



Postgraduate Space and service design

Thomas More Mechelen 2020 - 2021

Welcome, great to have you here!

You found our unconventional yearbook, presenting an unconventional year.

We are postgraduate students in space and service design at Thomas More University of Applied Science.

This year we learned to see beauty in having real connection, teamwork and inspiration online. It only made sense to present our year in a similar way. Have fun exploring!

- The SSD Team





Introduction
By The Space & Service Design Postgraduate class of 2020-2021

Hi, glad you are here!

In this yearbook we would like to take you with us on our service design journey. The past year has been a challenging one, due to the current pandemic, but this hasn't stopped us from creating new spaces and services that matter. Every member of our design agency has come a long way, being professionals in different sectors and countries and having grown into fully able and responsible space and service designers.

During this year we had a lot of great opportunities and new experiences that we are very proud of to share with you now in this yearbook. We had the chance to work with real clients, on real projects concerning topics that actually matter and make a difference in people's lives.

Apart from all the design projects, we also took up a role in the class. As storytellers of this course, Amber De Coen and Kimberly Vonckx, took it upon themselves to create this overview of the past year.

We hope you enjoy it as much as we did!
Thank you for taking the time to learn more about our experience.

- The SSD Team

**Discover our table of
content on the next page.**

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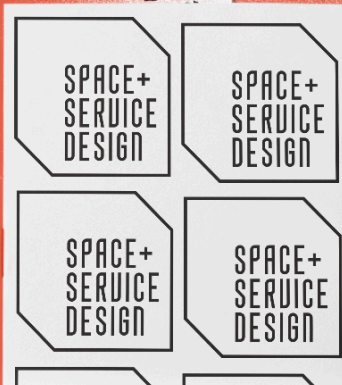


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PROJECTS

Find out what kind of projects we worked on this year, and what these results look like.



Service Design Network 2020 - 2021

Agencies:

1. Achilles Design
2. apbc
3. Archipelago
4. Citamine
5. De Winkelhaak
6. Das Kunst
7. Flanders DC
8. Inter Flanders
9. Join For Water
10. Knight Moves
11. Onkruid
12. Peel
13. Real Agency
14. Smidesign
15. Studio Dott
16. Studio Lastbak
17. Switchrs
18. V-Cool
19. Yellow Window
20. Yuma Labs

Students:

21. Alessia Van Dooren
22. Andrej Arnaudovski
23. Amber De Coen
24. Carol Sakayan
25. Daria Danilchenko
26. Gilles Verset
27. Helder Rosa
28. Kimberly Vercruy

Teachers:

38. Andrea Wilkinson
39. Jo Van Hees
40. Klara De Smet
41. Nansi Van Geetsom
42. Tom Verbist

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NETWORK

Discover our service design network. An international team of students, our teachers and all agencies we came in contact with this year.

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SEMINARS

Let us introduce you to a small selection of memorable workshops or masterclasses we received this year.

For the... our desi... The com... future-ti... and insp... At Switch... challenge... this by d... doing go... guiding t... We developed several tools, which were the primary ingredient of conversation during our visit. Michiel, the junior designer of the firm, explained our design agency how we can implement an inspiration game in our design process to explore the opportunities in the circular economy. By using cards of the "Loop tool" we were given new insights into circular products and services and different ways of looking at this economy, accompanied by a clear practical example. This "loop tool" is available for purchase on their website, we will definitely be using it ourselves in the future projects. At the end of the session, the team believed to have gained a shift in mindset because of the purpose-driven brainstorm. We went home with several concrete examples, which we will be able to use in future design cases. We found the seminar very instructive and interesting. For more information about Switchrs and the loop tool, visit their website. -> <https://switchrs.com>

Circular Design & Sustainable development goals
By Michiel Praet - Switchers



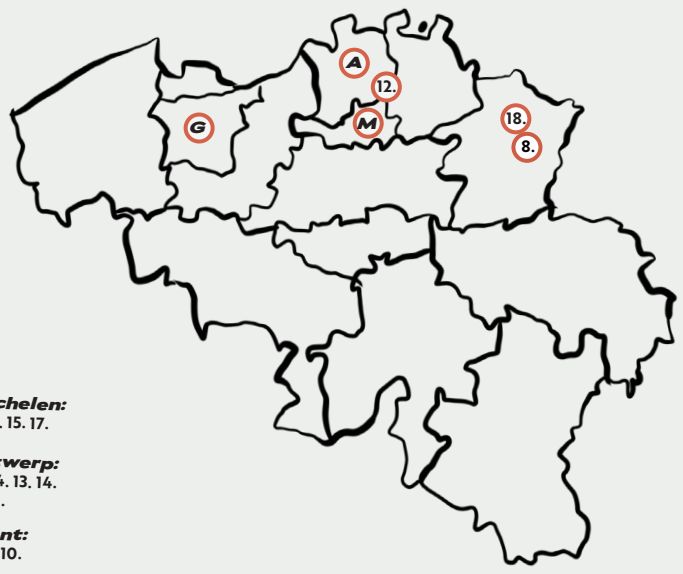
NETWORK
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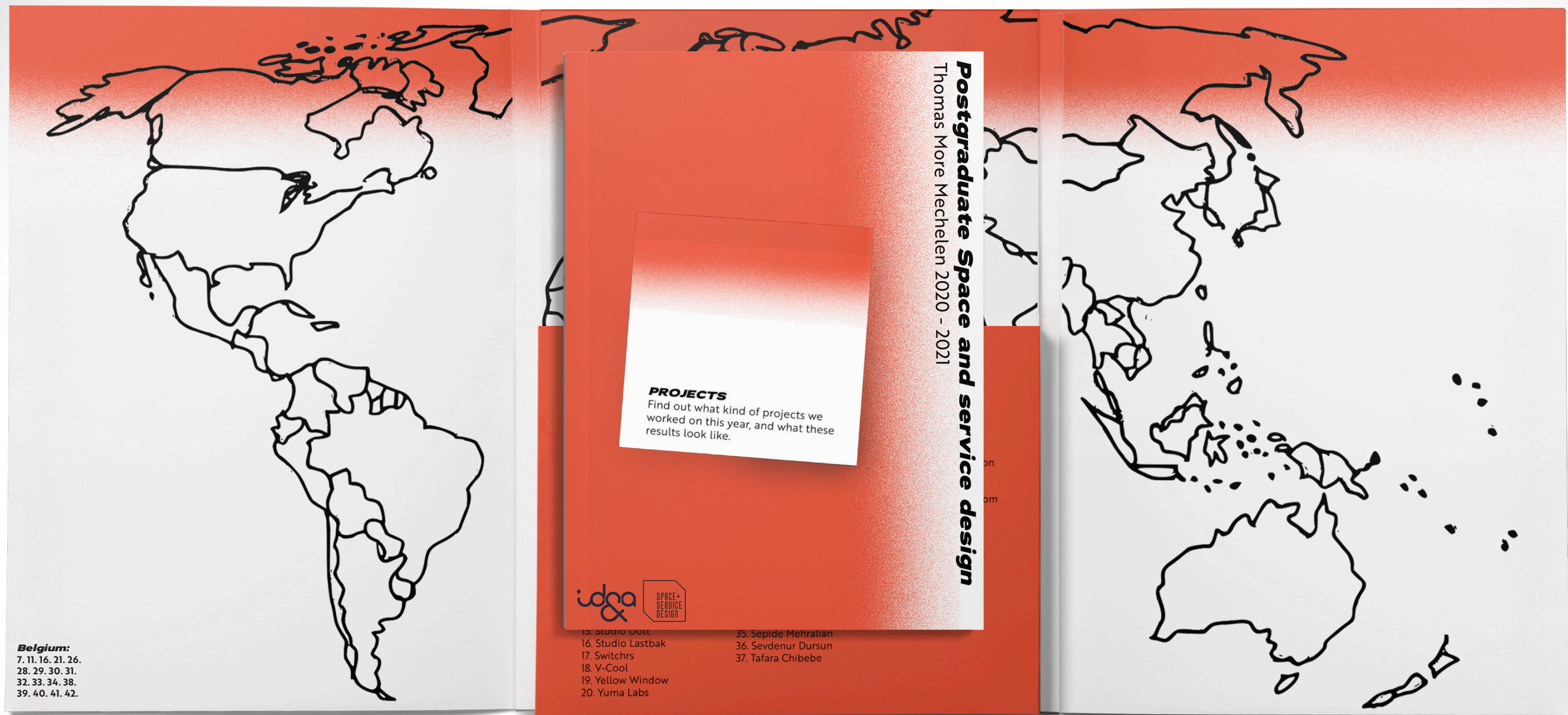
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Ghent:
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**Service Design Network
2020 - 2021**

Agencies:	Students:	Teachers:
1. Achilles Design	21. Alessia Van Dooren	38. Andrea Wilkinson
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3. Archipelago	23. Amber De Coen	40. Klara De Smet
4. Citamine	24. Carol Sakayan	41. Nansi Van Geetsom
5. De Winkelhaak	25. Daria Danilchenko	42. Tom Verbist
6. Das Kunst	26. Gilles Verset	
7. Flanders DC	27. Helder Rosa	
8. Inter Flanders	28. Kimberly Vonckx	
9. Join For Water	29. Lukas Van Looy	
10. Knight Moves	30. Mira Claessens	
11. Onkruid	31. Olivier Van Hamme	
12. Peel	32. Piotr Vandierendonck	
13. Real Agency	33. Reinout Van der Hauwert	
14. Smidesign	34. Saar Vande Kerckhove	
15. Studio Dott	35. Sepide Mehralian	
16. Studio Lastbak	36. Sevdnur Dursun	
17. Switchrs	37. Tafara Chibebe	
18. V-Cool		
19. Yellow Window		
20. Yuma Labs		



Space and Service Design?

