MIND THE STEP
Call for Entries
Technology, research and design
Exhibition 21-29 Oct 2017
Dutch Design Week Eindhoven
Call for Entries

Mind the Step 2017

The Dutch Design Week, every year in October, is one of the most prominent Design events internationally. The exhibition Mind the Step is one of the highlights of the DDW, featuring technology and research driven design by four Universities of Technology in the Netherlands. It's a collaboration between the Eindhoven University of Technology and 4TU, Design United research centre, involving various departments and student teams.

If you are looking for the way technology is embedded in our society now and in the future Mind the Step is the place to be. Every year more than 70,000 people visit the exhibition, among them Queen Maxima and other members of the Royal Family, various ministers, politicians, mayors, aldermen, captains of industry and many others interested. Visitors are amazed, thrilled and sometimes puzzled by what technology and design can bring about if they work together synergistically. Mind the Step is not just an exhibition, it is a platform for an ongoing exploration and debate about how technology can contribute to a better society.

This brochure is an invitation to take a closer look at Mind the Step and a call for entries for potential participants of 4TU.

Lucas Asselbergs,
Project leader Mind the Step
Ambition

In just a few years Mind the Step has become an essential link for Dutch Design Week. Innovation and development from a technological context is part of the puzzle.

Martijn Paulen - Director Dutch Design Week

The TU/e and 4TU Design United like to expand the impact and attractiveness of Mind the Step, that has proven to be successful in the last three years, by more and more becoming one of the places to visit in the Dutch Design Week. We are increasingly able to attract important potential partners from the industry, institutions, politicians and celebrities.

Our ambitions are linked to both potential exhibitors and to the experience a wide range of visitors will have during the next edition. If we like to offer the very best technology and research driven design at the Dutch Design Week, presented by TU/e and Design United we still can make important steps.

Our goal is to show how this kind of design will play a fundamental role in the society of tomorrow, a society that we can hardly imagine, if we realize the speed of progress that is made, a future world, that still is in the process of being made, based on our shared dreams and ideals.

Mind the Step Facts & figures 2016

more than 150 STUDENTS
more than 150 RESEARCHERS
more than 50 COMPANIES
more than 70.000 VISITORS
‘Virtual reality is going to have a tremendous impact on our society’

Samy Andary - TUD
“During Mind the Step I got the chance to talk to many visitors. Some of them provided very interesting ideas on in what other contexts and purposes my products could be used.”

*Boudewijn Boon - TUD*
You can sign up

Why

The Mind the Step exhibition is presented during the entire Dutch Design Week (21 – 29 October 2017) and guarantees truly amazing exposure, offering a variety of opportunities for the exhibitors. The public is diverse, ranging from designers and consumers to potential clients and partners. Many exhibits are covered by the media.

The Mind the Step exhibits can be found at one of Dutch Design Week’s most prestigious locations: The Klokgebouw, Eindhoven. This means that you can really profit by exhibiting at Mind the Step – you will meet people who understand the value, meaning and opportunities of design and design driven research.

Who

If you are a student, PhD candidate or researcher at Eindhoven University of Technology, Delft University of Technology, University of Twente or Wageningen University, ‘Mind the Step’ provides a unique opportunity to present your design and research results to a wider audience.

Student teams

Since the start of Mind the Step in 2014 Student teams are successfully featured. Examples are: the solar cars like Nuna, Red Engine and Stella, H2-car, Project March (exoskeleton), STORM (electric motorbike) and the Formic-acid car. For student teams (multidisciplinary teams) Mind the Step offers many opportunities to show their project and discuss it with a wide range of visitors, including companies, institutions and possible investors. Student teams presenting their work in Mind the Step are also an example of the fact that this exhibition within the DDW is an excellent platform for all technology disciplines, showing the strength and potential of interdisciplinary work. Student teams are often a wonderful example of the cross-fertilization between design, technology and research. So we welcome student teams from all universities involved in Mind the Step to become part of the exhibition, broadening and deepening the meaning and range of this exhibition.
Practical information

Selection committee

The selection committee is chaired by the project leader and consists of researchers/designers from Delft University of Technology, Eindhoven University of Technology, University of Twente and Wageningen University.

Selection criteria

We’re looking for entries with the following characteristics. The entry:

→ tells a powerful story;
→ contributes to societal solutions;
→ demonstrates the application of technology;
→ is based on or builds on research;
→ can be easily explained;
→ in practical terms is sufficiently robust;
→ has been designed and built with care.

What do we expect from the exhibitors during the DDW?

Mind the Step offers exposure to a large number of projects, grouped thematically. The exhibits and how they are presented will be determined in consultation with the exhibitor.

Visitors of the exhibition experience a huge added value if a project is explained and explored in greater depth. That is one of the reasons why it is important for the exhibitors themselves to be present throughout the exhibition.
Selection procedures

**STEP 1**
Register via the website www.mindthestep.nl. Each registration will be evaluated by the selection committee. The eventual selection is based on what you have presented in the registration form.

