

## Design cares

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# **DESIGN CARES**



a project by  
Design Academy Eindhoven and  
Eindhoven University of Technology,  
Department of Industrial Design

## DESIGN CARES

### foreword

The cost of healthcare is increasing, and quality of life is at stake: we need breakthrough solutions. Design can transform analytical, out-of-the-box ideas about health and sickness into new values for end-users, care-providers, and other people involved. Demonstrating the range of capabilities design offers, and the quality of the research and education at Design Academy Eindhoven (DAE) and Eindhoven University of Technology (TU/e), the two institutes here propose a number of breakthrough holistic solutions for healthcare and well-being, show a new range of products and services that will improve quality of life, and provide suggestions for bringing down the overall cost of care.

During the first semester of the 2010-2011 academic year, DAE and TU/e joined their research and education programs on healthcare. Bachelor students from DAE's design department of Man and Well-Being have investigated and researched the ways in which we could design products, spaces, services and systems to make people more aware of their own health and the opportunities they still have when they become disabled. What connects us to our surroundings, what gives meaning to the things, spaces and services we use? Self-consciousness, an independent attitude towards professionals and the possibility and opportunity to making a decision of your own, these are the things that make an individual: from Healthcare to Selfcare.

Bachelor and Master students from TU/e have focused on intelligent product-service systems that will promote healthy behaviour in people, and support people who need professional care, as well as their caregivers. Thanks to their being in close contact with medical professionals and having direct access to clinical environments, our students have researched and designed systems that monitor the state of young children in hospital, help affect the moods of institutionalized patients, or simply help people adopt more healthy lifestyles. Technology is a force that transforms people's lives, and the role of design in these projects has been to investigate how such transformations can support and promote people's good health and well-being.

With a view towards 2012, the two institutes have the ambition to show the results of the collaboration during the World Design Capital in Helsinki (in an exhibition, a conference on design innovations with inspiring speakers, design awards and publications). We are developing new student projects and research programs in the areas of human-centred healthcare, personal well-being and key issues around revitalizing neighbourhoods. The World Design Capital Helsinki 2012 is considered a milestone in the collaboration, which we intend to continue far beyond.

#### DESIGN ACADEMY EINDHOVEN

Renowned for adding cultural meaning to design, Design Academy Eindhoven wants to expand its knowledge and insights by adding social relevance and economic value to its educational program. Social relevance because design is becoming accepted as a way to solve problems and create awareness around real needs. And economic value, because design can be a fine tool for creating sustainable content and competitive advantage.

#### EINDHOVEN UNIVERSITY OF TECHNOLOGY, INDUSTRIAL DESIGN

In the Department of Industrial Design at Eindhoven University of Technology TU/e we aim for a new type of engineering discipline: design and the creation of intelligent systems, products, and related services. An intelligent system or product is characterized by adaptive behaviour based on the situation, the context in which it is used, and users' needs and desires. In particular, we focus on problems and opportunities that will benefit individuals, societies and different cultures worldwide. By a system, we primarily mean an adaptive environment in which humans can interact with intelligent products to gain access to services. The intelligent products are connected to each other and to the surrounding system to achieve new types of user experiences. To create such interactive and intelligent environments, we provide expertise for the context in which the system is used, the conceptual design, the implementation and realization, and evaluation. We provide appropriate expertise for production processes in order to realize all of this in an industrial and commercial setting. The main target of the design expertise is the interaction between users and systems within a context. Designing such interactive patterns means creating a dynamic structure in the four dimensions of space and time.

## PERSONAL WELL-BEING

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Compromise Cutlery /  
Roger Semple 01

Magic Mushroom /  
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Suzanne Rutgers, Monique de Vos 01

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Alissa van Asseldonk 01

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Mother's Last Wish /  
Brit van Nerven 01

Choose Your Own, Changing a Habit /  
Roosje de Groot 01

Roos' Cf /  
Anne Ligtenberg 01

Birth Blanket /  
Roosje de Groot 01





# PERSONAL WELL-BEING

text or maybe quote to explain the theme

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## FLAVOUR AND SENSES / SANNE MUISER

DAE, 5th year bachelor

We have changed our way of cooking. We cook in bigger quantities and we eat more organic foods. We slow down and take our time preparing the food. But then, we start eating the food, and we do not even register what we taste. A lot of us seem not even to notice that the fork or spoon is moving into and out of our mouths. How can we stop and learn to tickle the senses of our lips and mouth? How can we become more aware of the tastes on our tongue? How can we stop being disabled in our flavours and start being aware of our senses? I want to design cutlery that makes you aware of your taste buds and that triggers and teases your lips and mouth.

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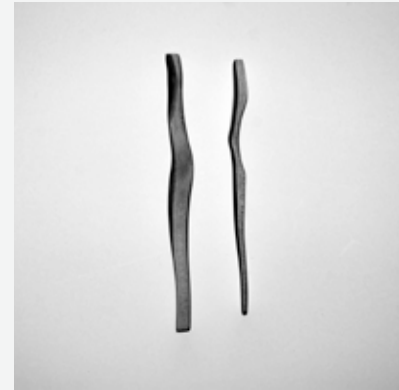


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mentor

Aldo Bakker



COMPROMISE CUTLERY / ROGER SEMPLE

DAE, 3rd year bachelor

A knife, fork and spoon with asymmetric handles and adjustable heads: they can be rotated in the hand to find the best fit. They are intended to fit everybody comfortably, yet fit nobody perfectly.