No, we are not associated with NASA or Elon in any way, in this international course we focus on making our multidisciplinary design skills future proof by working on real projects for real clients.

A common goal in all these projects is to create, improve or alter the experiences of the users interacting with these spaces or services. All the while keeping all possible users, the planet and the future we are heading to in mind.

But don't just take our word for it, discover the student projects on the following pages.

1. Design for Sustainable societies

Design for water (SDG 6)

2. Design for Circular Economy

Design for water (SDG 11-12)

3. De winkelhaak 2030

Projectweek

4. Design for ageing

Design for health and wellbeing (SDG 3)

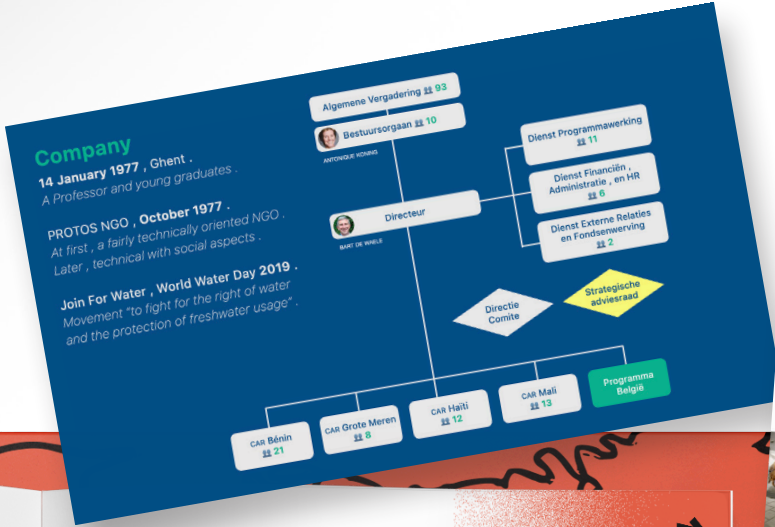
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37. Tafara Chibebe

THOMAS
MORE

THOMAS
MORE



1. Design for Sustainable societies
Design for water (SDG 6)

Our first brief!

To kick off our year of exciting challenges, our design agency had the honour of working with the one and only water NGO in Belgium, Join For Water.

The organisation has some far-reaching needs and dreams for their future, and we, as service designers, rolled up our sleeves and put in the effort to come up with innovative ideas to meet these demands. To maximise the outcome, our design agency split up into five separate and persevering teams and worked on the following design question:

“How can new service touch-points support the current sensitising and activation activities of Join For Water in Belgium; and which new services and experiences can encourage actions of individuals and stakeholder groups? «

Before starting the design process, a lot of research was done by the students, exploring the current situation.

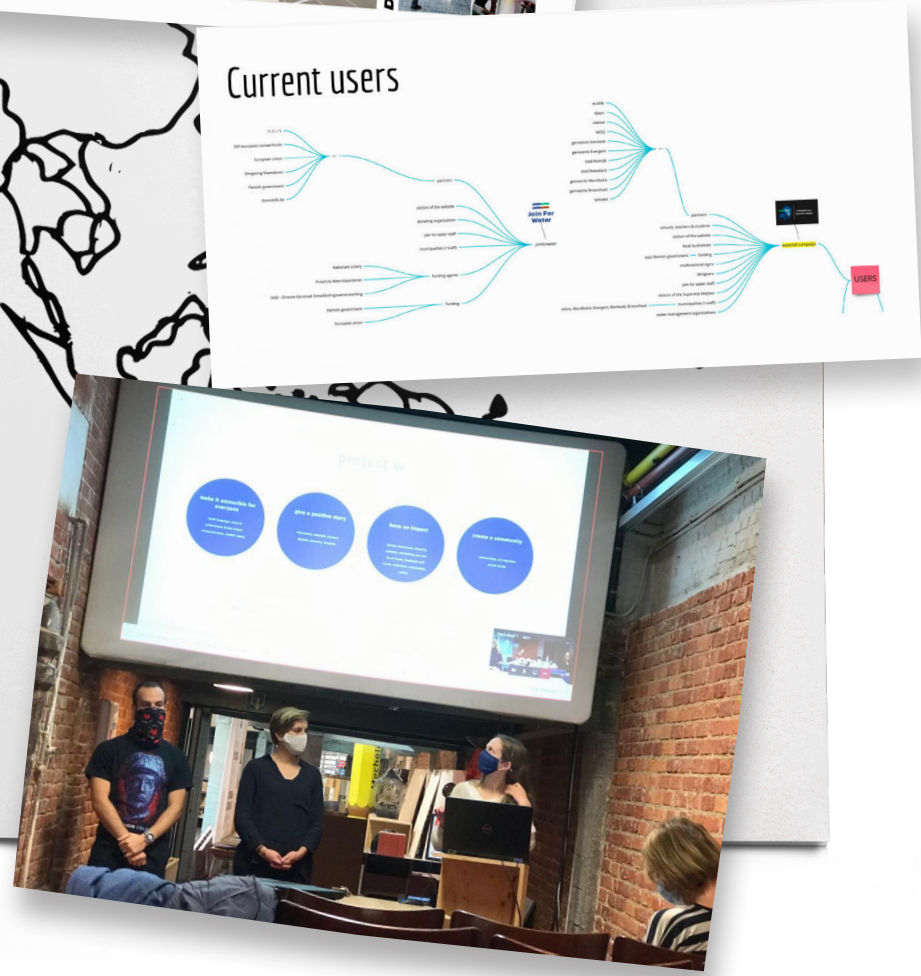
For this task our class was divided into several groups, each group tackling a different subject we need to understand before designing.

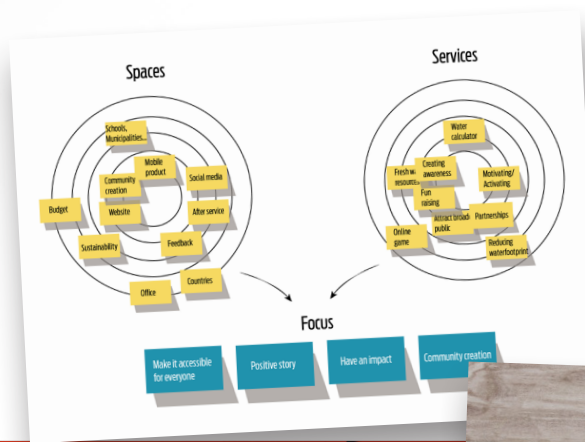
Some groups looked into how Join For Water is currently operating, other groups explored similar case studies or did some stakeholder mapping. After collecting all of this information, the students presented their results to each other ensuring everyone with enough basic knowledge to explore their own design possibilities later on.

Some of these results can be seen on this page. On the next pages we will present these design solutions the students came up with as an answer to the original brief.

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Andrej, Daria, Saar and Mira of Team W, designed the first project

After using different brainstorm tools, such as the bull's eye, they decided to concentrate on four focus-points for the future outcome of the project. These focus points entail: making the service accessible, fun, impactful for everyone and creating a WaterTelt-community. All of these stages in their Water Telt-service are leading towards a call to action.

First things first: 'spread the word!' People will discover "WaterTelt" through stickers which are spread throughout the city (restaurants, hotels, tourist attractions,...). WaterTelt postcards are part of the touch-points as well, and by filling your name on them, you can become a member of the WaterTelt family. Take this sticker to the caravan and show the world that you will reduce your water footprint!

1. Design for Sustainable societies
Design for water (SDG 6)

Once Join For Water has the attention of the people, they lure them further to explore the main attraction, the caravan. Implemented on squares in the city, food truck festivals and schools, people will gain more knowledge about the water footprint by exploring the caravan both outside and inside.

