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## Bachelor Design Academy Eindhoven

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## Design Academy Eindhoven: shaping your passion

Imagine being given one of the following assignments: *Conflict of interests*, or *Connectivity*, or *New luxury*.

Can you see yourself responding to the assignment *Connectivity* with a design that helps children with autism plan their day in a useful way? While one of your fellow students responds to the same assignment by presenting a design for a new layout of the square in front of the Eindhoven train station?

The assignments at Design Academy Eindhoven always allow scope for your own fascinations and talents. If this kind of challenge is the stuff your dreams are made of, then Design Academy Eindhoven is *the place to be!*



**Man and Mobility**  
Joey Dogge *Inspired space savers*

## The world in a nutshell

Design Academy Eindhoven is the world in a nutshell: the over 600 Bachelor students come from more than 60 different countries. When they come together this triggers a mutual multi-cultural inspiration and a unique dynamism. In other words: you will develop a broad, international view on the realm of design. And you learn to relate to other cultures, which can suddenly call into question any ideas you took for granted. Learning experiences like this will help you mature and manifest yourself as a designer within an international context as well. So you will not be surprised that English is the language of communication here.

Exchange programmes with renowned design schools all over the world will offer you an opportunity to study your specialty more closely in places like New York, Beijing or Helsinki.

In other words, our international orientation offers you every opportunity to define your position, carve out a profile for yourself and increase your chances in the national and international job markets.

## Designers of the future

Everything you see has been designed. Studying at Design Academy Eindhoven means you learn to shape the future. Your own future, and especially, that of society. Whether you make jewellery, objects for everyday use, or the way we move and behave in public space.

It is our conviction that designers can make the difference in solving complex societal issues. Their creativity and originality allow them to make unexpected and meaningful connections between different professions.

Take the graduation project made by Teresa van Dongen. Her background in biology enabled her to design an electricity-free lamp in the shape of a hanging mobile, which is based on bacteria that light up as soon as the lamp starts moving. Or take Suyin Tjon A Hie, who, in her film *A plastic life*, has found an arresting way of visualising the problem of plastic waste as a life-threatening inheritance of humankind. Thus making her critical contribution to the social debate on waste and plastics.



Man and Activity  
Nils Chudy *The perfect cup of tea*

## Career perspective

Design Academy Eindhoven's aim is to prepare you for a world that demands creative ideas, initiative and collaboration. It brings creative and unique designers into the world, who are starting their professional careers in widely varying places and in an increasing number of social sectors. Academy alumni are working, for instance, as industrial designers, fashion designers, graphic designers, trend designers, independent designers, concept designers, designers of public spaces, colour designers, car designers, and designers of exhibitions. A number of our alumni have continued into a Master's course and some are working on their PhDs. After you graduate as a Bachelor there are many career opportunities, and you work towards them during your time studying here:

- you can start your own business or design studio;
- you can find employment with a studio, agency or organisation in the creative sector;
- you can find employment with a small, middle-sized or major commercial business;
- you can find employment with a non-profit or government institution, for instance a municipality or provincial administration or in healthcare or in another social institute;
- you can continue your education at Design Academy Eindhoven itself, or at another (inter)-national Master's course.

Thanks to their creative drive, our alumni will often stake out their own place as designers within the job market. Design Academy Eindhoven offers you many opportunities to create your own platform. The design profession is fast expanding into new segments of the job market. Businesses and social organisations are discovering the value of creativity in their search for new developments, innovation and new business models. Designers are key figures in such processes! Design Academy Eindhoven anticipates these developments by closely intertwining its educational programme with the profession today.



Man and Well-Being  
Teresa van Dongen *Alive & glowing*

## Self – Unself

This is how Thomas Widdershoven, the academy's creative director, captures the essence of design education at Design Academy Eindhoven.

"A good design is a personal design" he says.

Designing a new world starts with your personal fascinations and talents as a designer. During your time here you develop your talent and your intuition as the core of your authenticity. Only then will you be able, later on, as a designer, to stand out and to rise above mediocrity.

At the same time, being a designer means being closely involved in and inspired by the world around you. You are aware of the social implications of your designs and you have an eye and an ear for people's personal needs. "Many designers focus on social issues, looking for collaborations with other disciplines, helping each other and experimenting with new economic models" according to Widdershoven.

## Thinking with your hands

"I not only learned to design, I also learned how to think like a designer" says one of our Propedeuse students, looking back at that first year. When you are a student here you will mainly learn how to do this by making things. Tactile experiences teach you to trust your intuition, an important source in discovering what makes you you. Making and designing are inextricably linked. We call it: thinking and designing through making.

Design Academy Eindhoven has a number of well-equipped workshops at its disposal for wood, metal, plastics, screenprinting, textile and ceramics. In addition to the digital workshop, there are a photo studio and a library with a specialised collection. And we have a great number of partners to collaborate with, such as the Textielmuseum Tilburg, the Europees Keramisch Werk Centrum (EKWC) in Oisterwijk and model makers Bruns in Bergeijk (NB).

Do not expect to be classically trained here as a graphic designer or an industrial designer. Of course, the skills needed for these disciplines are tackled and studied extensively during your time here, but always tied to the social themes central to the Design Departments, and always as continuations of your specific talents and qualities. So that you can gradually discover which design method and which medium suit you best to realise your ideas and concepts.