MAGIC MUSHROOM / ADAM EVANS, TRIEUVY LUU, ROMY SPRUIT,  
SUZANNE RUTGERS, MONIQUE DE VOS

TU/e, 1st year bachelor

The Magic Mushroom is an interactive light that will sit next to a children's bed in the hospital. When a child feels sad, happy, angry or even scared it can pull the adaptable face out of the stem of the device. By changing the shape and position of eyebrows and mouth corners of the adaptable face, a child can project its emotion on the adaptable face. If the child wants to show its emotions to others it can place the face into the light, which will then change colour. Each colour represents an emotion that can be easily seen by family, caregivers, and other children on the ward. The light will slowly fade out as an indication of time towards doctors and parents but also as a trigger towards the child for giving new input. The light will also record how the child has felt over a period of time. Research at a primary school, revealed that children between 4 and 12 years can understand and express their emotions using the 'Magic Mushroom.'

children  
can express  
their  
emotion  
using colour

photo

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photo

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mentor

Aldo Bakker



## SENSORY STIMULATING CUTLERY / ALISSA VAN ASSELDONK

DAE, 3rd year bachelor

Taking people suffering from dementia as my inspiration, I have created this set of cutlery that is closer to the human body, the senses and the food. To help these people regain the pleasure of eating, I introduced a playful factor, which will encourage discovery and stimulate the sensitivity of the senses. In this way, I want to bring people closer to their food and their own feelings again.

mentor  
Aldo Bakker

photo  
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### TRANSITIONS / MICKAËL BOULAY

DAE, 3rd year bachelor

I have this idea: the human body is like plastic. Given enough time and practice, we can shape our bodies. Eating offers people affected by hemiplegia an opportunity to train their motor skills. This is the purpose of the Transitions series. A person's skill at mastering the functions of the fork (holding, pricking, scooping) and the way of holding it (from the main muscles of the hand to the tip of the fingers) can improve side-by-side, in parallel. And a step-by-step progress will be generated. The human body is like plastic: just as we can become handi-capped, we can also 'unbecome' handicapped.

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mentor

Aldo Bakker



FINE FINGERS / CLEO DE BRABANDER

DAE, 3rd year bachelor

I am making cutlery for people with one arm. I am doing this in response to a woman I know who is a 'thalidomide child' (in the 1950's – 1960's more than 20,000 babies in 46 countries were born with deformities such as phocomelia, as a consequence of thalidomide use). The woman I know is very elegant. She told me that her favourite food is Asian; when she eats this she is normal, because everybody uses only one arm for chopsticks. It is easy to hide her disability with chopsticks. How can you make chopsticks in a way they can also be used to eat western food? How to cut or eat soup with chopsticks?

Elke Den Ouden

ILI and GGzE

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movement  
is very  
close to  
people's  
emotions

## EVOKING MOVEMENTS / JURRIAN TJEENK WILLINK

TU/e, 3rd year Bachelor

This project is about encouraging values (hope, zest, bravery and judgment) in people with mental disorders, such as a depression. Interacting with a certain object will encourage such values in these people, so that they can learn from them and arm themselves to fight possible future depressions. When I was working on the project I used dance and movement to research the ways in which this interaction should be shaped. Movement is very close to people's emotions, and can evoke them. Using the Laban method for analysing movement I have turned the movements into a set of scenarios which have eventually led to a form of interaction with a product.



photo

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mentor

Aldo Bakker



### PEG TUBE FEEDING / MATS HORBACH

DAE, 4th year bachelor

Eating is the training of your senses. It is an important aspect of life. People who need to eat through a PEG tube inject nutrients directly into their stomach. The senses are bypassed; they are no longer triggered or trained and slowly decay. Eating becomes a negative medical chore. Their appetite disappears, not only for food, but for everything. I have created a syringe as an eating tool, and not a medical tool, to stop this. So these people can inject food and not medicine.



## INSTRUMENTARIA / ANNE FEIKJE WEIDEMA

DAE, 3rd year bachelor

Our daily cutlery is composed out of three components; fork, knife and spoon. They are designed for general use; they do not represent a specific purpose. By redefining cutlery, the components could be used for specific actions. This will lead to a process of 'slow eating', resulting in a greater appreciation of the food.