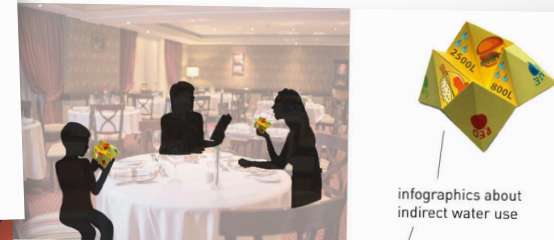
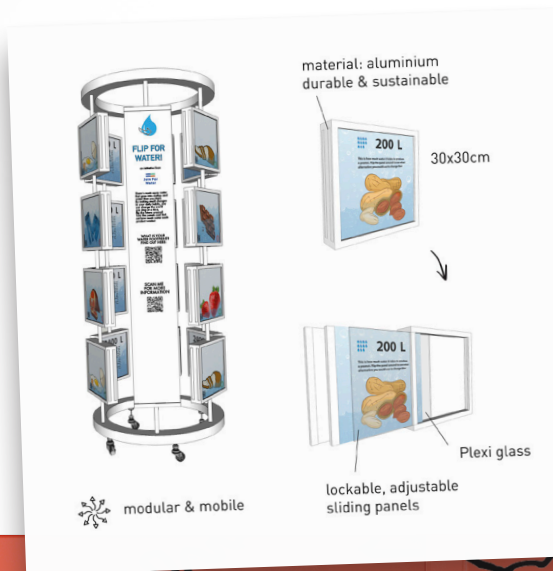
Ultimately, it is time for action! The team tried not only to create awareness but also to activate and motivate people to reduce their water footprint. By fulfilling weekly challenges, found in the WaterTelt challenge box, people can share all of this on social media and become change-makers themselves by inspiring and motivating people to become new members of the WaterTelt community too.



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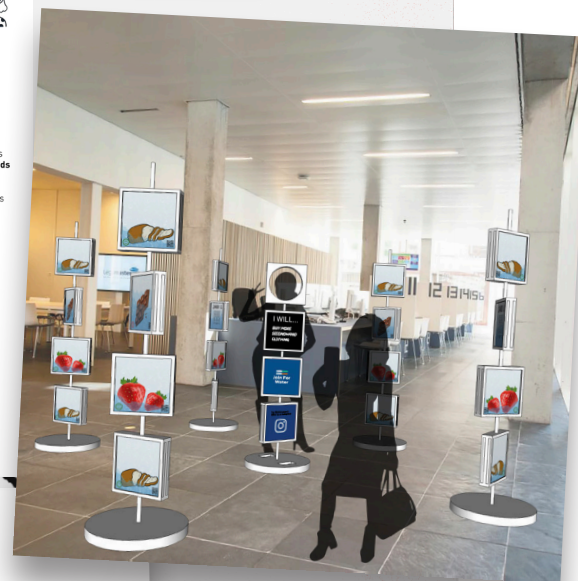
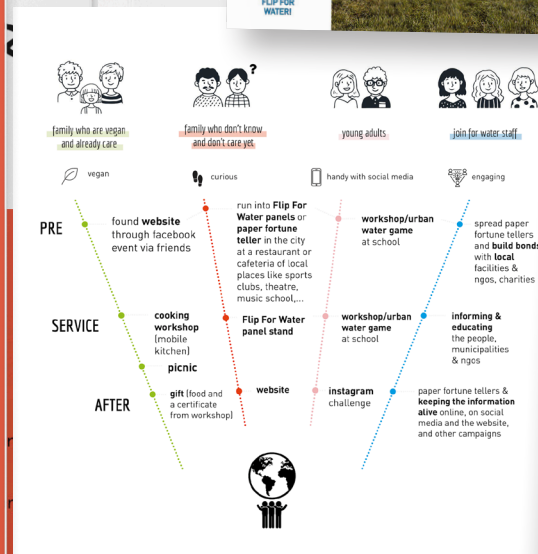


Alessia, Sepide and Olivier designed the second service system for Join For Water

They tried to spread information about indirect water use in a way that is engaging and fun. Their service consists of different elements placed in a city; modular, informative stands and paper flip games in the most visited places in the city like bus stops, the library, local businesses, schools and the city hall. The flipping panels show the amount of water used in food, clothes, and so on.

The singular Instagram stand has a cutout you can pose in, with a panel where you can write what you want to change in the future to reduce your water footprint. There will also be a QR-code with a link to the Watertelt and Join For Water website. In this service system Join For Water would also offer cooking workshops to give people more information about food's indirect water use and how to cook healthier and with less water. Afterwards, the group can eat on a picnic blanket with infographics with extra information.

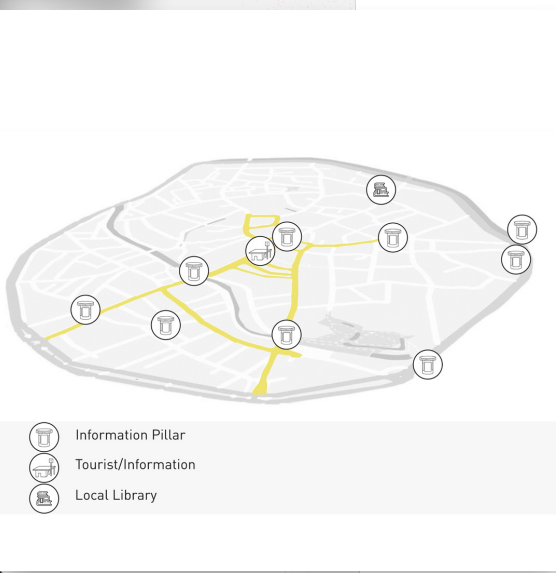
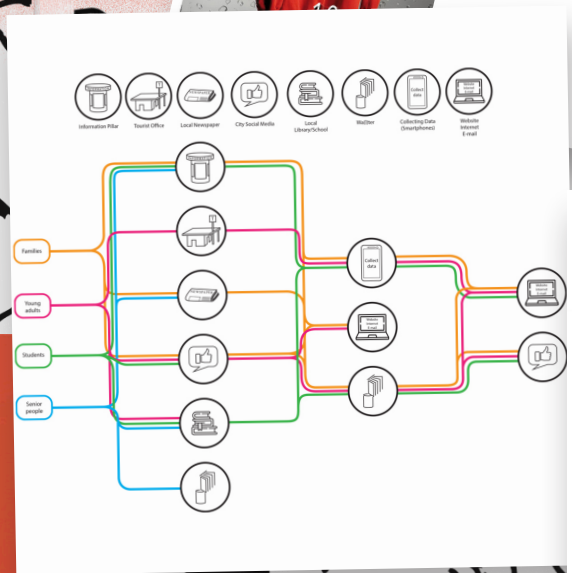
1. Design for Sustainable societies
Design for water (SDG 6)



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37. Tafara Chibebe



Sevdenur Dursun, Lukas Van Looy and Helder Rosa are the designers of the fourth project

This group tried to find an answer to the problem "how to reach more people and encourage behaviour change to help preserve water". First, they took on the aspects they liked most from the intervention of Join for Water and decided to try to improve them, with its interaction and awareness-raising effects.

By taking the idea of "Superette" and changing it to the "Hypermarket" concept, Join for Water will be able to reach their goals of more raising awareness and action. The group believes this concept has the possibility of being adapted to several municipalities, as its course of action is based on common points. This way, the posters they propose to use as part of their solution, will be placed in many places already used by the municipalities.

1. Design for Sustainable societies
Design for water (SDG 6)

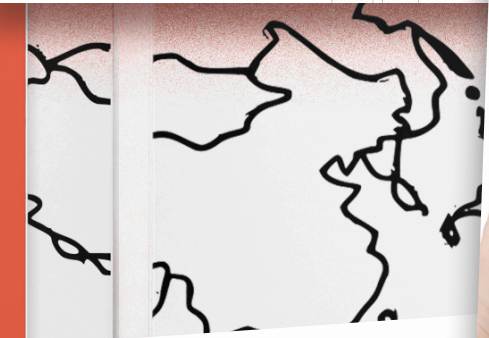
Finally, there are actions to keep the users focused on the main goal in the future, like providing information on the "Walter" stand. This stand will show all the posters used in the project, in one place, and the user will be able to interact with it. On the back of of these posters there will be alternative products using less water compared to the mainstream products suggested.

These posters will be accompanied by an "Instagramable" sign where users can take photos and share them on social media. By continuously providing information, and encouraging users to keep improving their daily actions, these posters will be the best service touch-points to convey the Join for Water message.

- 16. Studio Lastbak
- 17. Switchrs
- 18. V-Cool
- 19. Yellow Window
- 20. Yuma Labs
- 36. Sevdenur Dursun
- 37. Tafara Chibebe

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Carol Sakayan, Kimberly Vonckx and Pjotr Vandierendonck, the third group in our design agency, came up with H2(G)O

H2(G)O is a mobile bicycle cart that will present Join For Water in public areas of cities and towns in Flanders. Each side of this cart has black and white images that represent the familiar environment of a house; a kitchen, a bathroom and a washing space.

The story behind the cart's black and white drawings is that "It takes water to make a rainbow. Water counts". Without water, there can be no colour on the cart, and this takes sustainable water use. Visitors of the cart will be able to collect 13 hidden tips on how to reduce their water footprint. These tips are based on critical areas in water usage; food, paper, clothing and direct water.

The purpose of the cart is to make the water footprint comprehensible and to stimulate people to act together. It is a self-explanatory tool to provide guidelines for more sustainable use of water through concrete actions. It catalyses the existing touch-points that Join For Water uses to deliver their message to the public.

