉👉👉	🌳🌳🌳
Technical skills	👉	🌳🌳🌳
Marketing skills	👉👉👉	🌳🌳
Presentation skills	👉👉	🌳🌳
Facilities	👉👉👉	🌳🌳🌳



# Design United Eindhoven



IDE cooperated in the exhibition 'Design United; This is for Real', part of the Dutch Design Week 2007 in Eindhoven (October 20<sup>th</sup>-28<sup>th</sup>). 'This is for Real' showed examples of how design is able to improve modern life. "Design", according to the makers of the exhibition "not only has the ability to improve the lives of ourselves, our relatives, disabled people and top sports players. Design can also initiate new behavior." This is for Real exhibited show cases of designs integrating technology and users and designed in close collaboration with companies.

Exhibited were E-LPG hybrid scooter Mosquito, ambulance clothing, a mobile museum (see also IO-News 24) and the 'Beat the Heat' high performance clothing for sports players, developed in cooperation with TNO and the Dutch Olympic association NOC\*NSF. One of the tiniest designs was Lifestraw; a cheap, useful, life-saving straw able to purify most of the surface water of the earth and tested by the team of professor Prabu Kandachar. The exhibited IDE design 'Piece of Family', graduation project of Sanne Kistemaker, turned out to be one of the prize-winners during the Dutch Design Week 2007. Read more about Piece of Family on the back page of this IO News.



# Spyker C69 concept car

## asymmetrical design for a sports car

### Integral Design Project

**Company:** Spyker Cars

**Group name:** IGNITION

**People:** Koos Looijesteijn,

Robin Melchior,

Fater Saadat Niaki,

Jan-Geert Munneke,

Alexandros Stasinopoulos,

Marloes Sikkema



Interested? Please pay a visit to:  
<http://tinyurl.com/38haor>



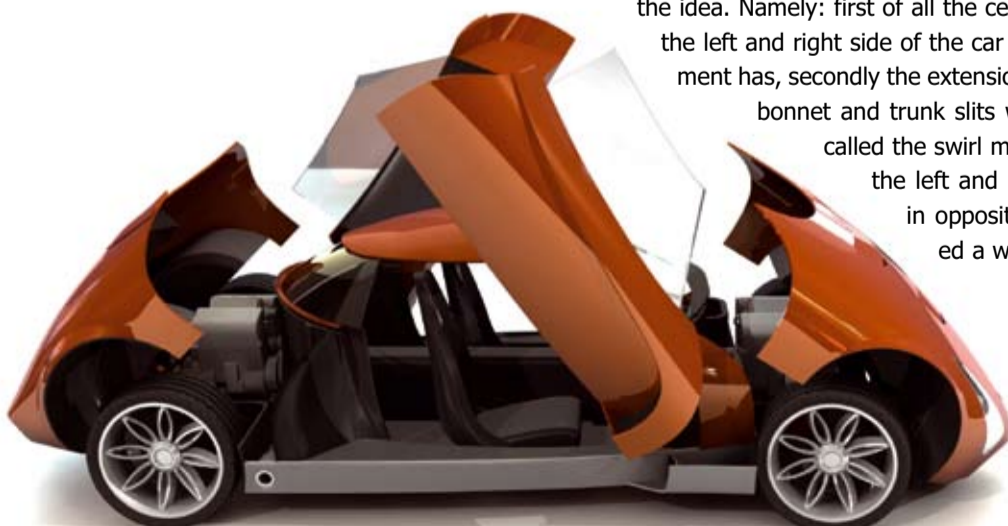
**Assignment: Design a concept sports vehicle for a niche market for the Spyker brand, a replacement for the C-line model in 2010.**

#### Fater Saadat Niaki, what does your product do?

"Several definitions could be conceived to a Spyker vehicle: an iconic mobile status demonstrator, a fashion accessory on wheels or even an expensive hand crafted birthday present. What we perceived as what the Spyker should be was a materialized conception of balance between power and elegance as the essence of the brand."

#### What makes this product unique?

"The way we approached this idea of materializing the balance between power and elegance resulted in the uniqueness of the idea. Namely: first of all the central symmetry that the left and right side of the car in door panel treatment has, secondly the extension of this idea to the bonnet and trunk slits with what was then called the swirl movement and finally the left and right doors opening in opposite sides. This created a well harmonized con-



cept in which every shape could be defined in the main theme that described the whole concept. This is not where our quest for balance ended; the balance that we searched for affected even the mechanical underpinning. The idea of having two VR6 engines in front and rear, in which the cylinders are also arranged in an asymmetrical configuration, helped to this idea."

#### What does the company think of the product?

"The initial remark was very positive; I would say even more positive than expected. Spyker doesn't have a design department, they didn't have much experience with design processes as we use at IDE. They considered the end result and the cooperation with our team an eye opener and fresh input, which offers new possibilities that could be conceived for the next generation."

#### What did you think about the project?

"I personally found the whole project a unique experience that hardly could occur for a student during his studies and for sure tried my best to benefit as much as possible out of it. Apart from the experience of designing a super car, the team work related issues and the way ideas are generated inside a team were also very fascinating for me."

Every edition of IO News gives insight into the process and results of an Integral Design Project (formerly known as Ontwerpen 6). In this Master course, teams of four to six students work on a project that is initiated by a company. The Spyker project IGNITION is an example of the innovative results of this course, which has benefits for both the students and the company. Your company can suggest a project as well. Interested? Please contact Jan Kaper (e-mail [j.b.kaper@tudelft.nl](mailto:j.b.kaper@tudelft.nl), phone +31 (0)15 2781219) or Henk Kuipers (e-mail [h.kuipers@tudelft.nl](mailto:h.kuipers@tudelft.nl), phone +31 (0)15 2785626).