# HUMAN CENTRED HEALTHCARE SOLUTIONS

text or maybe quote to explain the theme

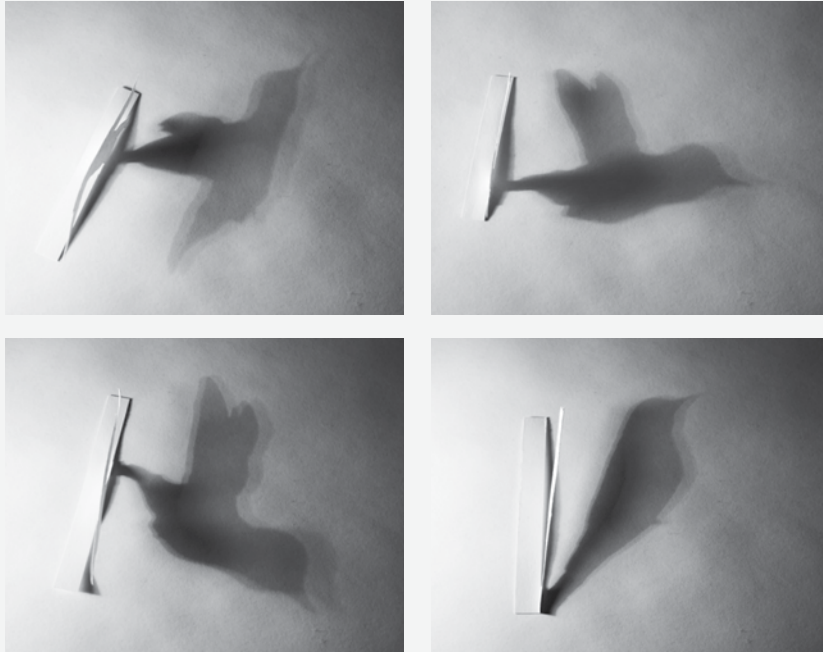
mentor

Reineke Otten

client

name

name

photoShadow Play Sundial. Nam, aliqua dis in et, offic  
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projections  
will trigger  
the fantasy  
to escape  
to another  
world

## SHADOW PLAY SUNDIAL / TERESA BECKER

[design\\_academy\\_eindhoven\\_3rd\\_year\\_exchange\\_bachelor](#)

The concept deals with the perspective of patients staying in hospital for longer periods and is intended to give the room a more convivial atmosphere. These objects bring life and the outside into the room while casting abstract shadows, which concrete pictures at a certain angle of the sun. The abstract projections will trigger the fantasy to escape to another world, thus creating a private moment. The concrete pictures tell a story – applied at particular spots, they appear at certain day times, and form a poetic form of a sundial. In this subtle way the patient may recover a sense of time, which can be easily lost during a long hospitalisation.

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mentor

Aldo Bakker

**LAMP / JELLE MASTENBROEK**

DAE, 5th year bachelor

This project tells a story about care and affection. Care demands a certain degree of compassion. Without compassion, there can be no proper care. It is connected to a sense of commitment to a person or an object. This is what makes care a well-considered action. The lamp is a translation of the affection and consideration that care demands.

photo

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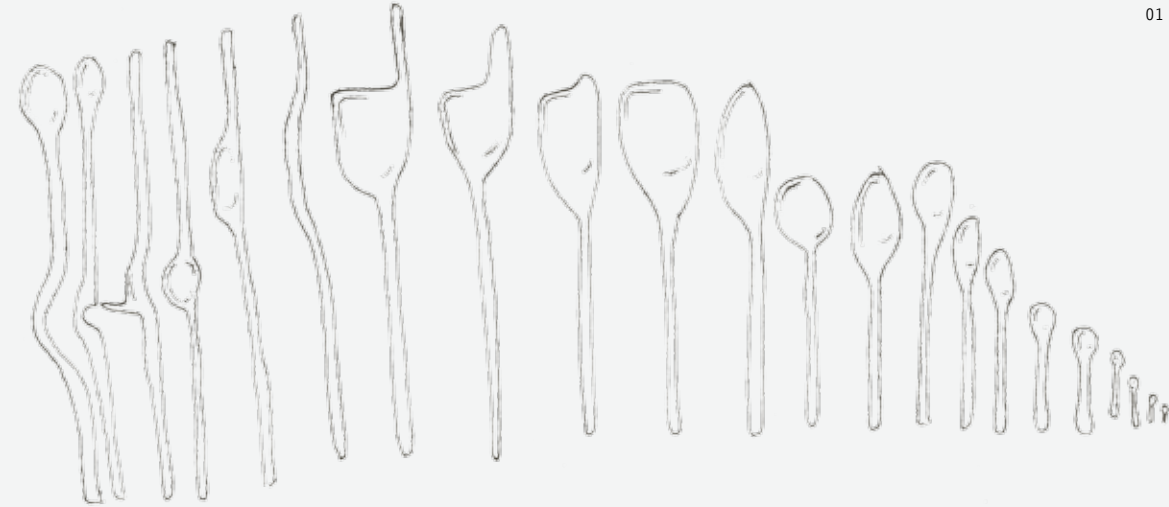