1. Design for Sustainable societies
Design for water (SDG 6)

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16. Stud
17. Swit
18. V-Co
19. Yell
20. Yum





gemorst



gemorst



MIRA 7 years old CHILANNE 22 years old KEVIN 32 years old WALTER 48 years old



gemorst



gemorst

"Gemorst" is an exhibition object designed by Amber De Coen, Gilles Verset, Reinout Van der Hauwert and Tafara Chibebe

"Gemorst" is a fallen cup that is spilling and wasting water, something that still way too many people do in their daily lives. Most of the time, this water wasting is indirect and caused by people's way of consuming. This is why "Gemorst" tries to make people of all ages aware of their water footprint and how much water such a nice piece of steak or a new pair of jeans actually costs the earth.

First of all, there will be floor stickers and coasters, looking like puddles and filled with water-facts, scattered throughout the city where "Gemorst" is displayed. These stickers specifically will lead the visitors to the "Gemorst" cup.

1. Design for Sustainable societies Design for water (SDG 6)

After arriving at this installation, people can interact with the Superette Walter or measure their water footprint. Here, the visitor can also take up the #gemorst challenge where they agree to change their behaviour or habits in a way that will benefit their water footprint. They can do this by taking a picture of at the "genoeg gemorst" wall.

After accepting this challenge, they can receive three stickers with water facts and ways to reduce their footprint, as a way to spread the message of Join For Water beyond the cup.

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METHODOLOGY

TYPES OF IMPACT

FOOD

DESIGN

PACKAGE

ECONOMY

ENVIRONMENT

ROSENDALS TRÄDGÅRD

Give ownership
Open sources, collaborate, local, bottom up, recycle, create trust, learn

An oasis for sustainability, growing and enjoyment

Rosendals' Garden Foundation has cultivated and spread biodynamic farming practices. As a visitor you can enjoy the garden as well as enjoy a meal, sandwich or something sweet from our artisanal bakery in the greenhouse café. We also have a farmshop on site as well as a plantshop. Through out the year we also organise events, private functions as well as exhibitions. Today Rosendal is a market garden with vegetable fields, green houses, a rose garden, an orchard, flower beds, compost areas, a vineyard, a playground, an educational garden for children, a bakery, a nursery, a shop and a café. Biodynamic gardening means that we work with nature's own processes including composting, crop rotation and using manure. All our cultivation is organically and Demeter certified.

Let us introduce you to our second real life project!

Did you know Mechelen annually produces 4 tonnes of coffee grit, which is currently disposed of as residual waste?

After a preliminary study, the city of Mechelen decided to use this waste instead of throwing it away. They have the ambition to become a circular city and want to start a circular oyster mushroom nursery supported by various organisations, like Citamine.

This is why the city of Mechelen and Citamine challenged our Postgraduate team to make a bio-circular incubator at the Potterij in Mechelen. This project should accommodate the collection of coffee grit with the growing of oyster mushrooms. The goal is to build bridges between citizens and local businesses as part of the circular plan the city wants to achieve.

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2. Design for Circular Economy

Design for water (SDG 11-12)

Keeping the technical complexity of this project in mind, an in-depth research before the design process was very necessary.

Similar to the previous project, the students first took a look at the current situation of the operation, which stakeholders are involved, current state of the provided location, similar case studies and essential tangible elements to create a healthy growing environment for the mushrooms. A small selection of the results is displayed on this page. On the following pages you can discover the results our students came up with!

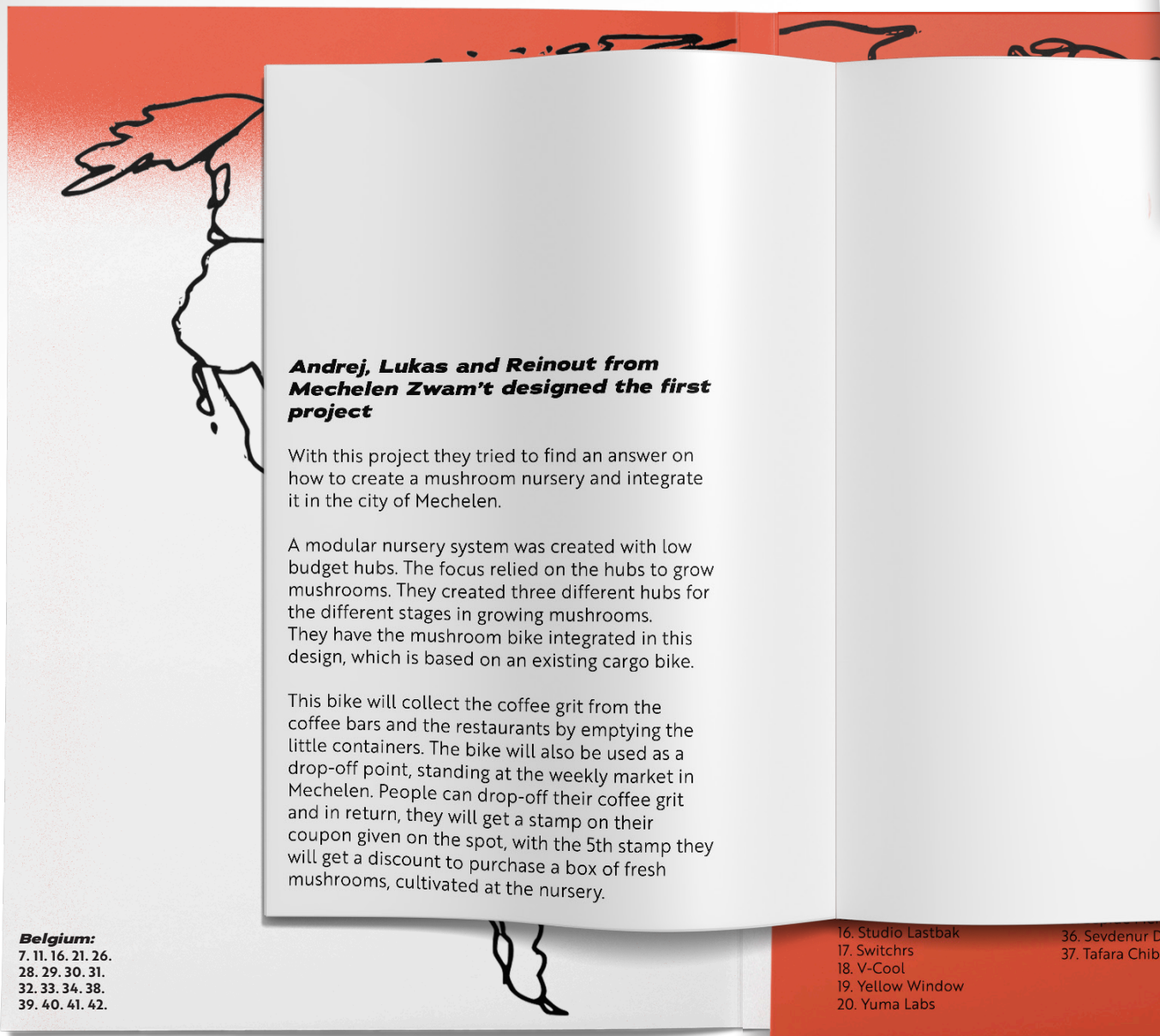
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37. Tafara Chibebe

What are some inspiring examples of movable (relocatable – duplicable) service points and what are the characteristics or requirements?

Potential of the environment

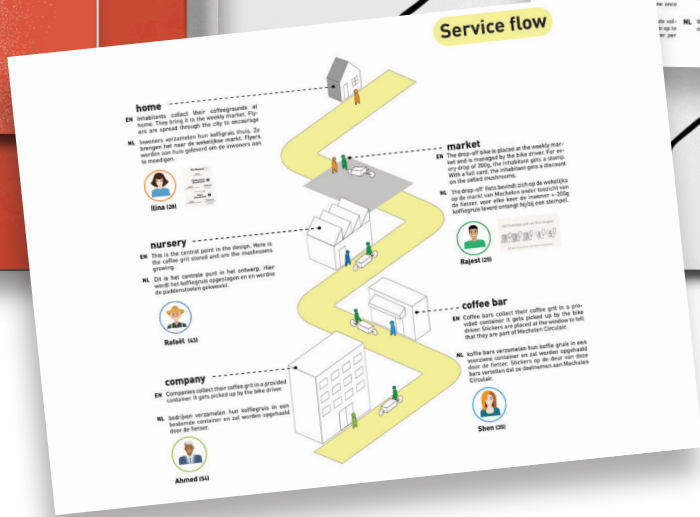
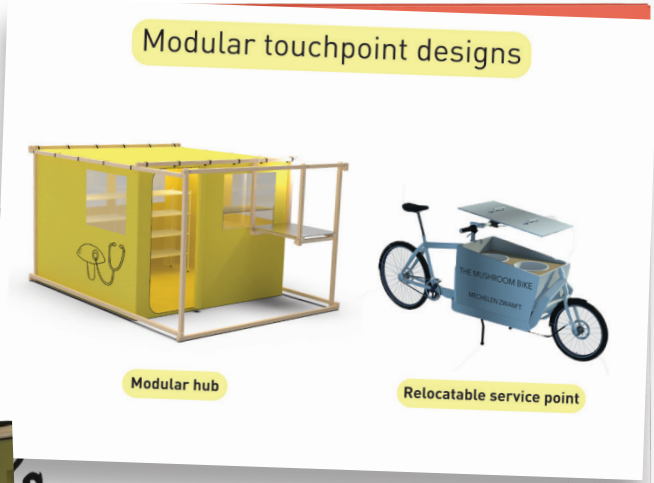
5. the Nursery



