

CLICKNL | DESIGN is the research and innovation network of the design sector in the Netherlands.

It strengthens the design sector by:

- Setting the research & innovation agenda
- Supporting knowledge transfer
- Connecting industry and knowledge institutes

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UPPS

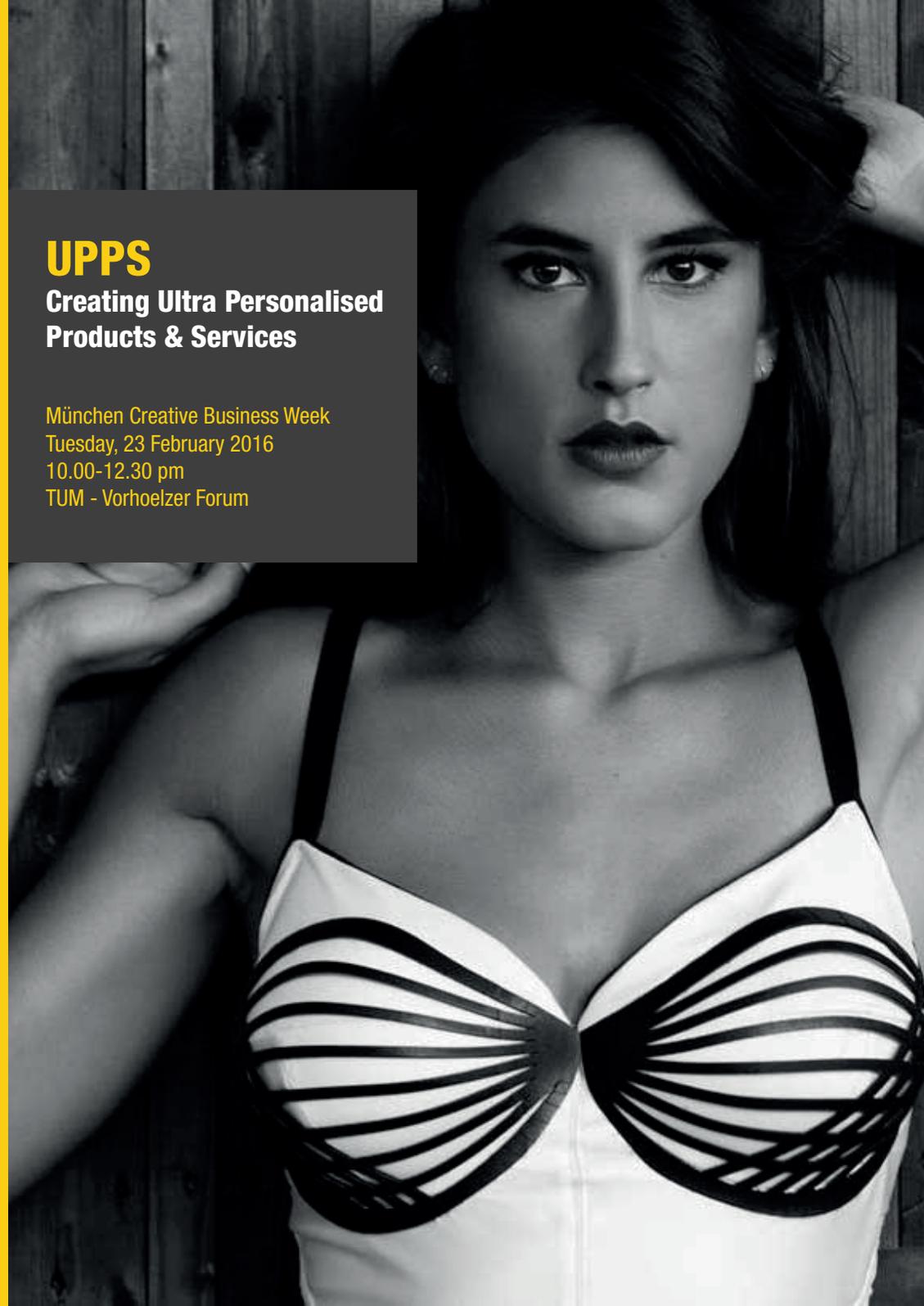
Creating Ultra Personalised Products & Services

München Creative Business Week

Tuesday, 23 February 2016

10.00-12.30 pm

TUM - Vorhoelzer Forum





BART AHSMANN | CLICKNL | DESIGN

Bart Ahsmann is responsible for industry liaison on design research, education and entrepreneurship at Delft University, Industrial Design Engineering. His areas of expertise include managing innovation, design and new business development processes. He is the Managing Director of the Dutch design network CLICKNL Design.



STEPHAN WENSVEEN | Eindhoven University of Technology

Stephan Wensveen is Associate Professor at Industrial Design, Eindhoven University of Technology. His specialism is using the power of design to integrate research, education and innovation, which he has demonstrated as project leader for the /d.search-labs and as initiator and Research Director of Wearable.



FRENS PRIES | Frank en Frens

Frens Pries likes to find out what makes people tick; what they really need. He then translates his new-found insights into user-friendly products and services. His passion for this is evident in his work at Frank & Frens, a design agency that focuses on mass-customization and innovative concept development.



LUCIE HUISKENS | ArtEz, CLICKNL | NEXT FASHION

Experienced in the fashion business, she now advises on the power of connecting professionalization, innovation and entrepreneurship in the creative industry.



TROY NACHTIGALL | Eindhoven University of Technology

Troy's adventures have taken him from the high plains of Wyoming to the Internet heart of New York City, from there to the design studios of Florence, and onwards to the innovation centers of the Netherlands. Troy has spent his life designing in the 'space' between Fashion and Visual Communication, always focusing on his fascination for Wearable Technology.



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MCBW

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TUM/ Vorhoelzer Forum www.vf.ar.tum.de/

Combining the Creative Industries' user centered design approach with Smart Industries' technologies creates new opportunities for developing Ultra Personalized Products and Services (UPPS). User data from 3D scans, parametric design, and additive manufacturing, are the key components in these solutions. They offer innovative propositions for the healthcare, sport and fashion industries.

Fieldlab UPPS supports designers in the fashion and healthcare industries when experimenting with innovative products and services that offer a high level of customer intimacy.

In the fashion industry, addressing waste and sizing issues requires personalized solutions. In healthcare, personalized solutions are needed to improve the quality of care and address increased health literacy amongst patients.

Are you fascinated by the future of customizable product design? Do you want to learn more about how to design products that need to be customized on a large scale?

This session presents personalized visions for intriguing solutions both in and outside the human body. The opportunities for mass-customization are illustrated in a series of case-studies ranging from designs based on 3D-scans to those based on user-input.

UPPS shares its learnings in order to identify new opportunities for collaboration with international stakeholders.

PROGRAMME

- 10.00 Introduction
CLICKNL Design – Daan van Eijk (moderator)
Smart Industry and UPPS – Bart Ahsmann
- 10.20 Research & Development in UPPS
Fashion - Stephan Wensveen and Troy Nachtigall
Health & Sports - Frens Pries
- 11:10 Break & networking
- 11:30 Workshop: UPPS opportunities in Fashion, Health & Sports
moderated by Lucie Huiskens & Bart Ahsmann
- 12:15 Wrap up: how can the UPPS-approach accelerate Bayern business?
moderated by Daan van Eijk