

EIT ICT e-Textile productization workshop

Transferring technological and service use cases to actual products

Dates: June 25th and 26th

Goal: Bring e-Textile PSS close to market ready

Approach: Hands-on exercises applied to your own prototypes by means of a pair of experts from Philips, TU/e and STS CRISP.

Activities:

Service Design by Murielle Verwer-Klompener (Philips) & Dirk Snelders (TU/e). Topics: Service touch points, user experience

Business Models by Rob Maessen (Philips) & Ad van Berlo (TU/e). Topics: Business relevance, understanding the market, roadmapping

Sustainability by Steven Luitjens (Philips) & Marita Bartelet (Ecological Textiles). Topics: Ecological, economical and societal sustainability.

Manufacturability by Kunigunde Cherenack (Philips) & Marina Toeters (SAXION). Topics: From mass production to small series, customization & certification.

Program:

Monday 24th

17:00 Visit WS + Dinner (Optional)

Tuesday 25th

08:30 Coffee @ WS

09:00 1 min. elevator pitches

09:30 Service design (2:30h)

12:00 Lunch

13:00 Manufacturability (2:30h)

15:30 Visit to the Philips
(LED Pick and Place facility).

16:30 Visit to the HOLST (OLED on
textile facility)

19:00 Dinner (Radio Royaal)

Wednesday 26th

09:00 Coffee @ WS

09:30 Sustainability (2:30h)

12:00 Lunch

13:00 Business Models

15:30 Group reflections, final 1 min
pitch

16:30 Visit Philips Museum

19:00 Dinner (optional)

Short Bios:

Murielle Verwer-Klompenhouwer (Philips) is a biomechanical and ergonomic specialist within Philips Research. After her master's in the biomechanics, she obtained her PhD in the area of prediction of automotive seating comfort. She worked on this topic for several years at TNO Automotive, before joining Philips. Within Philips she continued working on the optimization of the physical interaction of between human body and products. The last few years, she joined the Light and Health team in Philips Research, mainly supporting the Philips Light and Health Venture in their development of innovative products (e.g. the BlueTouch Pain Relief Patch). She is responsible for all development activities on attachment of the devices to the human body and coordinating usability activities.

Dirk Snelders (TU/e) is associate professor at the Department of Industrial Design at Eindhoven University of Technology, and visiting professor at the International Design Business Management (IDBM) program at Aalto University in Helsinki. He has a background in psychology and marketing, and it is from these fields that he has developed his current research interest on the role of design in business. Dirk Snelders has published on aesthetics, the importance of novelty and surprise in design, cross-cultural design, and service design. His work has appeared in journals such as Design Studies, Design Issues, The Journal of Product Innovation Management, and The British Journal of Psychology.

Rob Maessen (Philips) is new business development manager at the Philips Light & Health Venture. Previously was head of sales at the Philips Light & Health Venture, focusing on the Philips BlueTouch - LED based medical device for muscular pain (home use). He is experienced in both marketing and sales (B2B2C). He is successful in exceeding customer's expectations. Key factors for his success are his strong entrepreneurial and commercial skills as well his sensitivity for complex business environments. He is a clear communicator who makes things happen through consistency in words and actions.

Ad van Berlo (TU/e) founded design agency VanBerlo in 1982, after his graduation at Design Academy Eindhoven. He is founding partner of IQ+ Innovation Capitalist. He also is chairman of Capital D/Dutch Design Week, founding father and board member of Brainport Industries and board member of CLICK//Design. In 2012 he received the prestigious BOV-Trophy, the prize for the best entrepreneur's vision of the year, in Eindhoven and surroundings. Eindhoven University of Technology appointed him part-time professor Entrepreneurial Design of Intelligent Systems effective 1 April 2012..

Kunigunde Cherenack (Philips) is currently member of smart textiles team at Philips. She is responsible for reliability and mechanics of hybrid textile/flexible/stretchable systems. She is the work package 5 leader from the EU project Place-It. She was co-principal investigator of TecInTex Project at ETH Zurich, in the Wearable Computing Group. She did post-doctoral research projects on: smart textiles, flexible electronics, mechanics of crack propagation in

thin film micro-electronic systems. Her graduate research project was on developing flexible thin-film transistors on clear plastic substrates at 300C. Her specialties are microfabrication and flexible electronics.

Marina Toeters (SAXION) started by-wire.net, a platform for design and research in fashion technology. She works as a freelance intermediary, designer and researcher for fashion and technical companies like Philips; creates concepts, presentations, brainstorm sessions and garments for example for technical companies that are looking for new application for their materials or advises designers interested in process and product innovation. Marina educates ecology and technology in different design and fashion institutes and the Eindhoven University of Technology.

Main Venue:

TU/e ID Wearable Senses for the workshop sessions, lunch and coffee.

Address

TU/e ID Wearable Senses: HG 0.40, Den Dolech 2, Eindhoven.

Audax Textielmuseum : Goirkestraat 96, Tilburg

Holst Center: High Tech Campus 31, Eindhoven

Radio Royaal: Ketelhuisplein 7-9, Eindhoven

Philips Museum: Emmasingel 31, Eindhoven

List of hotels:

Art Hotel Mathildelaan 1, 5611 BJ Eindhoven

<http://www.booking.com/hotel/nl/art-eindhoven.en.html>

Design Hotel Glow

<http://www.booking.com/hotel/nl/glow.en-gb.html>

Confirmed participants (1 min pitchers):

Auberge Nassau

<http://www.booking.com/hotel/nl/auberge-nassau.en-gb.html>

1 min pitch guidelines:

1 photo, name of the project, contact person (e-mail), 300 words abstract (concept description, societal value, current situation of the project, ideal outcome from the workshop).