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Amber, Alessia, Carol and Daria designed Mush Root, the second service system for a circular economy

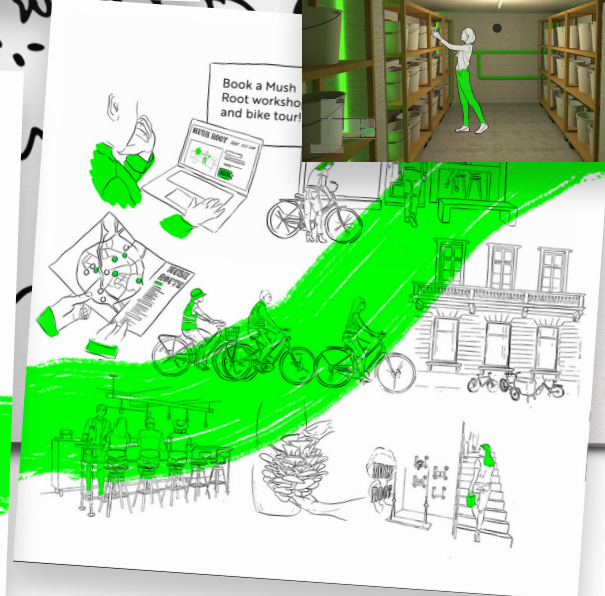
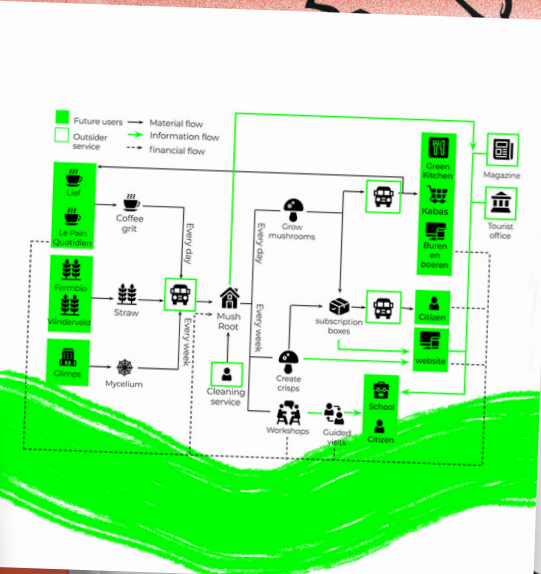
Their vision for Mush Root is a space and a service that grows and sells mushrooms, while also creating space for education and collaboration in Mechelen. They will offer interactive workshops showing the growing process of the mushrooms and bike tours visiting the different hot spots involved in the circular plan.

Mush Root will sell mushrooms, grow kits, crisps and a monthly subscription box containing products from several local shops and organisations, also involved in a circular Mechelen. The interior will consist of wood and metal to create an industrial but cozy feeling. Neon green was added as a pop of color. All the furniture is easily constructible, transportable and easy to clean due to the materials used.

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2. Design for Circular Economy
Design for water (SDG 11-12)



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***Pjotr, Mira, Sevdenur and Trafara
the third group in our design
agency, came up with Mushrooms***

Various organisations including Citamine and GLIMPS have decided to reuse coffee waste by starting a circular oyster mushroom which in turn aims to encourage bottom-up innovation in the city with a system that should be easily reproducible.

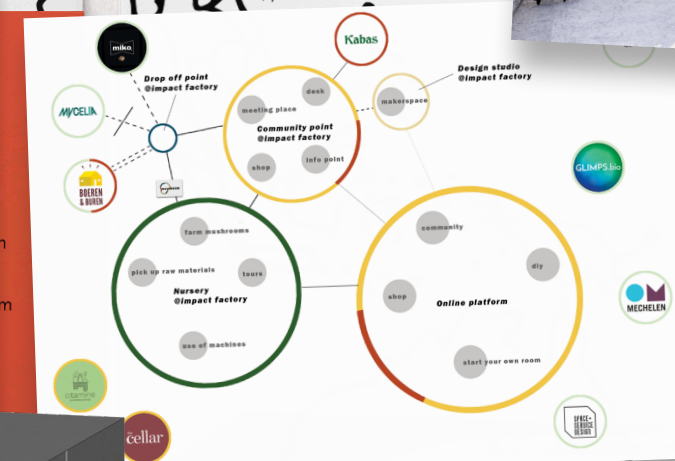
With these goals, MushRoom was created to enable urban circular fungiculture. An opensource* platform that aims to collaborate with all different stakeholders in Mechelen. The idea is to help reduce waste and help the city become self-sufficient food producers. We designed 6 types of reproducible rooms; the Nursery, the Community, the Members, the Shop, the Drop off Points and the Design studio ROOMs.

*An open-source network is the practice of providing DIY knowledge of products or systems for free, so that the broader community can redistribute or remodify. Open source is to shared knowledge in the effort to help the community to create a product or system by themselves with their own skill set and the available materials

2. Design for Circular Economy

Design for water (SDG 11-12)

Design for water (SDG 11-12)





WHAT IS MUSHROOMS?

The city of Mechelen has the ambition to become a circular city. They decided to start an oyster mushroom nursery with the big amount of coffee grit they produce. This supported by Citamine vzw, Glimps vzw and others. With our project 'mush rooms' we want to support this intention and answer the following question: How can new services, experiences, and service touch-points of De Kwekerij stimulate the Aencourage actions and interactions?

Gilles Verset, Saar Vande Kerchhove and Sepide Mehralian are the designers of the fourth project, MushRooms

Mush rooms wants to involve people in a circular story. It starts by the collection of coffee grit from horeca for which we offer in exchange locally produced mushrooms. You can experience the story in 'De Kwekerij' where mush rooms is located. There you can get a glimpse of the plantation, organise meetings, workshops etc. This group closes the story by offering a culinary experience with our golden ticket.

With this voucher, you can go to one of the restaurants or bars that is collaborating with us. This way you are connected to the horeca where our circular story started. Inspired? Take a closer look at mush rooms!

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37. Tafara Chibebe

2. Design
Design for



WOODENCRATES

To give the branding of mush rooms a connection to the Mechelen greetings auction.



MECHELEN CIRCULAIR
With mush rooms we're bringing a circular story by being part of Mechelen circular.



SERVICE

COLLAB

EXCHANGE

GET IN TOUCH

BOOK



EXPLORE

TASTE

INTERACTION

EXPERIENCE



THE SHOP

Here we sell our own farmed mushrooms. Together with other Local products. To be one local platform.



MYCELIUM

Is the base of the plantation. But its also the base of our furniture. As concept to grow our own furniture.





"T Zit in Eigen Grond" is project designed by Kimberly Vonckx, Helder Rosa and Olivier Van Hamme

With 'T Zit in Eigen Grond, they aimed at creating an Underground Network of mushroom growing farms, by reusing coffee waste, that is supported by artwork teasers and workshops.

The cooperative business facilitates expansion to new partners, that would be able to support each other. The teasers and workshops are aimed at the curious citizens who want to stay active and learn new things.

This way they would be reaching a wide public, from the most entrepreneurial to the learners and the curious.