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mentor

Aldo Bakker



**THE VENUS EFFECT / BOB DE GRAAF**

DAE, 3rd year bachelor

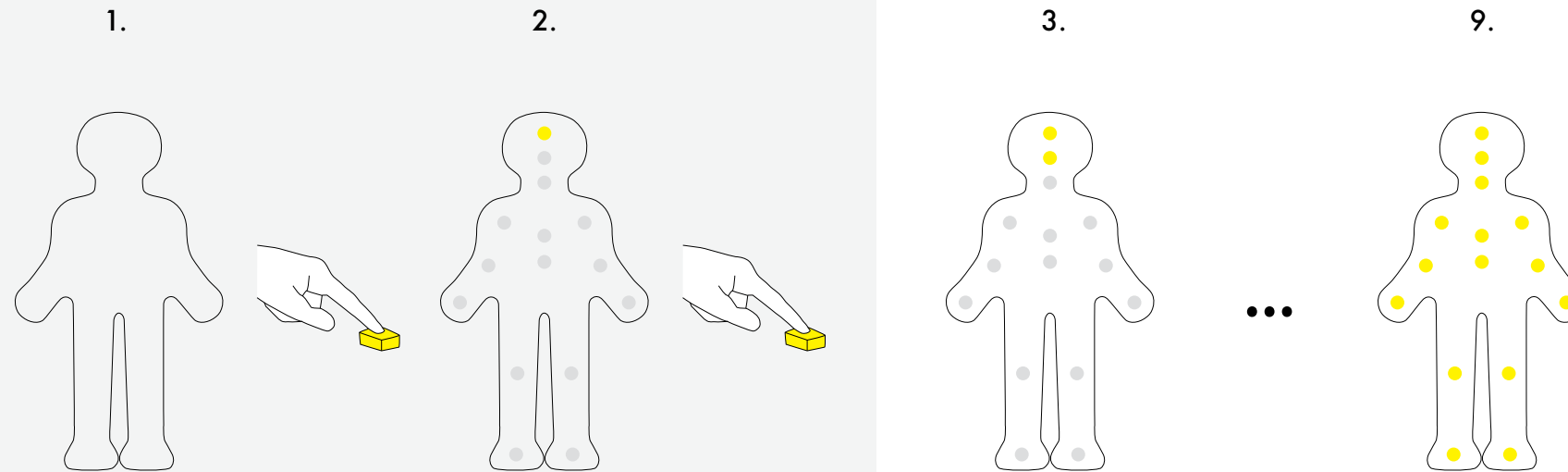
For a hundred years (1840 –1940) the freak show was one of the most popular forms of entertainment. Today the same shows would be considered unacceptable and cruel, or as one disability rights activist put it ‘The pornography of disability’. Why do we want to see freaks? Do we feel more normal when we see disabled people? The Venus Effect is a cutlery set consisting of two spoons. The objects play with your visual perception. They will change the way you see your food, yourself, and your surroundings.

mentor  
Peter Sonnemans

photo  
showMe Shower Me.jpg

client  
Brainport Health  
Innovation

01



01

SHOWME, SHOWER ME / MARTIJN VAN DEN HEUVEL, MARTIJN LAMMERS,  
ANNE SPAAN AND IRIS DE VRIES

TU/e, 1st year Bachelor

Many people with a mental impairment who are able to function relatively well, will have the motor skills to wash themselves, but will still need help because they have trouble keeping an overview and taking initiative. Spoken help from a carer can help these people have a thorough and hygienic wash. In order to increase these people's independence, we have come up with the ShowMe, a replica of the human body featuring a light in each body part. The body part that needs a wash will light up, and by pressing a big button the user can indicate that they have finished washing it. Then the next body part will light up. When the whole body has been washed, the ShowMe will light up as a whole.

engaging  
feedback  
improves  
the ability  
to exercise  
and  
concentrate

photo

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mentor

dr. ir. Geert Langereijs

clients

drs. Kees Blase and  
Landelijk Centrum voor  
tressmanagement



FEEDBACK METHODS FOR STRESS MANAGEMENT / JOEY VAN DUN

TU/e, 1st year master

This design research project focused on stress management efficiency in biofeedback-assisted heart coherence training. A comparison was made between traditional biofeedback tools, which rely on graphs, and a more engaging feedback of medical data, based on a lighting biofeedback installation. Preliminary results seem to suggest that the more engaging feedback improves the user's ability to conduct heart coherence exercises, and helps the user to stay concentrated.



Peter de Graaf and  
[first name] Delbressine

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### A HAND FULL / MARTIJN VAN DER VELDEN

DAE, 3rd year bachelor

Because of its 'handful' shape this cutlery requires less effort to hold. This cutlery is formed after the shape of the hand in a resting position, a position without any tension in the fingers. In this position the fingers create a kind of hollow space. A space when filled makes a shape. A shape that becomes cutlery.

# care demands a certain degree of compassion

## photo

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## mentor

Wei Chen

## clients

Philips Research,  
MMC Veldhoven



## A-CUTE SNUGGLE / DOMINIKA POTUZAKOVA

TU/e, 1st year master

Critically ill premature babies in the neonatal intensive care unit (NICU) have to be monitored constantly. It is necessary that these fragile neonates feel as comfortable as possible during the monitoring. Current solutions for monitoring babies can be quite painful, and uncomfortable for long-term use. In this project I have designed an innovative solution for the saturation of peripheral oxygen levels (SPO2), based on Near Infrared Spectroscopy. The design offers a more comfortable use during long-term monitoring. I have built prototypes with the reflecting sensors embedded in soft foam and fabrics, to enhance a comfortable, non-invasive, yet reliable monitoring. These monitoring units can be integrated into a snuggly or a mattress where the baby spends most of its time, or even into a neonatal smart jacket.

mentor

Peter Sonnemans

client

Brainport Health  
Innovation

photo

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HAND-IN-CAP / HOZAN ZANGANA

DAE, 3rd year bachelor

My inspiration for designing cutlery was a man I once met in a hospital. He suffered severe brain damage due to a stroke which had left him unable to use the left side of his body. The cutlery I have designed is intended to bring the attention back to the movement of the cutlery when it is used, and not to the disabled person using it.

