Spring Trip 2014 - Destination Polska

We at IDE sure work hard, but we never forget to play harder! This February, thirty students from the faculty went on a Spring Trip to Poland, organized by the Study association i.d. This year’s destination were two Polish cities of contrasting character; Warsaw and Krakow.

Jan Matejko Academy of Fine Arts

Set in downtown Krakow, this is the first design school in Poland. As we shuffled into this 19th century building set in neoclassical style, we knew we were entering another era of time. Sitting in a hall that was once filled with injured WWII soldiers, we listened to stories of the different roles this building had taken with time – rehabilitation center, military hospital, museum and now, school. Rumors, we were told, say that one can hear sounds of the wounded, screaming at night!

After some cheesecake shots at the hip location of Kazimierz in Krakow, some of us headed to the Manggha Museum of Japanese Art and Technology. The Vice Rector of the academy had extended an invite to an interactive light art exhibition of one of his students, Kuba Jagiello. We were the only backpacker kids at the gallery, amidst a sophisticated, suited-up and wine-sipping crowd. It was no wonder that when the Vice Rector personally took us through the exhibits, we got a lot of curious (and impressed) looks!

Bonte Avond!

On one of the nights, following dinner, we set out to celebrate ‘Bonte Avond’, which literally translates to “furry/colorful evening”. Flooded with booze, coloured by some crazy costumes and wigs and terrorized by cardboard eating competitors, this night was quite eventful.

“Arbeit Macht Frei”

One of the most spine-chilling moments of the Spring Trip was our visit to Auschwitz, arguably one of the darkest places on earth. In a cruel irony, the name Auschwitz derives from the Polish word Oswiecim, which means “to illuminate”. Today, every one of us, even our guide was rather devastated at the horrors that this place had once seen.

Polskie Karaoke

On the night right before our flight back home, a bunch of us decided to hit a karaoke bar. From clichéd songs like Backstreet Boys to rock classics to local Polish songs, we sang like pro and showed the Poles how parties are done back home. It seemed to be the perfect way to sign off a crazy, memorable week!
JMP ‘Jump’ Master Project

We decided to ask a few questions to two ex-JMP designers, so you get an idea of what to expect from this course.

Miguel Melgarejo

For which company did you do your JMP project? What’s their business?
Roca. A Spanish multinational that delivers bathroom products and solutions.

What was your project about?
It was about developing a bathroom product line for young people in Europe. The main focus was to design a solution that could fit with the lifestyle of millennials that travel and change apartments with frequency. In other words, they wanted to understand how they could sell bathroom furniture and other products to people that otherwise wouldn’t do it.

Can you tell us about your personal experience of JMP, any remarkable story?
It was a challenging and fun experience to work together with people from different backgrounds and nationalities on this topic. Unfortunately we did not have as much contact with the company as we would have liked to. Furthermore we had to keep ourselves critical and motivated to develop a good solution, it wasn’t easy but we did.

One remarkable thing was to see how the different cultures in the team (Dutch, Spanish and Mexican) would react to different situations. This became a bit challenging towards the end of the project, stress and other situations started to affect the group dynamics and we all had to put a bit of effort to support and understand each other.

Shumeng Chang

For which company did you do your JMP project? What’s their business?
tado° GmbH (http://www.tado.com/de-en/)
They are a startup company founded in Munich specializing in smart heating system.

What was your project about?
Developing a new HVAC (heating, ventilation and air conditioning) product for tado° in the home automation sector.

The project contains designs from several aspects: business, hardware and software.

Can you tell about your personal experience of JMP?
The company representative played an important role in this collaboration, and we were very lucky to work with such supportive person that listened, discussed and gave feedback constantly during the project.

Regarding internal teamwork, it is natural to have conflicts when people are simply different. We saw things differently, we disagreed on many things, but we did complement each other’s weaknesses when everyone wanted to achieve the same goal.

In short, it is a great learning experience in terms of knowledge, experience and teamwork.
I recently bought a bed from another student. I did not know how to transport that alone. The price for hiring a van would be more than the cost of the bed itself; so uneconomical. Then, I asked my Dutch friend for advice. He advised me to lend a trolley from a DIY-store, and said, “Throw the bed on it and take it home!” That was the best advice. He said many students do that since you just need it for one time transportation. Here are a couple of pictures of me doing that.