Registration open: 1 March 2017
Deadline for registrations: 1 May 2017

**STEP 2**
You will be informed whether your proposal is accepted or not. In case your proposal is accepted, the Mind the Step production team will contact you, informing you about the process, possible non-disclosure agreements and insurance issues. You will be requested to sign the participant contract and to send drawings, texts and pictures/movies.

Start of communication and promotion.

**STEP 3**
The exhibits and how they are presented (realization of the exhibit) will be determined in consultation with the exhibitor.

Further information: www.mindthestep.nl

Documents online:
- Call for entries 2017, booklet
- Application form
- Participant contract MtS 2017
- Participant info

“As a designer, it just tickles your brain to see what technology can do”

Wessel Wits - UT
Every design has its own story, a story about ideas, exploring, decisions and adaptations. During Mind the Story, the lecture program that accompanies Mind the Step, the focus is on people involved in the design process. As user, client, organization and company. You will get to know their story and the various steps in the design process.

Designers and researchers whose story covers the cross-fertilization between technology, research and design and who like to share their thoughts with the audience are invited to present in the Mind the Story program, taking place in the Mind the Step exhibition in the same period as the exhibition.

‘Mind the Step offers many chances for all stakeholders of tomorrow’s society; technologists, designers, researchers, institutes and industries.’

Ir. Jan Mengelers
Chairman Executive Board TU/e
Dutch Design Week
The largest design event in the Netherlands

Dutch Design Week (DDW) is the largest Design event in the Netherlands and one of the most important Design exhibitions weeks world wide. During the DDW in Eindhoven manifests itself as the centre of design and the future, showcasing work of over 2500 designers during the nine days of the festival.

The ideas and solutions presented give us a new perspective on current topics and issues, as well as make DDW an event with global impact. Due to the comprehensive program of talk shows, debates and live music, visitors are able to reminisce long after closing of the exhibitions. Last event (2016) attracted an estimated record number of 295,000 visitor.

These days, design is both a cultural and an enterprising phenomenon attracting attention and interest across the board. DDW demonstrates that we have to let go of the 'old', limited definition of design and approach it as a creative mentality with an impact that is growing exponentially.
Exposure

The Dutch Design Week has a vast media network that enables exhibitors to receive a large international exposure. Mind the Step was covered by TV, radio, newspapers and magazines. A brief overview:

**TV**
- NOS news
- NPO Blauw Bloed
- VPRO Tegenlicht
- RTL
- Shownieuws

**Radio**
- NPO radio 1

**Newspapers**
- Daily Mirror
- Trouw
- Eindhovens Dagblad

**Magazines**
- The Technologist
- Elsevier
- Cursor

**Online media**
- Sciencedirect
- RTL-Z

**Social Media**
- Facebook
- Twitter
- Youtube

Mind the Step publication and website with all projects, background information and interviews.
Involved Companies
Mind the Step 2016

Océ Technologie
Kröller Müller Museum
MuseumWays of Viewing
Wit Dot Media Inc
Afdeling Buitengewone Zaken
Bang & Olufsne
HEVO
Hurks
Trudo
Everyday Design Studio
Solid Gray
The Interactive Institute Sweden
Interaction Lab
Umea
MediaLab Amsterdam
Vectory3
Hartstichting
Máxima Medisch Centrum
Wilhelmina Kinderziekenhuis (UMC Utrecht)
GGD Twente
University College Twente (ATLAS)
Máxima Centrum voor Kinderoncologie
Vrienden Loterij
Waag Society
Stichting ORION
Care centre Sint Maarten
Gerardus Majella Denekamp
Fieldlab - Libra Revalidatie & Audiologie
Facility Management of University of Twente
Joost Glissenaar
TU Delft - afdeling Bouwkunde
Koninklijke Militaire Academie
NPSP bv
Geleen Beton
Niels van der Hulst
KIWI electronics
UMC Utrecht
TPC (HK) Limited
Philips Lighting BV
Claudia
Bosch-Commiss
SLEM
ArcInTex
Design United
Waalwijk
Team Giant
Alpecin
Stichting Team FAST
ANSYS
Solliance
Bizar Sound Creatures

“At Mind the Step I met my current employer!”

Yannick Brouwer - TU/e
See you @
Mind the Step 2017
Mind the Step 2017

Eindhoven University of Technology (TU/e) is a research university specializing in engineering science & technology. The TU/e puts emphasis on knowledge valorisation: research results are translated into successful innovations and serve as a basis for creating new products, processes and enterprises.

Design United - 4TU Research Centre
Design United, the 4TU research centre for design, enhances the innovative strength of the Dutch creative industry by bridging the gap between design research and the design community.

Steering committee
Eindhoven University of Technology
mr. Jo van Ham
Chairman (Executive Board)
prof.dr.ir. Aarnout Brombacher (Industrial Design)
prof.dr.ir. Philip de Goey (Mechanical Engineering)
prof.ir. Elphi Nelissen (Built Environment)

Steering committee Design United
prof.ir. Ena Voûte (TU Delft)
prof.dr.ir. Aarnout Brombacher (TU/e)
prof.dr. Geert Dewulf (UTwente)

Design United, 4TU Research Centre
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ir. Bart Ahsmann

Project committee
Project leader: dr. Lucas Asselbergs
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