photo

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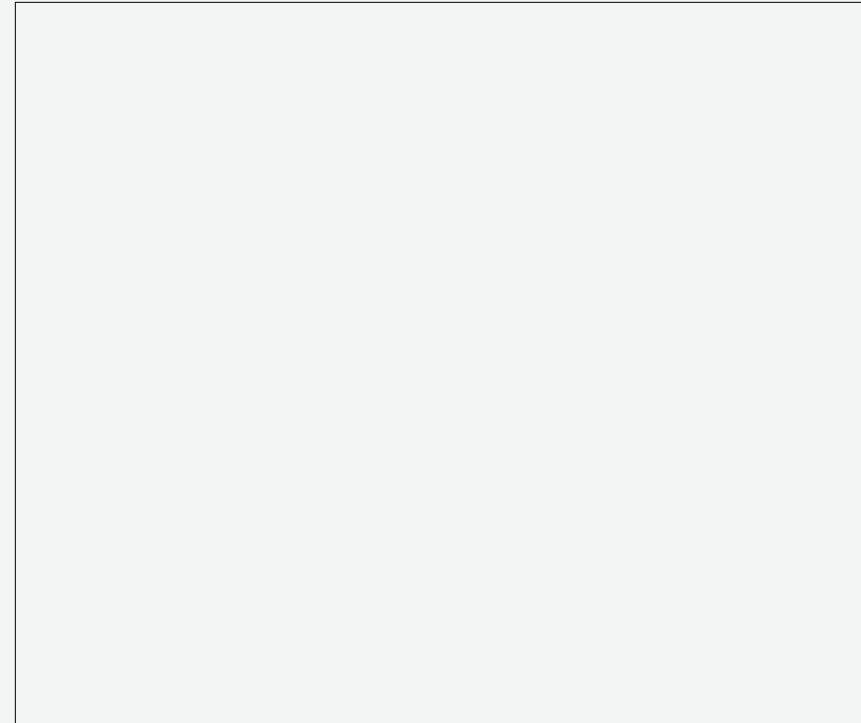
this product  
mimics  
the baby's  
natural  
movement in  
the womb

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mentors

Peter de Graaf and  
[first name] Delbressine

**NATURAL INCUBATOR / KARLIJNE SCHOOT**

TU/e, 3rd year Bachelor

An incubator for premature births that mimics the baby's movement in the womb will offer a better simulation of the womb. It follows that prematurely born babies in incubators are likely to be more comfortable when it offers motion resembling the womb's movements. In 2010 I started researching the movement of a baby inside a womb. Movements were recorded by an artificial womb, which offered a great deal of insight into the natural movements a baby makes in the womb under different circumstances (sitting, walking, standing, laying etc.). I have also explored the technology to optimize the natural movement to make the awkward neonate experience a little more humane. My goal is to design a product that mimics the baby's natural movement in the womb, and that can be implemented in an incubator.