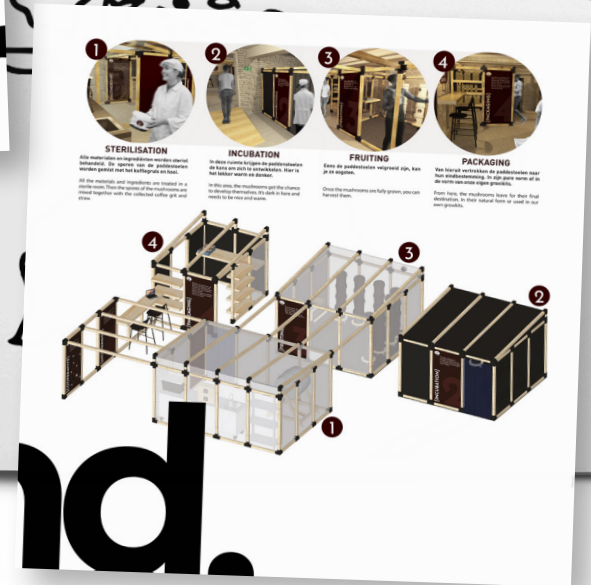
2. Design for water

DISCOVER — EXPLORE — ENGAGE

Johan — **Anna** — **Johanna**

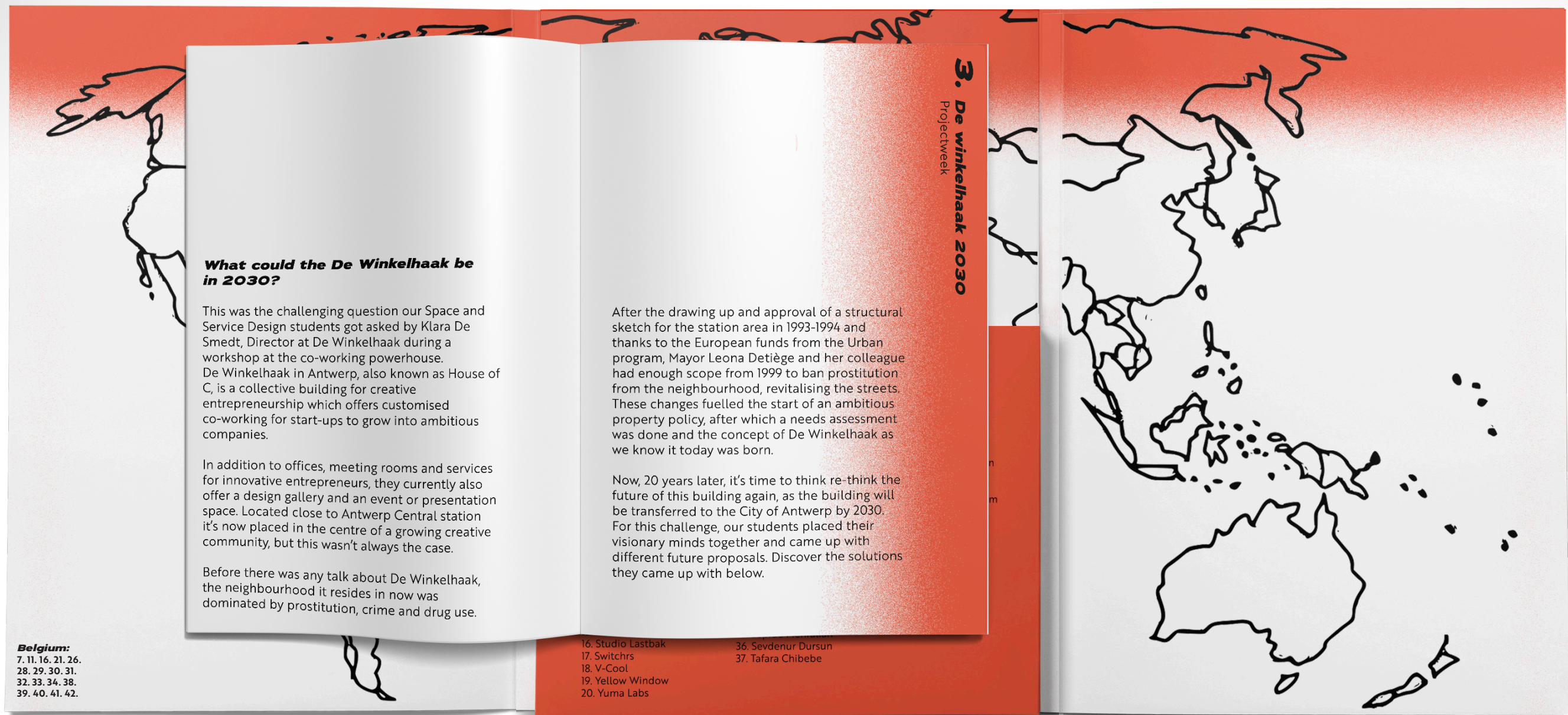
The Culture Lover — **The Life-long Learner** — **The Changemaker**

Exhibitions & Mushroom Sculpture Grow Kits — Workshops — Internship & Mushroom Grow Kits



Belgium:
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16. Studio Lastbak
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18. V-Cool
19. Yellow Window
20. Yuma Labs
36. Sevdener Dursun
37. Tafara Chibebe



The first proposal “hyper local food hub” is by Mira Claessens, Olivier Van Hamme, Pjotr Vandierendonck and Reinout Van der Hauwert

Antwerp, Summer 2030. Belgium has been hit by a drought for a tenth consecutive year. Extreme weather has made large scale agriculture impossible.

Animal Farming has been outlawed freeing up land to grow crops for humans instead of cattle. Water scarcity has transformed our meat based diet overnight. Recipes that have been passed on for decades are very hard to replicate simply because the ingredients are no longer around. If not for Culture Food, the younger generation would have lost the food sensations and flavours that once defined our Culture.

Culture Food originally started as a Design Center known as the Winkelhaak. It was a very different time back then, in 2001. The Winkelhaak has transformed to a hyper local food hub in Antwerp midway the roaring twenties. The food hub offers ingredients that have grown extinct over the years because of the ongoing Climate Crisis. Culture Food disconnects Food Production from Agriculture.

Everything is produced in and around the supermarket which in itself is part of a food hub. The food offerings are determined by the cuisine of the different cultures in the neighbourhood. Down in the basement there is the supermarket. The Umami street on the ground floor traverses the building drawing the locals in with food stalls where you can taste bite sized freshly made street food.

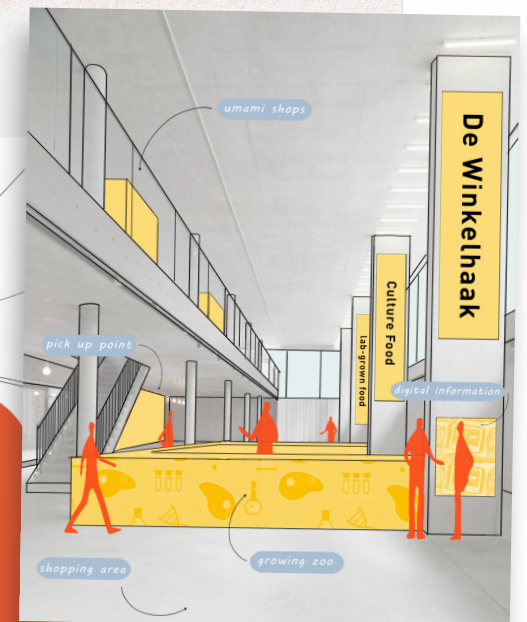
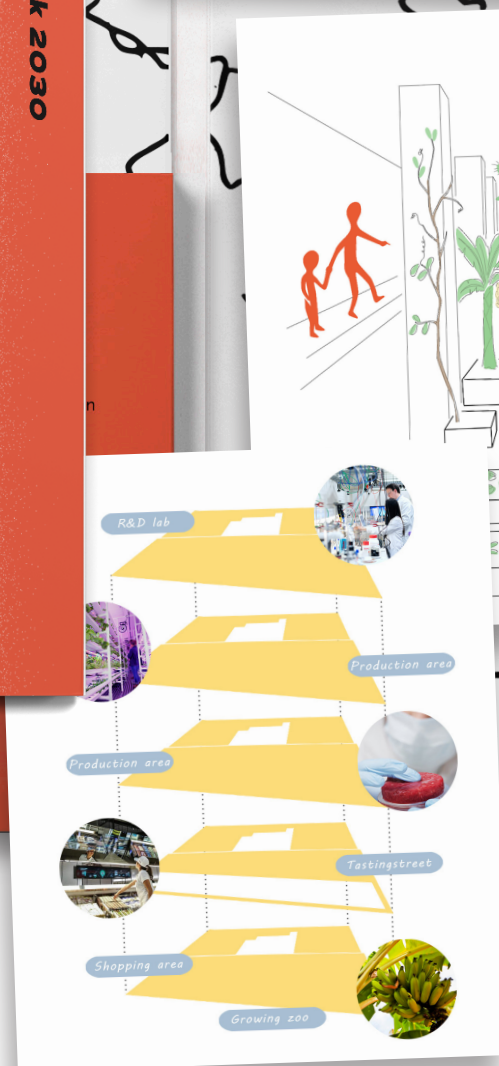
The first and second floor are reserved for growing meat, spices, and herbs. The meat is lab grown from animal cells. On the top floor, PhD students work with food designers and service designers to help safeguarding the endangered Food system.

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3. De Winkelhaak 2030
Projectweek





WHAT DO WE OFFER:

- 1) EMPTY HOUSE?
FIND THE PERFECT PEOPLE TO CO-HOUSE WITH.
AND FILL UP YOUR HOUSE AGAIN!
- 2) ALREADY A LOT OF WORKING EXPERIENCE?
SHARE YOUR KNOWLEDGE WITH THE NEW GENERATION IN OUR FUTURE HUB!
- 3) THE MOST COMFORTABLE FURNITURE
THE MARKET HAS TO OFFER!
- 4) WE GET YOU IN CONTACT WITH THE RIGHT EXPERTS,
WHEN YOU NEED THEM THE MOST!



PERSONAS:



WANDA 38 YO
EMPLOYEE: CONDUCTS INTERVIEWS
LIKES WORKING WITH PEOPLE
ALWAYS WILLING TO HELP
EASY-GOING, GREAT LISTENER



PASCALE 59 YO
COSTUMER: FIRST VISIT
LIKES THE FINER THINGS IN LIFE
USED TO BE AN ACTRESS
VISITS THE FACILITY BECAUSE SHE
WANTS TO PLAN HER FUTURE NOW



THE FUTURE HUB INTERVIEW SPACE:



THE JOURNEY OF PASCALE:



The second proposal called "The Future Hub" was created by Amber De Coen, Carol Sakayan, Gilles Verset and Lukas Van Looy.