Recently, I also went to a house party at a typical Delft students’ house! Wow, it was really interesting to see what they had done with the place. The residents of the student house had put a lot of effort into setting up the entire party. They painted all the walls of the common room in the theme of the party! (see pictures) A definite must-do when in Holland!

It rains so often that, as soon as the sun is out, they get so excited that they start acting as lizards, wearing shorts and laying outside as long as they can. You will see them eating in front of their front doors, chilling in the parks, swimming in the sea, independently on the season! So even if you are still wearing your warm sweater or heavy jacket, don’t get scared from all that naked skin you see around yourself!

And when it gets dark you will be amused by the spectacular panorama of all the big enlighten windows of the houses on the streets: Dutchies rarely have curtains covering their windows... So everything is happening in the houses will be seen from outside! But don’t get too curious, they don’t like people to stare at their windows for hours!!!

Coming to The Netherlands you will be surprised by the uniqueness of the Dutch habits!

Seeing a couple of students carrying a cupboard on their bikes is a usual thing here: bikes are in fact the most common (if not the only) means of transportation, so the people use them like probably cars are used in your country! No matter if the wind or rain are making your day crazy: bikes are around at every time of the day (and night!!).

They are so used about getting wet from the rain, that girls usually don’t even dry their hair!! They use the “warmth” from the air for drying it... even in winter!
A NEW MOOC IN TOWN

“Structuring your approach & empowering your creativity”

In a candid interview, Jelle Zijlstra - designer, teacher, author and co-creator of the Massive Open Online Course (MOOC) “An Introduction To The Delft Design Approach” – tells us about this wonderful initiative by the Faculty of Industrial Design Engineering.

Q Who are the people involved in the project?
J The core team of the project is made up of the people that wrote the Delft Design Guide. Jaap Daalhuizen is the project leader. Annemiek van Boeijen and Jelle Zijlstra are the other authors involved. The initiative came from Jan Schoormans (Director of Education) and Ena Voute, Dean of the faculty.

The project will also involve several teachers of the faculty who will provide their expertise to specific topics in the MOOC. We are also in touch with people from top design agencies like Flex and MMID (both in Delft), as well as renowned companies like Philips (Eindhoven), who will help draw parallels between design practice and theory.

Q What is the objective of the MOOC?
J We are very lucky to be in this country and to have the facilities provided by this university. We have to share the knowledge that we share what we know about design. So the main objective of the MOOC is to share the knowledge that the faculty has. It is also the reason why universities like Stanford and Harvard share their knowledge; I think it is quite idealistic. As we saw with the solar power MOOC that Arno Smets developed, people all around the world could learn how to develop solar systems and develop their neighborhood. Maybe, we cannot claim that as a design faculty, but who knows, somebody somewhere is benefitted by our MOOC.

A second more practical reason is that the MOOC is an interesting way to communicate about our faculty to interested students, who might want to study in Delft. What makes MOOCs interesting is that it is accessible to anyone with internet without any hassle. We might look back in 30 years, and MOOCs might be the starting point of some new revolution in education. (Learn more about MOOCs and the future of online education with these 6 inspirational talks).

Q Why should new incoming international students join it?
J A strong reason to do it would be to know your own design process better. As a designer when you have to work on complex projects, you probably need some methodology. When you have a project with many stakeholders, many requirements, you cannot keep everything in your active memory. So you need to write all that down. Doing that itself is methodical. What we’ll do in the Delft Design Approach is we’ll teach some methods that were developed right here like Vision in Product Design (VIP) and Context Mapping. We’ll teach how to choose and apply the right set of methods for a given design challenge. Hence the term ‘methodology’. I think this will help people with an art background give structure to their creative process and communicate about it. It will also help people with an engineering background become more creative and understand what designers do. But, everyone will have a personal drive in the end. We are designing the MOOC to cater to a wide array of users and still keeping it fun for everyone.

Q Where and how can the MOOC be accessed?
J Visit DelftX to find the course. To get an impression of what the course has to offer, you can look at our course introduction video. Our platform providers, edx.org have a clear explanation of how the concept of MOOCs works.

Q When will it be launched?
J The course will start on 1st October or maybe a few days later and run for 10 weeks with 10 modules being taught by different experts. The course will then end around mid-December. Please tell your friends about it who might be interested! I look forward to seeing a lot of enthusiasm!

Note: Registration is already open.

by Kashyap Krishna

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