

22/2-23/2



Design fiction workshop

DESIGN FICTIONS is a two day workshop to get you started for the Electrolux Design Lab competition. Taking part? Bring your home work reportage with you & see you there.

WHY?

Any product you can imagine today will probably be technologically possible by 2050. But with what kind of needs would we actually have in 40 years time? What might the world and our homes look like by then?

To give you a feel for future, we'll introduce several scenarios for 2050. We'll design stories and speculate what those futures might mean for different people. And we'll explore product ideas based on that.

In this workshop, we're looking for radically new ideas and concepts - things no one has thought of before. To help you do that, we've invited people with strong ideas about what might influence our world in the next decades in fields such as medicine, technology and food.

WHAT WILL YOU GET OUT OF IT?

- > a closer look at user needs in 2010 home live
- > an idea about what 40 years in the future could mean
- > your future home story as a basis for ideas for Design Lab
- > lots of new ideas to explore

MONDAY 22ND FEB 9.30 - 18:00

We'll start with the reportage you've made from 'real' people at home, and their roles, relationships and routines with each other & their products. In the afternoon you'll develop them into characters for future design stories. After a brief look back at the past, we'll jump forward to scenarios for 2050.

TUESDAY 23RD FEB 10:00 - 16:30

After bringing your characters into 2050, you'll design future stories with them. You'll visualise your design story and draw out ideas for possible products. In a final presentation, we'll look at each others stories and pitch ideas.

WHO'S BEHIND THIS?

This workshop is set up by Jonas and Froukje, two designers from Netherlands who both have moved in different directions in design.

JONAS PIET works in London, in a field of design - he designs new services like social networks for older people. Before that, he worked freelance in Netherlands & Lithuania for organisations such as Vodafone, Vilnius Municipality and Nike. He loves cycling, cooking & working with people who love what they do. He's just started working at engine www.enginegroup.co.uk

FROUKJE SLEESWIJK believes that when designing something new you've got to have an understanding of people you're designing for. She's just finished her PhD project to connect explorative user research & product design. She is now has her own studio. Froukje has given workshops from Finland to Taiwan, and she loves teaching, travelling and movies. www.contextqueen.nl
www.studiolab.io.tudelft.nl/sleeswijkvisser

FOR MORE INFO

contact Aija Freimane 29409860 / 22303221 or have a look online www.electroluxdesignlab.com
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Thinking of you
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