The government wants people to live at home for as long as possible. This gives people more freedom, but also more things to arrange and plan for their future. This is where "The Future Hub" comes to the rescue. One place, one goal. We keep you at home, comfortable and surrounded by the people and the things that you love. For as long as possible.

But what exactly do we offer? We offer you a service that looks for the perfect people to co-house with, to fill up your home again. And when the kids are out of the house we will look for a new companion for you (one that might bark). Sharing is so important, this is why we want to encourage you to share your working experiences and talents with the new generation, and thus contribute to improving the future of others.

We offer you the most comfortable furniture, perfectly tailored to your lifestyle and needs. And when you need them the most, we put you in touch with the right experts. Is going to the grocery store becoming too much of a hassle? Our specialists will make sure you get the perfect ingredients for you to thrive.

But how is this idea future proof? By having a research team on board, the Future Hub will always be on top of all the new trends and needs, making sure that you always get the best, newest and finest products or services the market has to offer.

After learning all of this, are you still worried about your future? Don't worry we got your back!

3. De Winkelhaak 2030
Projectweek

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HOW CAN WE IMPROVE DE WINKELHAAK TO PREPARE THE INHABITANTS OF ANTWERP AND PEOPLE FROM SURROUNDING CITIES FOR UNCERTAIN FUTURE?



- WHY?
1. CLIMATE CHANGE SUCH AS HUGE INCREASING OF LEVEL OF OCEANS AND SEAS AND EVENTUAL NEW ICE AGE ON NORTH HEMISPHERE
 2. NUCLEAR WAR OR NUCLEAR POWER PLANT EXPLOSION
 3. METEOR OR ASTEROID
 4. PLAGUES, VIRUSES, DISEASES
 5. EARLY WARNING THE PLANET EARTH FOR ALL EVENTS HAPPENING IN SPACE ESPECIALLY DANGEROUS FOR LIFE ON EARTH

The next proposal was a training centre created by Kimberly Vonckx, Sevdenur Dursun, Andrej Arnaudovski and Daria Danilchenko.

A wise man once said: "Two possibilities exist: either we are alone in the Universe or we are not. Both are equally terrifying." – Arthur C. Clarke.

What do we actually know about the future? Very little. However, that doesn't stop us from imagining what will happen in the upcoming decades. One thing is certain, we better be prepared for possible future events. Having this mindset, we envision that in 2030 the Winkelhaak in Antwerp will transform into a Training Center.

Not only to prepare citizens for uncertain future events on planet Earth, but also in outer space. We want people to be ahead of time and prepared, both physically and mentally, so they learn how to be resilient, courageous and self-aware. Locals and visitors from surrounding areas will have the opportunity to take part in various activities and challenges.

They could be having a spacewalk in the pressure pool, take a seat in the multi-axis trainer, do a VR simulation or find themselves in the vacuum chamber which will imitate the feeling of what it is really like to be in space, while being supervised and lectured by retired astronauts.

Passers-by will stop and take a moment to grasp what is happening inside, because of the big windows. For those who are intrigued and motivated, we offer the chance to experience a month in our space domes on the rooftop. These domes are limited with food, water and no contact with the outside world and are a representation of being inside a spacecraft. Furthermore, the Winkelhaak will have a designated floor to help citizens develop resilience to outbreaks such as diseases and viruses. Another floor will teach them how to grow plants under harsh conditions.

In conclusion, with this facility we are one step ahead of being ready for almost any future event.

3. De Winkelhaak 2030
Projectweek



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The final proposal called “LIFELONG LEARNING” was made by Alessia van Dooren, Hélder Rose, Saar Vande Kerckhove en Sepide Mehralian.

In 2030, lifelong learning will be one of the most important challenges in the world. With this in mind, we propose the facilities of De Winkelhaak in Antwerp to be reconfigured into an educational training centre to revolutionise the learning process and to be worthy of being on the cover of Newsweek magazine once again.

Highly focused on VR, this facility will allow its users to become more enlightened in their future career choices or their professional future. In De Winkelhaak, students who are indecisive about their academic path, immigrants, who don't know the language but want to show their skillset or people looking to change careers, can be submitted to a personal screening to register their preferences.

Then, they will be advised to try some VR experiences where they will be able to see if one of those is the path they want to follow, to have some training from 1 day to a week, and even make companies more likely to hire them by obtaining a certificate for their CV. All users will have access to a network of coaches and advisors afterwards, which will provide direction and advice in their future careers.

The facility will have different roles for each floor. The basement will be for social activities and bottleneck jobs offices where companies will pay for a specific job to be portrayed, trained and displayed to passers-by. The ground floor will be for the reception and screening of the users. Then the first floor will be focused on primary and secondary job sectors (farming, manufacturing).

The second floor will be for the tertiary sector (teaching, law) and the third floor will be destined for the quaternary sector (IT, R&D). With this, we hope to help revolutionise the job finding and learning sectors in 2030.

3. De Winkelhaak 2030

Projectweek

WHAT'S THE PROBLEM?

Unemployment, battling bottleneck professions and the lack of opportunities for young graduates

De Winkelhaak, situated in Antwerp, wants to solve this problem by creating a **lifelong learning centre**, where **Virtual Reality** supports people to make **job choices** and improve their **personal skills**.

The target audience is indecisive high school students, immigrants who don't know the language but want to show their skillset and find a job, and people looking to change careers.



PROBLEM'S SOLUTION

After a personalized profile is made, you will go into the VR-rooms situated throughout the building to start the training.



AFTER SERVICE

After the training, you will receive a **certificate** to show that you completed the full training. This will be proof as experience, which will be a **valuable addition** to your **CV**, and help with finding a job. You will also get contact information from an expert in the field as assistance. In the basement of the building will be a **socializing and resting area**, for people to make connections, but also rooms for hire to accommodate job offering agencies and recruiters.

SERVICE

A PERSONAL JOB

A first screening will be done in the beginning, which can be done individually in private booths, or with an employee in the building.



People walking by can come in any time, and even do a pre-test online.



SCREENING

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4. Design for ageing

Design for health and wellbeing (SDG3)

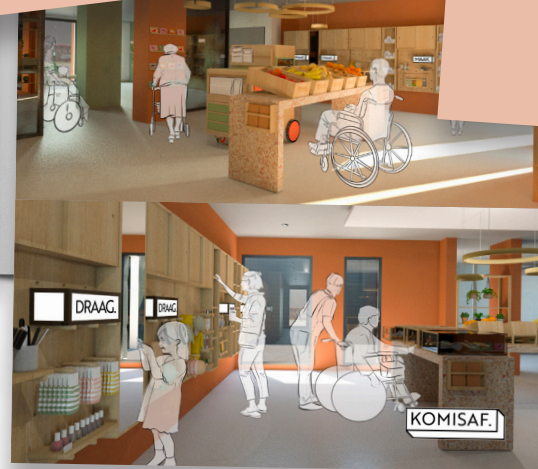
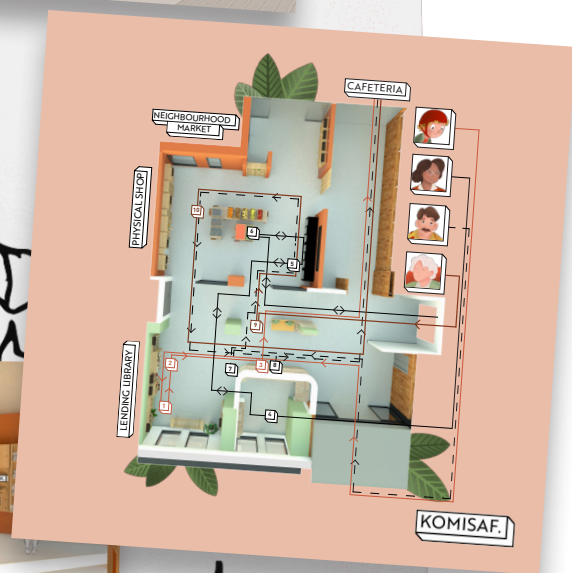
IN DEN HOF.

IN DEN HOF is a design concept that focuses on welcoming and creating more links between outside world and the residents of Aalmoezenier Cuypers, a care center in Stabroek. The service system of IN DEN HOF consists of "Welcoming", "Socializing" and "Hospitality". Inside the building, sequential neutral walls have been eliminated to create more spacious, friendlier and practical space for reception and waiting area. A shopping area has also been added by KOMISAF.

Design of the reception desk has been done according to inclusive design, thus, it also takes into consideration the use of a wheelchair. Outside the building, a green space has been converted to a welcoming public and social space that invites members of the public to interact with the care center's residents. This includes a bike repair station, a children's playground, a covered seating area as well as the project's trademark birdhouses. Designed by Sevdenur Dursun and Sepide Mehralian.

