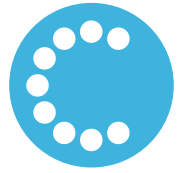


How can designers, scientists and commercial R&D teams jointly feed the Dutch Creative Economy? This question is central to the upcoming CRISP design review session hosted by Design Academy Eindhoven.



YOU ARE CORDIALLY INVITED TO  
CRISP DESIGN REVIEW SESSION 3

ON THE ROLE OF INDUSTRIAL AND CREATIVE  
PARTNERS IN ACADEMIC DESIGN RESEARCH

26<sup>TH</sup> OF OCTOBER 9.30-17.00  
DESIGN ACADEMY EINDHOVEN  
EMMASINGEL 14, 3<sup>RD</sup> FLOOR (VIA ELEVATOR)  
REGISTRATION VIA: [WWW.CRISPPLATFORM.NL](http://WWW.CRISPPLATFORM.NL)

The ambitious CRISP (Creative Research Industry Scientific Programme), is a collaboration between Design Academy Eindhoven, the Technical University of Delft, Eindhoven and Twente, the University of Amsterdam and the Vrije Universiteit and over 60 partners. In the programme designers, academic researchers and industrial partners collaboratively research Product Service Systems. Through 8 projects, divided over the various institutes and partners, the programme aims to stimulate the Dutch Creative Economy. Twice a year CRISP organizes Design Review Sessions to discuss a different topic related to the programme. The Design Review Sessions on the 26 October will focus on the role of the industrial and creative partners.

—MORNING PROGRAMME The day will kick off at 10.00 with a presentation by Jiska de Wit, Global Creative lead, Healthcare Service Design Philips. With the triggering title Almost Personal: Tailored Healthcare Services, she will speak about complex value models in health care services, the role of end users (both patients and professionals) and a new design approach Philips has developed to make services more personal and to increase the success rate. The presentation is followed by 10-minute presentations by one of the industrial / creative partners involved.

—AFTERNOON PROGRAMME The afternoon focuses on the role of industrial partners in the various research programmes. Each of the 8 CRISP projects will host a discussion table where in 2 sessions of 40 minutes they will discuss questions coming out of the morning presentations. Interested guests are welcome to join.

—PLENARY DEBATE At 16.00 the programme concludes with a plenary debate to tackle the questions how design, industry and science can benefit from each other and how an ambitious interdisciplinary project like CRISP will feed the Dutch Creative Economy.

—FORUM Keynote speaker Nicola Morelli, Associate Professor at the School of Architecture and Design Aalborg University will introduce the debate. Chairman is Jeroen Verbrugge, Managing, Creative Director at FLEX, the InnovationLab. The Forum consists of:

Valerie Frissen, Principal Research Scientist Behavioural and Societal Sciences at TNO, CLICKLid Topteam Creatieve Industrie

Jiska de Wit (OVB), Global Creative lead, Healthcare Service Design

Ilia Neudecker, Senior advisor Media Policy, secretary Topteam Creative Industry

Gerda Gemser (OVB), Associate Professor of Product Innovation Management at Delft University of Technology.