feeding  
someone  
is a very  
valuable  
experience

# REVITALIZING NEIGHBOURHOODS

text or maybe quote to  
explain the theme

mentor  
Stef Bakker

photo  
Sweet Links\_1, 2.pdf, Sweet Links\_3.jpg  
photo by Wonmin Park

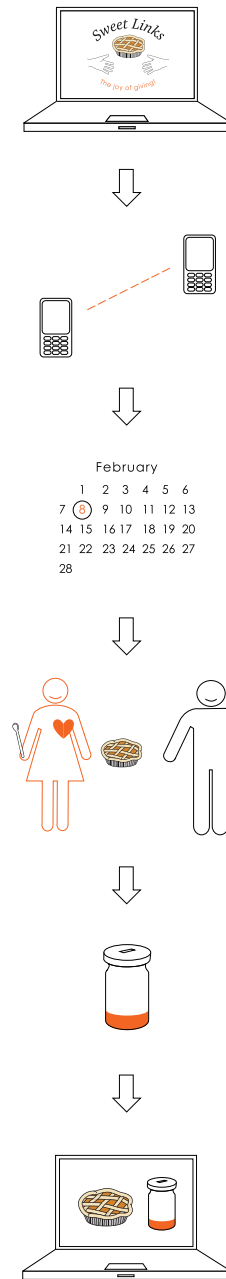


## SWEET LINKS / IEVA LAURENTINA

DAE, 3rd year bachelor

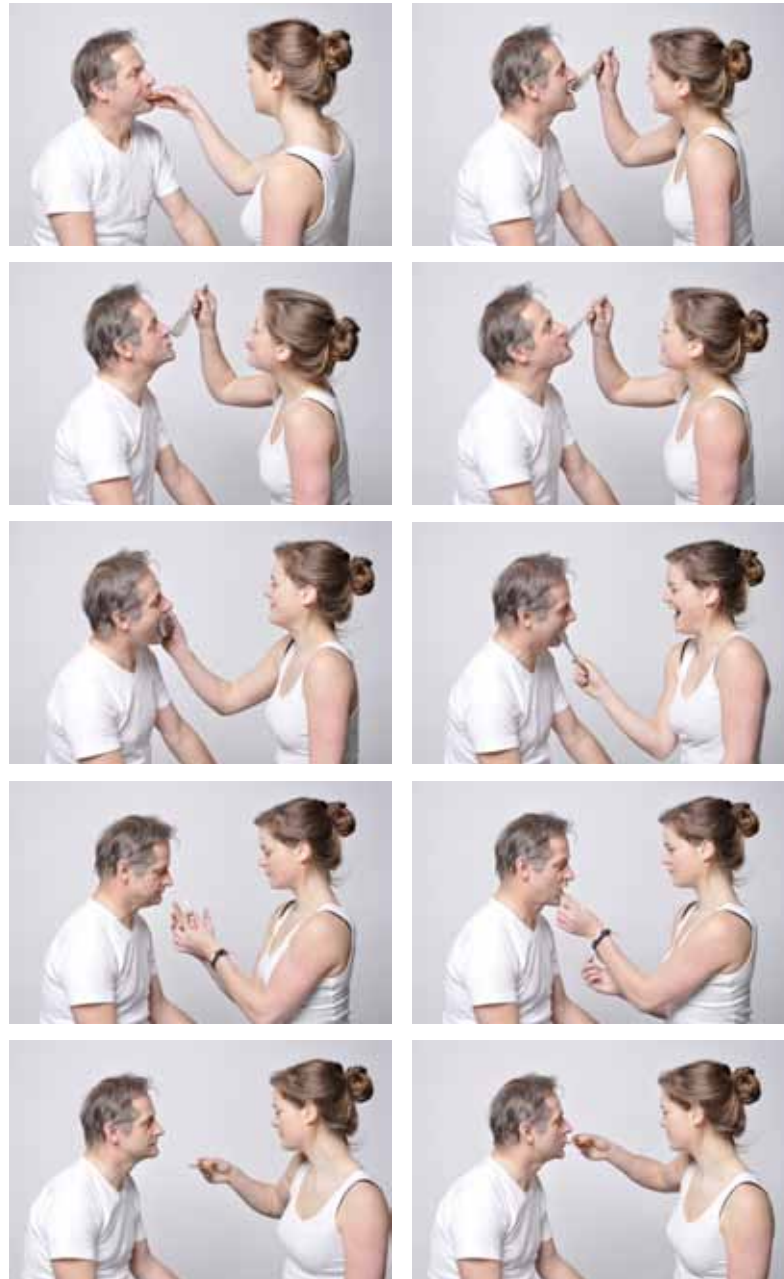
The project is a result of a research into the psychological mechanisms of giving, and the role of giving in society. Sweet Links is an online baking community that unites people who like baking and eating cakes, and who want to help Orange Babies foundation. Through the website you can order a Sweet Links cake from someone who bakes in your neighbourhood. A baker can also create his own circle of friends and family and bake and sell cakes every week. All the profit from the cakes is donated to the Orange Babies foundation. In this way, every euro that is used for a good cause creates positive emotions several times on its way! The whole process is documented on the Sweet Links blog: <http://sweetlinks.tumblr.com>.

photo  
Sweet Links\_1, 2.pdf, Sweet Links\_3.jpg  
photo by Wonmin Park



photo

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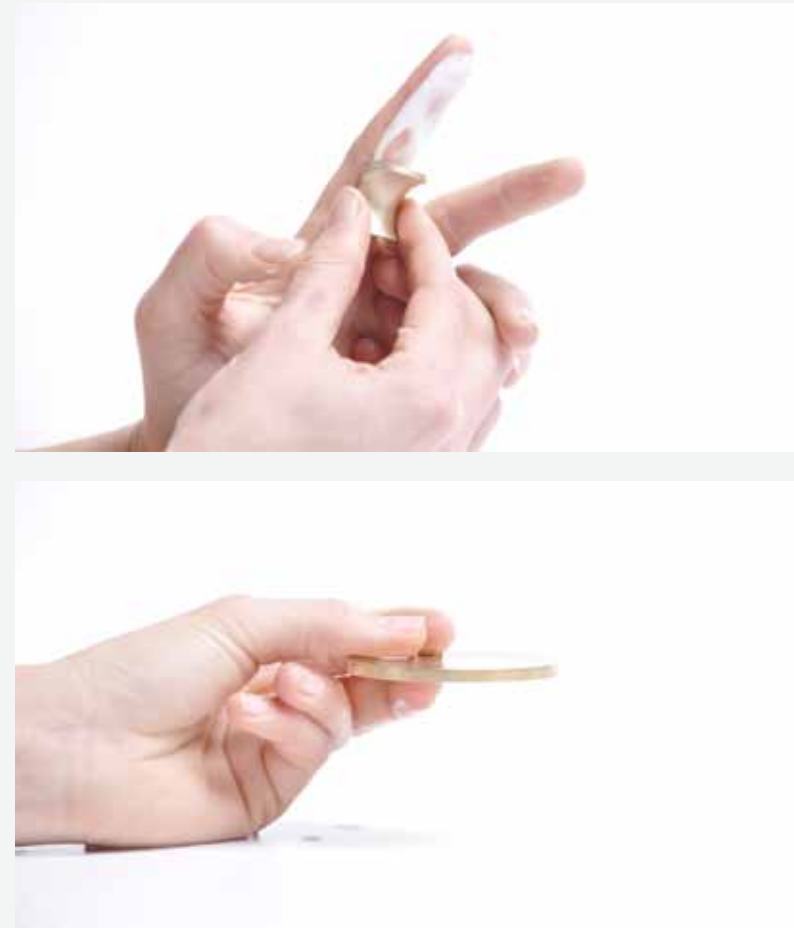


