

# DESIGN ACADEMY EINDHOVEN: SHAPING THE FUTURE

*'Spirit of the time.'*  
(a fashion/style/material story)

*'How can solar energy improve the lives of people in Tanzania using small-scale community solutions with off-grid energy?'*

*'Connectivity as human need.'*

Three sample assignments that capture the spirit of Design Academy Eindhoven: challenging, often abstract, contemporary, steeped in social awareness and engaged, but most importantly: offering you ample opportunity to work with what fascinates you and with your specific set of talents.

Can you see yourself responding to the *'Connectivity'* assignment with a design that helps children with autism plan their day? Can you imagine a fellow student responding to the same assignment with a plan for redesigning the square in front of the Eindhoven train station?

If this is the kind of challenge that gets you going, then Design Academy Eindhoven is the place to be for you!

MAN AND WELL-BEING  
Friso Wiersma, *My Hands*



MAN AND IDENTITY  
Jian Da Huang, *Garden of Odour*

## Design Academy Eindhoven: the whole world within the school

Our over 500 Bachelor students come from more than 50 countries. This helps you develop a broad and international outlook on the design world. And it teaches you to relate to other cultures; the things you take for granted become a subject for discussion. Experiences like these help you prepare to stake your claim within the international design world. It follows that English is the language of instruction at DAE.

## Finding your place: your future perspective

Do not expect a classical course in graphic or industrial design from your time here. Of course we will tackle the skills that drive these disciplines extensively during your course. But we always relate them to socially relevant themes. These themes constitute the difference between the various design departments at the academy: Man & Communication, Man & Mobility, Man & Leisure, Man & Well-being, Man & Identity, Man & Activity, Food Non Food, and Public Private.

We deliver passionate, creative designers who stand out from the crowd and end up working in a wide range of places and sectors in society. DAE graduates work both in commercial and non-profit sectors and many of them start their own studios after graduation, either solo or with others. They work as industrial designers, product designers, fashion designers, graphic designers, trend designers, independents, concept or interior designers, designers of public spaces, colour or car designers, or designers of events and exhibitions.

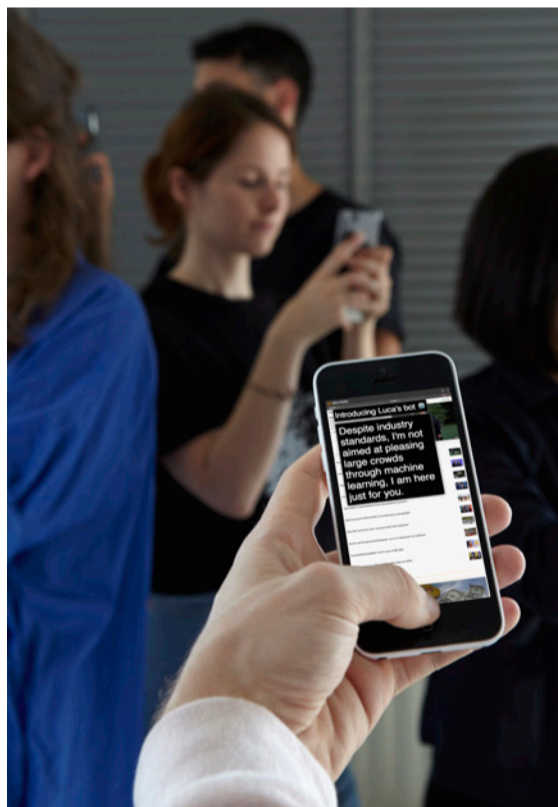
Thanks in large part to our graduates' creative drive they will often stake out previously non-existing positions for themselves within the job market. Design Academy Eindhoven offers you every opportunity to set the stage for yourself.

## Our Bachelor course

When you come here, you learn the trade by making things. Roll up your sleeves, learning by doing, disciplined and focused. You will learn to 'think with your hands' as you progress through the course. You develop an insight in and a feel for colour, material, form, perspective and rhythm. You learn to deal with all the things that are relevant to creating good designs: research, practice, doubt, persistence, care and getting the details right.

