



## ASICS

ASICS is one of the business partners with whom the Faculty of Industrial Design Engineering has developed an intensive and innovative working partnership over the last few years. ASICS comes up with innovation-related questions that are examined by TU Delft students in the Sports Innovation minor, for example. This minor course challenges students to solve a sports-related design problem such as the design of a water release system for trail running shoes or the use of fibre-reinforced plastics for effective propulsion, and students had to come up with innovative ideas for new lacing methods for running shoes. ASICS also supervises TU Delft graduation students in various areas, such as the shock attenuation of running shoes and design in running footwear. At the same time, knowledge is exchanged between TU Delft and the ASICS Institute of Sports Science (ISS) in Japan. ISS embodies the corporate vision to 'Create Quality Lives through Intelligent Sports Technology.' Developing and working with unique materials, ISS continues to lead innovation within the industry. ASICS is eager to improve its own research efforts in new research fields. TU Delft contributes to this improvement by giving workshops in Japan on the 'Delft Design Method'.