AC: WHAT’S YOUR DEFINITION OF BoP AS A JMP PROJECT?
JC: I like to say that in BoP you are doing projects in Low Resources Settings: Contexts with (very) limited access to energy, infrastructure, knowledge, etc. BoP means to me projects in Low Resource Settings in Emerging Economies or Markets.

AC: WHAT’S THE OBJECTIVE OF THE PROJECT?
JC: The assignment of BoP is how to find the real innovation need in order to sustain a company and, hopefully, because of that we can make a really nice impact. The most important still is the educational part of the project. That’s number one. So it should always be a good project from what you can learn to work in a team and to go through an innovation process from A to Z.

So it is really nice to see that, with a student team, in such a short period of time you can make an impact on the business of a company and an unknown societal context.

AC: WHY WOULD YOU RECOMMEND TO A STUDENT TO TAKE THIS COURSE?
JC: Well, I think that emerging markets are so big and important for the nearby future... When you think about India or Africa, these markets are growing so fast and meanwhile there is so much space (and need) there for design.

The main advantage is to apply the multidisciplinary skill in a really different environment, but still seeing that you can get grip of that kind of contexts in a short time. As designers, we can use our skills to make an impact and contribute to a better world.

AC: WHAT DO YOU LIKE THE MOST ABOUT BoP AS A JMP PROJECT?
JC: What I like is that you really go on an adventure; everything is new for the design team: the consumer is new; the stakeholders are new, in an unexplored piece of context that at the end you are going to visit. That makes it something really special.

Also for students it is a challenge to be together with the design team for a certain amount of time, day and night in a completely different context than your home situation.

For me, the exciting thing is that this is still a place where so many breakthroughs can be done.

INTERVIEW WITH
J.C. DIEHL

THE JOINT MASTER PROJECT TAKES PLACE IN THE THIRD SEMESTER OF THE MASTER’S PROGRAMMES OF INDUSTRIAL DESIGN, AND JOINS 5 TO 6 STUDENTS FROM THE THREE PROGRAMMES (IPD, DFI, SPD) TO WORK TOGETHER FOR ONE SEMESTER IN A DESIGN PROJECT. THE JMP PROJECTS THAT TAKE PLACE OUTSIDE THE NETHERLANDS, IN EMERGING ECONOMIES, ARE REFERRED TO AS BASE OF THE PYRAMID; IN THESE STUDENTS ARE GIVEN THE CHANCE TO VISIT THE CONTEXT FOR WHICH THEY ARE DESIGNING. EACH STUDENT FINDS IT’S OWN TEAM, LOOKS FOR THE COMPANY AND CHOOSES THE PROJECT TO DEVELOP. WE INTERVIEW J. C. DIEHL, ONE OF THE COACHES THAT WORKS WITH STUDENTS IN BoP AND WE SHARE THE TESTIMONY OF A FORMER STUDENT.

TESTIMONY OF
SUSANA HERRERA
FORMER SPD STUDENT

“I wanted to work on a project for an emerging economy, where the result would be something tangible and meaningful as well. I happened to meet 3 Dutch guys in a BoP meeting, two IPD and one DFI with whom I shared the same interests. We reached several companies, but we ended up working with an Indian company of solar energy products called ONERGY, that had approached the university. The project was to define what would be the aesthetics and the functionality for their flagship product.”

Students need to start thinking about a BoP JMP project during their second semester of the Master. Information meetings are organized to get in contact with other JMP students and to eventually start a dialogue with possible companies. If you are interested, you can contact JC at J.C.Diehl@tudelft.nl
THE FACEBOOK PAGES YOU SHOULDN’T MISS

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YOU SHOULDN’T MISS

THE FACEBOOK PAGES YOU SHOULDN’T MISS

What would I do different if I had to start again

DIEGO MAZO
SPD ALUMNI CURRENTLY WORKING AT MORMEDI DESIGN CONSULTANCY (MADRID)

SOCIAL LIFE
• Get involved in the student association to be aware of the activities they organize. It helps you get in touch with companies and finding better internships.
• In Bouwpub and i.d Kafee you can get to know Dutch students.