Design Academy Eindhoven actively encourages an attitude of social engagement that will help you approach your design assignments with an open mind. We achieve this by making you reflect in more abstract ways on the meaning of your designs and the social roles you perform as a designer. Because we want to encourage you to link your personal story with the issues, problems and questions that arise in the world around you. And so you will also be introduced to technology and to domains from the humanities, such as philosophy, psychology and anthropology and from cultural studies, such as cultural reflection, media studies and design studies.

The further you progress through the course, the more scope you will find for your personal story and the intuition you will have developed by then. The idea is to identify the story and the intuition that set you apart. Once you recognise and acknowledge these, they will become valuable resources to you from which to draw creativity. Your personal development will move from understanding yourself to empathy and involvement with others and with the world. Enabling you to create designs that move people and that are relevant to them.



MAN AND COMMUNICATION  
Luca Claessens, *Please Help Me*



MAN AND ACTIVITY  
Mirjam de Bruijn, *Twenty*

## The propaedeutic year

During the propaedeutic year you are introduced to the various approaches that can be taken to design: drawing, imaging, making, reflecting, experimenting, analysing, communicating or meditating. It is an intensive year in which you work with your international peers. You will discover unexpected talents in yourself and in others, explore the breadth of the design profession and search for the design approach that fits you best. And you will discover that design is not just about product design, but also about shaping activities, services, spaces, events, stories, emotions, ideas, systems, processes and combinations of these.

You learn to reflect on the use and meaning of design, you acquaint yourself with the history of the profession and the basics of design research. We make sure you end up with a solid theoretical foundation that will benefit you throughout your time at the academy.

Joseph Grima, creative director of Design Academy Eindhoven:

**'We are not just any school of design. Yes, we design chairs, tables, identities, social relationships, materials, foods and new forms of transportation. But before all that in this school we design design itself.'**

## As you progress through the course: 'your fascinations and talents are leading!'

From year 2 the course becomes increasingly 'tailor-made'. The skills and knowledge you acquire become more attuned to your talents and the things that fascinate you. For instance, you will increasingly study the materials, techniques and subjects you are interested in. You may be interested in all things technological, or in craftsmanship; think of wood, ceramics or textile. The same applies to the reflective side: you can decide to make a more in-depth study of how the senses work, or of anthropology, urbanism, robotics, material studies, sustainability or philosophy. The 8 design departments offer you the *'Design Practice'*, where you become acquainted with the practical realities of design. Nearly all our tutors work in design. In addition you can follow optional courses that tie in with your interests.

There is one more thing you should know.

Tutors will not tell you 'how it should be done'. On the contrary. They will challenge you with open-format assignments to showcase and develop your qualities. Making you increasingly conscious of the place you would like to take within the broad (inter)national field of design after school. To the left/right you can see where the focus lies in each of the 8 design departments.



PUBLIC PRIVATE  
Marija Dondović, *Leaning Shelf*

## Guidance: your 'personal professional profile'

As you progress through the course you will experience an increasing freedom of choice in composing your curriculum. You can pick optional courses, a minor and a fitting internship. Depending on what fascinates you and where your talents lie you will grow towards your own unique *'personal professional profile'*.

So-called *'guides'* will support you in finding a balance between the demands of the design profession on the one hand, and your core qualities as a person on the other. Every *'guide'* is an expert in the field of design and is excellently suited to take a bird's eye view of the design world and how your development relates to it. In the talks we have with you these *'Guides'* will act as mirrors, critical commentators, troublemakers and jesters.

## Intensive contact with the (inter)national profession

Design Academy Eindhoven is closely tied to the designer's professional practice today. Around 150 tutors teach at the academy one day a week, while working as designers, (performing) artists, theoreticians, scientists, engineers, architects, writers, philosophers, or journalists the remainder of their time. You will notice what an inspiration this is and how stimulating. Within the academy you can experience the realities of the profession first hand.

You and your fellow students will regularly collaborate in real-life projects with outside clients who expect you to take a creative approach to the queries they have or the future service they seek. Assignments can come from the so-called *'Friends'* of the academy: businesses, government bodies and social institutes such as the Public Prosecutor's office, KLM, the Eindhoven Municipality, Philips, the Dutch railway service NS, District Water Board de Dommel, local mental healthcare provider GGZ Eindhoven De Grote Beek, Swarovsky or the hospital Catherina-Ziekenhuis.