Man and Activity  
Sotiris de Wit *Supersized pottery*

## Our education programme: departing from your talents

During the first year, the Propedeuse, you will go in search of your fascinations, qualities and talents: who are you, what is your attitude, and what do you want as a designer? You familiarise yourself with all kinds of ways to approach a subject: drawing, imaging, building, observing, experimenting, analysing or even meditating. It is an intensive year during which you collaborate in all kinds of ways with your international fellow students. You will discover unexpected talents in yourself, and in others as well; the scope of the design profession, and within this, the approach to design that fits you best. In addition to product design, you can also design activities, events, services, spaces, stories, systems, and combinations of all of these. You will learn to reflect on the usefulness and the meaning of design, you will be introduced to the history of the profession and the basic principles of design research. We will ensure you acquire a solid theoretical footing that will continue to serve you throughout your education.

We expect you to assume an open, reflective and self-critical attitude, to be unrestrained in your curiosity, and be considerably disciplined. Studying at the academy is hard work!

During the second year you will continue on your academic learning pathway through one or several Design Departments. As you progress, your learning pathway will start taking the shape that suits your talents and fascinations. Because our tutors will not tell you *how things are done*. On the contrary, they will challenge you to show your talents and develop these through their assignments, which will always be wide in scope. This will help you become more aware of the place you intend to take within the broad (inter)national field of design. Below you can see some examples of the goings-on at each Design Department.



Man and Communication  
Ward Goes *Truthful perceptions of the 21st century*



Man and Identity  
Camiel Fortgens *A new outline of a well-dressed man*

## Intensive contact with the profession (inter)nationally

Design Academy Eindhoven maintains a close connection with the current realities of the design profession.

Around 150 tutors teach at the academy for one day a week, while working the rest of the week as designers, (performing) artists, theoreticians, writers or journalists, etc. You will see how inspiring this is, and what a stimulus. You get to experience the realities of the profession within the academy.

As a student you will regularly be part of real life projects with outside parties who set the assignments, who expect you to come up with creative solutions to their problems or future services. These assignments come from so-called *fans* and *friends* of the academy: businesses, governments and social institutes such as the Public Prosecutor, Nationaal Glasmuseum, De Bijenkorf, KLM, the Eindhoven Municipality, NS, Waterschap de Dommel, GGZ Eindhoven De Grote Beek and Catherina-Ziekenhuis. Businesses from the Netherlands and abroad approach us regularly for interns. Design Academy Eindhoven students have enjoyed traineeships with Lois Vuitton in Paris, with IKEA in Sweden and with leading Dutch designers such as Studio Daan Roosegaarde and Piet Hein Eek. To give you some idea: in 2013, 114 of our 615 Bachelor students went on traineeships, 47 of which took place abroad, across all continents: from Tokyo to Berlin and from Mumbai to New York.

## We collaborate...!

With our study programme we want to make fundamental contributions to necessary changes in society. We are interested in the significance of design in a cultural and socio-economic sense. This means that as a student you will also learn to collaborate intensively with fellow students and with other professional disciplines.

This is why collaboration, and talent-based education, are the leading principles in both the way we design our education system and the way we design the organisation of our school. We are a *learning design community*, an academy-wide network of students and professionals who appreciate, share, and use each other's qualities in meaningful design projects nationally and internationally.

An example: the academy has 6 floors. A group of students has invented a digital platform, called *the 7th floor*. It is the place where they help each other find important businesses in and around Eindhoven that can help them realise their designs. An initiative which the academy embraces and encourages.



Man and Public Space  
Fien Dekker *Let it pour down*

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

Design Academy Eindhoven is a University of Applied Science, for which you can apply if you have a VWO, HAVO or MBO-4 certificate (for these certificates no further curricular demands apply). This also means you can continue your studies with a Master's course at DAE or at another university or university of applied science after you get your Bachelor's degree here.

Design Academy Eindhoven is the only University of Applied Science in the Netherlands that completely specialises in design. The academy is housed in the Witte Dame building, a former Philips factory in the heart of the city. A listed building that reflects precisely what the academy stands for: open, light, airy, strong, authentic, firmly rooted and multi-layered!

Eindhoven is a university town. In addition to the academy you will find the University of Technology Eindhoven, Fontys Academy and Summa College, a comprehensive regional training centre. All of these ensure that Eindhoven is an attractive city for students.

Many of our alumni have also established themselves here, in places like the Strijp S area, a part of the former Philips grounds and a successful incubator space for creative professionals. The combination of the manufacturing industry, knowledge institutes like Design Academy Eindhoven and the creative industry has made Eindhoven into an important and influential network, from which you, as a student and later on as a new designer, will be able to benefit!

The academy's Graduation Show is an essential part of the Dutch Design Week, a large-scale event that draws over 30,000 visitors from all over the world each year. Another thing we think is worth mentioning is the fact that in 2011 Eindhoven was declared the smartest region in the world!

If this is the kind of challenge you are ready to take up, then Design Academy Eindhoven is the *place to be!*



Man and Living  
Debby Yu *Textiles as middlemen between rooms and people*