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mentor

Aldo Bakker



FEED ME INTIMACY / SANNE REE BARTHELS

DAE, 3rd year bachelor

I think feeding someone is a very valuable experience. Valuable because of the close contact you experience when someone feeds you or when you are feeding someone else. With these feeding tools you have to touch each other, sit close to one another, and be focused on each other, which can bring the person feeding and the person eating closer together during a meal.





you  
never  
fall  
ill  
alone

## KIN / NICOLETTE BODEWES

DAE, 4th year bachelor

You never fall ill alone. Your next of kin and other people close to you will feel poorly, too. Not literally perhaps, but it affects them in many different ways. This book is about how you can be affected by a disease of someone close to you. Every disease and every person is different. There is not just one way for people to deal with a situation like this. In this book I share a personal story of how my family and I are affected by my mother's cancer. About the situation now, and how four and a half years of cancer have left their traces, and the uncertainties it brings. By showing my personal story I hope to give people some idea of what it is to be someone's next of kin, a close relative, in a situation like this. And how many people are, or could be, in a similar situation.

photo

Pid moluptate cum faces volutem estendae aut quas  
cus dolum hit, voluptatur sitatur, sit, to cum aut  
facidelite odignisque molenihil idelluptat asped



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mentor

Miguel Bruns (B2.1)



LUUX COLLECTION / WOUTER VAN GEESINK, KYRA FREDERIKS,  
BAS VAN HOEVE, ALICE VAN BEUKERING

TU/e, 2nd year bachelor

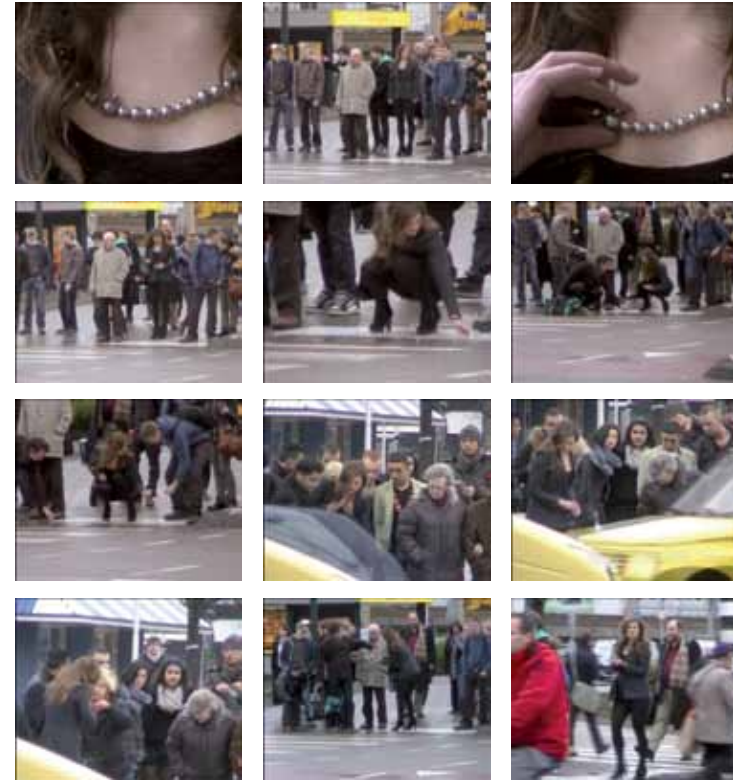
The Luux-Collection is the end result of a project done in cooperation with the company DuuX, which develops baby electronics specifically targeted to parents. The Luux-collection consists of three products that take DuuX's core brand values (reliability, user-friendliness, and design) into account. The products in the collection form a whole, with each concept representing a different level of innovation. The Ambient Red is a new kind of baby monitor, which uses light patterns and subtle movement to communicate the well-being of the baby to the parents. The Timeless Yellow helps parents introduce more structure into their child's daily life. The product supports an easy and understandable way of communicating the concept of time. Future White is a 'design probe,' a direction for design to enable parents to share their experiences around their new-born with close friends and family in a personal and safe way.

Reineke Otten

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## SOCIAL EFFECT FROM DEFECT / SANNE REE BARTHELS

DAE, 3rd year bachelor

We live in an individualistic society, in which we are not, or only a little, dependant on the people around us. When you are lost, you check your navigation. When you need information, you check the Internet. When you need to go from point A to point B, you take your car. But, what if that car runs out of fuel? If there is no internet network available? Or if the battery in your mobile runs out? Or you run a flat tire? Then people need other people. Of course as designers we want to create perfect-looking products that always work, but products with a defect have the ability to bring people together. They give people the opportunity to help, and as I have found out during this project, people really do want to help! Helping others makes us feel needed and connected with society. I have tried to find the perfect defective product; to me it is a breaking necklace. The movie shows how my necklace connects a group of people, waiting at a red light.

photo

Mothers Last Wish\_1 t/m 3.jpg. Et aborioresto totatqu assinulpa ped et eum est qui vent, si venis dolorendi qui