STUDIES
• If you have a specific interest that is not covered in the master, you can join the Honor’s Program and develop a side project.
• Regarding the graduation project: look for something that motivates you, create an original proposal. Share it with professors who may be able to guide you.
• If you want to do your JMP in another country, contact JC Diehl and look for a BoP project.
• Flight case is also a nice opportunity to travel and learn: I could do it twice and it was an incredible experience. Also, check out Cases on Tour.

CAREER PLANNING
• Being proactive to do an internship in a big company gives you great opportunities for graduation projects and maybe a job afterwards. They also offer summer internships so stay tuned and search.
• The faculty website publishes internship opportunities, which are a good way of getting your academic credits besides elective courses.
• YES!Delft holds specific courses and also organize visits to business incubators with the possibility of getting an internship in one of those start-ups.

SOCIAL LIFE
• Explore the Netherlands: parties are usually better in the main cities.
• Do more culture courses in the Sports Culture Center.

STUDIES
• Students with more experience can inform you about the different courses they’ve done and give you some guidance.
• Be proactive: meet each professor and study their background to have a reference about their experience. You can learn from them so get to know the projects that they are developing and see if you can participate as an assistant.
• Walk along the faculty’s corridors and check the posters on the doors, there are events, activities and projects going around.

CAREER
• Start building your network. Approach people with similar goals, it can be inspiring to take a look at other designers work.

TRE OYEKAN
3RD SEMESTER OF DFI
INTERNATIONAL WEEK AT IDE

Internationalisation is an important topic at the Faculty of Industrial Design Engineering. Currently approximately 20-25% of the MSc students has obtained their bachelor abroad, we are hoping to welcome even more international students into our MSc programmes in the coming year(s). Also our teaching staff is truly international - approximately 35% of the teaching staff has a nationality other than Dutch.

From November 9-13 the International Office organized an international week at the faculty. During this week a theme session on how to (further) internationalize the curriculum was organized for teaching staff. International IDE MSc students were (among others) invited to share their experiences on being an international student and presented to the teaching staff what they could do to make the faculty even more international. Javier from Spain (BSc at Universidad de Navarra), Grace from Schotland/USA (BSc at MIT) and Chen from China (now a PhD at IDE) inspired all with their stories.

The international week also included a Study Abroad fair for students, mostly bachelor, to inform them about the possibility of studying one semester at one of our 45 partner institutions around the world. We believe this will help students in developing a global mindset, which makes our faculty even more international. Dutch and international students who had already studied at one of our partner universities abroad (for a semester or their whole bachelor’s) inspired others with their stories about living and studying in another culture.

The session was closed with a drinks session to bring together staff and international students. International students brought snacks from their home countries.

INTERNATIONAL OFFICE OF IDE ORGANIZES SEVERAL ACTIVITIES FOR/ WITH INTERNATIONAL STUDENTS THROUGHOUT THE YEAR. OUR NEXT EVENTS ARE THE VERY TYPICALLY DUTCH ‘SINTERKLAAS’ CELEBRATION FOR INTERNATIONAL STUDENTS ON DECEMBER 5TH AND THE MULTICULTURAL BUFFET IN FEBRUARY.

THE INTERNATIONAL OFFICE OF IDE

EVENTS

December 1 Deadline guarantee payment

January 3 Sinterklaas celebration

February 2-5 Introduction Programme

International students

February 5 Meet IDE-Faculty Introduction Programme

February 8 Start semester

COLOPHON
IDE COMPASS No 15 | 2015

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CHARLIE WANG
THE FUTURE OF 3D PRINTING

In January 2016, Charlie C.L. Wang will join the IDE faculty as Full Professor, Chair of Advanced Manufacturing. Charlie Wang spent his whole childhood in Wuhan on the university campus of Huazhong University of Science and Technology as both of his parents are academics in mechanical engineering. He also did his bachelor there, in mechatronics. Currently he is a full professor at the Chinese University of Hong Kong.

Wang is of the opinion that ‘New technology offers great possibilities for customized production’. Wang for example experimented on customized production of clothing. ‘What if we would not use a 2D pattern, but design the fabric based on a 3D model?’ He also sees possibilities in 3D printing patient specific instruments for example for the operation of a tumor in a specific patient. ‘We call it customized cutting’. Click for more information about Charlie Wang.

TEXT: MICHEL HEESEN (TTP NOV 15)