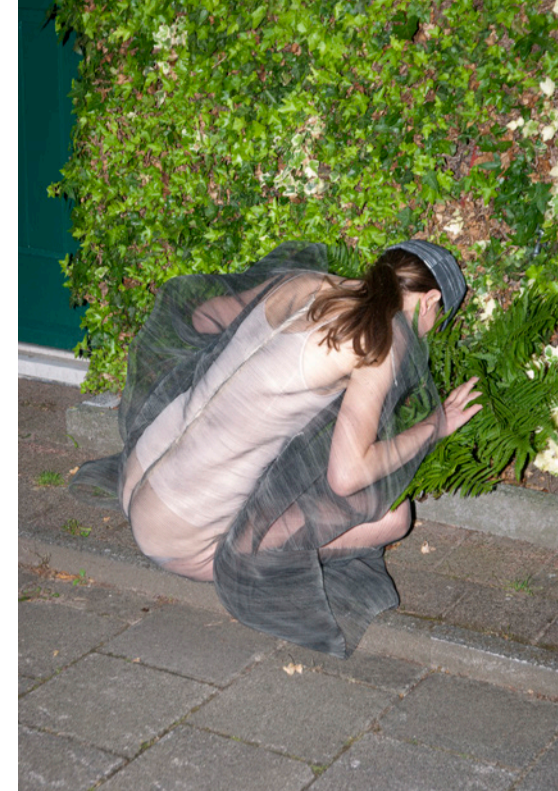
Businesses from the Netherlands and abroad regularly approach us to help them find interns. Out of 149 students who did an internship in 2016, 63 stayed in the Netherlands while 86 went abroad; 20 of them travelled outside of Europe to countries like Japan, Malawi, Uganda, Brazil, USA, South Africa, and Australia. DAE students will do internships with both (small-scale) studios and big corporations such as Hema, Puma or Akzo Nobel.

## What we expect from you

Design Academy Eindhoven is a University of Applied Science (HBO), which will accept students with at least a VWO, HAVO or MBO-4 (equivalent) certificate; any profile is allowed. This means that when you finish your BA course at the academy you can go on to a Master course at DAE or at another institute of higher education.

There is one more thing that we expect from you, and that is that you have an unstoppable urge to design. A deep-seated conviction that designing is what you were meant to do in life. That you possess the talents and the fascinations to be a designer. To you, designing should be anything but a duty; it is an urgency. Your life depends on it. How could you live without it? Oddly enough, this sense of urgency often goes hand in hand with diffidence. The very thing that is our strength and that you want more than anything in life, is the root of your doubt: will I be able to do this? What if I fail? It takes courage to learn to trust your fascinations, your talents and your sense of urgency. As you move through the course you learn how to overcome this diffidence, not by drowning it in bravura, but by developing a respect for the talent you have been given and the motivation that drives you.

The academy has an extensive admissions procedure for which we refer you to our website.



FOOD NON FOOD  
Rebecca Oevermann, *The Gardener*

## (Design Academy) Eindhoven: 'the place to be'?

Design Academy Eindhoven is the only University of Applied Science in the Netherlands that specialises exclusively in design. The academy is housed in the White Lady Building, a former Philips factory in the heart of the city. A heritage building that aptly reflects everything the academy represents: light and open, spacious, unique, and authentic!

Eindhoven is a true university town. Many of our graduates have stayed, in places like Strijp S, which is part of the former Philips grounds and a successful incubator space for creative professionals. Another location is Sectie C, an old industrial estate that has been turned into a great big creative lab.

The mix of manufacturers, knowledge institutes like Design Academy Eindhoven, creative industry and high tech industry has turned Eindhoven into an important and influential place which you can use to your advantage as a student and a new designer!

The academy's Graduation Show annually attracts around 45,000 visitors and is a major part of the large scale event Dutch Design Week.

Another noteworthy fact is that Eindhoven was pronounced the smartest region in the world in 2011!

If all of this appeals to you, Design Academy Eindhoven is **THE PLACE TO BE!**

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