From cake platter to ice-cream van, industrial design engineers are winning awards.

In the past year students and staff of the Faculty of IDE have once again received various prizes.

# Important awards for industrial design engineers!

## Leermeesterprijs 2007

Jan Buijs MSc, professor 'Management of Innovation' at IDE, has been granted the Ufd Leermeesterprijs 2007 for 'inspirational and excellent education and research', in other words: for people who left an imprint in their profession. Buijs' methods are taught at IDE and he wrote a bestseller called 'Integrated product development' (1996, Buijs & Valkenburg). Typical 'Buijs-words' added to the profession are 'prikkelwoordentechniek' (ran-

dom stimulus) and 'wiebertjesmodel' (for a diverging-converging model). The prize is a medallion, a broche and 15,000 euros. Buijs will spend the money on a sabbatical in the United States, visiting Washington, Seattle and southern California.

For more information:  
[www.universiteitsfonds.nl](http://www.universiteitsfonds.nl),  
[j.a.buijs@tudelft.nl](mailto:j.a.buijs@tudelft.nl)

## HEMA design competition

Annet Hennink, who recently graduated at IDE, has won the 20th HEMA design competition 2006/2007 with her design Tast Toe!; a disposable platform for the presentation of the popular HEMA cake. The platform is made out of cardboard and can easily be adapted to new trends and seasonal colours. Over 700 students of Dutch and Belgian design schools

signed up for the competition, 212 students handed in a design. Theme of this years competition was 'Design the new HEMA hero'. Tast Toe! is for sale in HEMA stores near you.



For more information:  
[www.ontwerpwedstrijd.com](http://www.ontwerpwedstrijd.com)  
[www.annethennink.blogspot.com](http://www.annethennink.blogspot.com)



## IKEA Innovation competition



IDE student team 'TEAM qimoz' has won the IKEA Innovation competition, devised by TU Delft and Inter IKEA Systems. Students were asked to come up with ideas to ensure that customers will still be enjoying shopping at IKEA in ten years' time. Designers Ma Wenhui, Like Zhou, Qin Qiang and collaborators Henri Christiaans and Linda Roos came up with the winning idea. Their IKEYS is a high-tech successor to the iconic IKEA pencil; a new way of making your IKEA shopping list, combining mobile telephone and RFID technologies and saving paper. The jury selected TEAM qimoz because they met the challenge 'to think 10 years ahead'. The team was offered a trip to Sweden.

For more information:  
[www.ikea-delft.nl/competitie](http://www.ikea-delft.nl/competitie)  
[q.qin@sparkdesign.nl](mailto:q.qin@sparkdesign.nl)



## > Best graduate of IDE and TU Delft



Helma van Rijn has been granted the Best graduate prize of IDE and TU Delft. Van Rijn graduated 'cum laude' for the MSc program 'design for interaction' on her design LINKX, a language toy for autistic toddlers. The interactive toy helps children with autism learn new words. Example: when the kid holds the interactive LINKX toy close to, say, a television, LINKX will say 'television', using the voice of the parents, who've uploaded the word earlier.

For more information:  
[www.universiteitsfonds.nl](http://www.universiteitsfonds.nl),  
[h.vanrijn@tudelft.nl](mailto:h.vanrijn@tudelft.nl)

## > Dutch Design Prize 2007



Sanne Kistemaker, student at IDE, has won the Design for All Award at the 2007 Dutch Design Prizes with her design for a communication tool for the elderly. Her design 'Piece of Family', developed in collaboration with Vodafone, enables the elderly to communicate easily with their children and grandchildren via a weblog. Kistemaker was not the only IDE-linked Dutch Design prize winner. Gerwin Hoogendoorn's storm proof SENZ

Umbrella turned out to be the most popular design among the public and therefore took the Audi Design prize to Delft.

For more information:  
[www.nederlandsedesignprijzen.nl](http://www.nederlandsedesignprijzen.nl)  
 Sanne Kistemaker, [sanne@muzus.nl](mailto:sanne@muzus.nl),  
 +31 (0)643032911  
 Philip Hess, [p.hess@senzumbrellas.com](mailto:p.hess@senzumbrellas.com),  
 +31 (0)15 2 55022

## > Toon van Tuijl Design prize

High Spot, an Integral Design Project at IDE executed by GhanaMoves team Imke Schepers, Sietse Cieraad, Stephanie Reintjens and Rutger Bonsel, has won the Toon van Tuijl Design prize 2007 during the Dutch Design Week in Eindhoven. The prize, named after a Dutch product designer who got killed in Kenya in 2006 during a robbery, stimulates the design of products that contribute to the social and economical development of developing countries: the winner gets 2,500 euros and a commission. High Spot, made by local metal workshop Mak-D in Accra, enables disabled people to participate in street-trade, the biggest trade sector in Ghana.



For more information:  
[www.movendifoundation.org](http://www.movendifoundation.org)



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**Delft University of Technology**  
 Faculty of Industrial Design Engineering  
 Marketing and Communication  
 Landbergstraat 15  
 2628 CE Delft  
 The Netherlands  
 Telephone +31(0)15 278 9166  
 Fax +31(0)15 278 7662  
 Email [io@tudelft.nl](mailto:io@tudelft.nl)  
 Website [www.ide.tudelft.nl](http://www.ide.tudelft.nl)

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 Jaap van Grinsven

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**Contributors**  
 Marketing and Communication Industrial Design Engineering, Cees de Bont, Jan Buijs, Michel Heesen, Jasper van Kuijk, Fater Saadat Niaki, Michael Trauttmansdorff, et al.

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 Email [io@tudelft.nl](mailto:io@tudelft.nl)

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