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Stef Bakker

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Orange Babies

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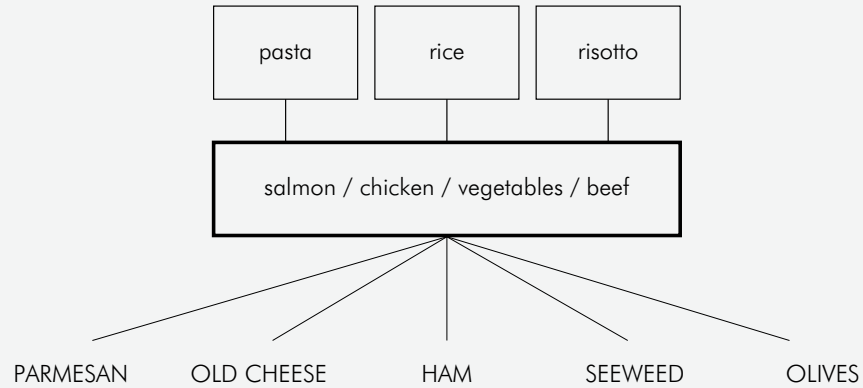
Mother's Last Wish: A Children's Book For Africa / Brit van Nerven

DAE, 4th year bachelor

I made this book of illustrations for the children in Africa after I had heard about a mother and her last wish 'I want education for my children.' I was inspired. I especially wanted to work on a project for children because they will grow up to be the next, and hopefully healthier, generation. I know that they do not have as many books as we do, so I decided to make a children's book. The book does not have any text, to make it universal for all the children in Southern Africa and to bypass the 11 different languages. It offers a playful learning factor. The book can be narrated to a group of children. After the story they will receive a colouring page, and a sticker, which is based on one of the pages from the book. Each time the children come to a story-time meeting they will receive a new colouring paper and sticker. I think this will motivate the children to come back every time, because then they will be able to collect a book of their own and relive the story.

Jeroen van Ooijen and  
Reineke Otten

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### CHOOSE YOUR OWN, CHANGING A HABIT / ROOSJE DE GROOT

DAE, 5th year bachelor

My research is based on the fact that I have problems eating salt; the moisture in my body does not respond well to it and I become swollen. But I still like the taste. McDonalds sells a Quarter Pounder with 3.2 grams of salt, which is almost half of what we need in one day. This is just an example. What a lot of consumers do not know is that a lot of processed food in the supermarkets or ready-to-eat meals contain large amounts of salt. The industry is adding too much salt to our dishes. If we eat too much of it every day, every week, it becomes dangerous; we will experience trouble with our kidneys, moisture retaining, and heart disease. It is not that we are not allowed to eat it, but we should be careful in our choices. Everybody loves salt, but eating too much of it is not healthy. Can we change our habits? I cannot easily reduce the salt in food; there is always salt in it that you cannot ignore. But in our concept, we do not add any additional salt to our dishes. We let our customers choose which 'salt' they would like in their dishes.

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everybody  
loves  
salt

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mentor

Aldo Bakker

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ROOS' CF/ ANNE LIGTENBERG

DAE, 4th year BA

Roos is one of the many children who have cystic fibrosis (a genetic disorder that particularly affects the lungs and digestive system and makes kids more vulnerable to repeated lung infections). This means that her body produces more viscous mucus than other people's bodies. This affects her health and her eating habits in a number of ways. With everything she eats, she has to take pills, and she has a special diet. Every meal is a battlefield for Roos and a source of worry for her parents. She always ends up sitting alone at the table having to finish her meal. For Roos, eating should be more than just bringing food to her mouth and swallowing it. She needs the distraction of having other people eating with her. Eating has to be a social event for her. Roos' family should be slowed down to adapt to her pace when having a meal, so as to make eating more fun for Roos.

mentor

Stef Bakker

client

Orange Babies

photo

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## BIRTH BLANKET / ROOSJE DE GROOT

DAE, 5th year bachelor

A blanket for a newborn baby to keep it warm; a sign of love and welcome. The baby will have the blanket for itself and will not have to share it with other babies in the township. When the baby is older, the woman can carry the baby in its own birth blanket. I am fascinated by the way women in Africa carry their babies by wrapping the child into a blanket, putting the baby on their backs and tying a knot in front, the neatness and simplicity of it. When the child becomes older, the blanket can turn into a play blanket. The function of the blanket changes when the child becomes older.

The human  
body is like  
plastic:  
just as we  
can become  
handicapped,  
we can also  
'unbecome'  
handicapped



design cares

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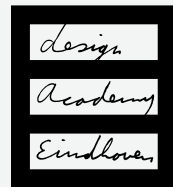
The people of the digital workplace and  
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COOPERATION  
BRAINPORT**

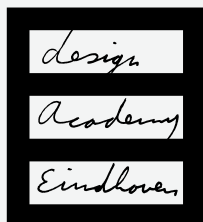
**TU/e** Technische Universiteit  
Eindhoven  
University of Technology



The publication *Design Cares* shows a selection of design researches, products, services and systems from students from Design Academy Eindhoven and Eindhoven University of Technology.

Although each institute has a different approach towards design education both schools think the human factor is more and more missing in the current health environment. People are replaced by technical solutions whereas often a friendly word, a touch, or a smile is what a person needs to feel better. The examples in *Design Cares* display the broad variety of human centred healthcare solutions, personal well-being and projects on revitalizing neighbourhoods.

Ramping up activities towards 2012, both institutes have the ambition to show the results (in an exhibition, a conference on design thinking with inspiring speakers, design awards and publications) during the World Design Capital in Helsinki in the same year. The World Design Capital Helsinki 2012 is considered a milestone in the collaboration, which is intended to continue far beyond.



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