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WELCOME HOME SERVICE



optimized
intake



conversation
cards



buddy system



reflection room

Welcome Home Service

Welcome Home Service is a supportive service for mental well-being in residential care centers. By making it easier for elders to express themselves, we get to know their preferences and help them to feel more at home in an open and trustworthy environment. Happier residents make happier staff.

For this, this group proposes an optimized intake process to get to know the elders better, with the help of conversation trigger cards. They also suggest a buddy system, where an assigned healthcare giver can be closer to a small group of elders and provide them better assistance. The new resident receives a personalized welcome kit from their buddy after their arrival.

Lastly, they designed a reflection room with a view of the green fields next to the center, where elders or staff can gather their thoughts in a calm and relaxing space.

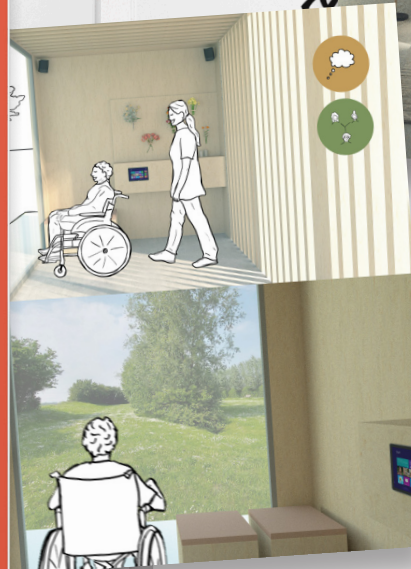
Design by Helder Rosa, Saar Vande Kerckhove and Alessia Van Dooren.

4. Design for ageing Design for health and wellbeing (SDG3)

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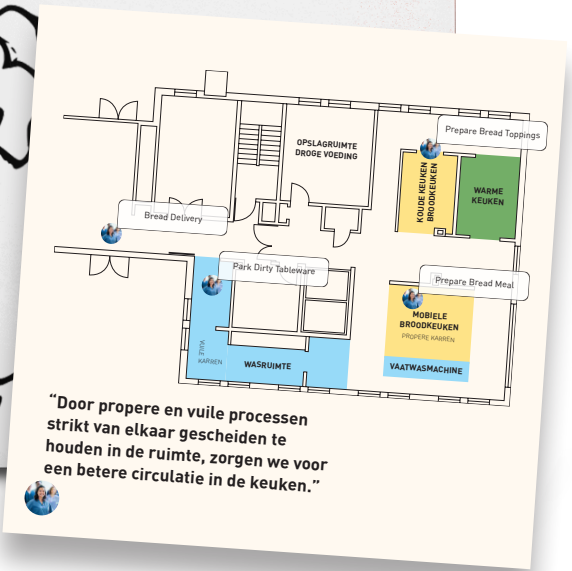
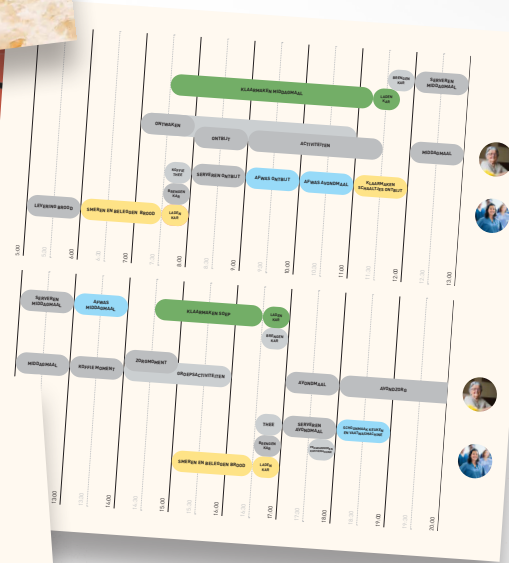
36. Sevdnur Dursun
37. Tafara Chibebe



memorial box



Conversation trigger cards for an
optimized intake process



Zacht vers brood met warme koffie

How might we improve the well-being of Marie by looking at her meal experience in the context of a large care home?

The meals shape Marie's day. There are three meals a day, that makes twenty-one meals a week. Getting this experience right, will have a significant impact on Marie's well-being. However, the bread that is served for breakfast is not up to the high standard of their in-house kitchen. The bread is cold, and either wet or dry.

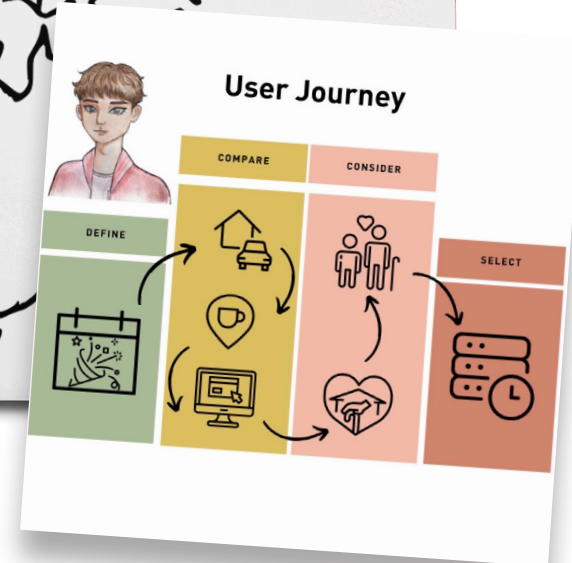
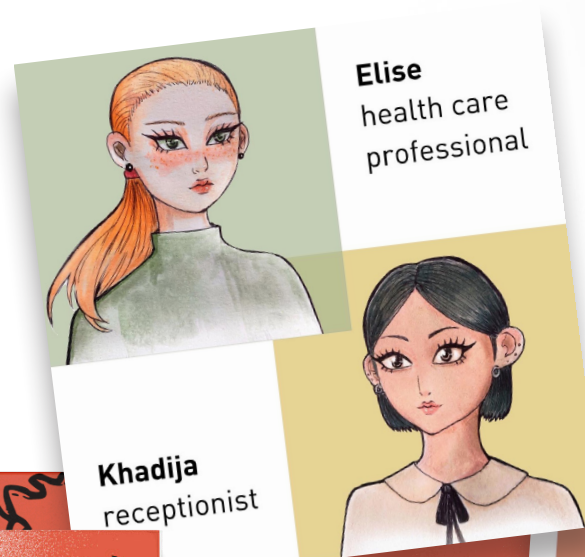
Recreating a breakfast experience with fresh bread and warm coffee, has been the focus of this project. Together with the bread kitchen staff, we have come up with solutions that would affect both Yasmine's daily work schedule and the allocation of space in the kitchen. In the process we have improved the interaction between Yasmine and Marie. It makes Yasmine's work in the kitchen personal and meaningful.

Designed by Olivier Van hamme.

4. Design for ageing Design for health and wellbeing (SDG3)

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Event celebrating room

What is connected with food, emotions and good memories which every human needs? — Celebration with family or friends! Any anniversary or special date is an opportunity to gather with your closest people and spend a great time while eating something delicious.

Implementing a simple but strong service system of booking and decoration together with clear touchpoints gives a second life to almost unused corners in the middle rooms of Aalmoezenier Cuypers care facility. It will give them a transformation into private spaces for celebrating which radiate a festive atmosphere.

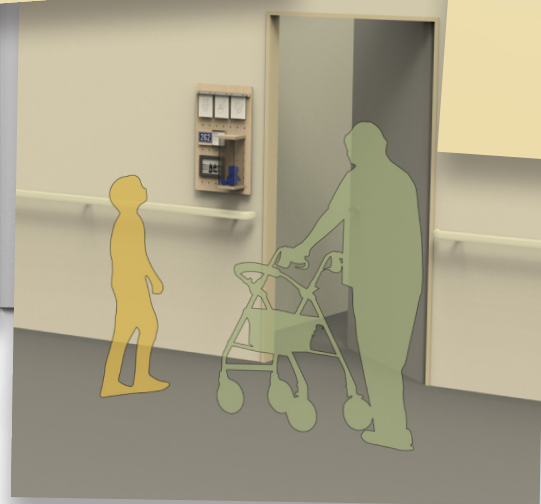
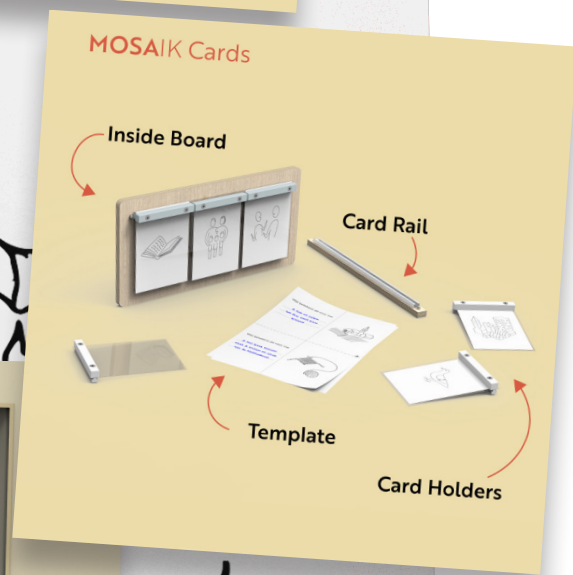
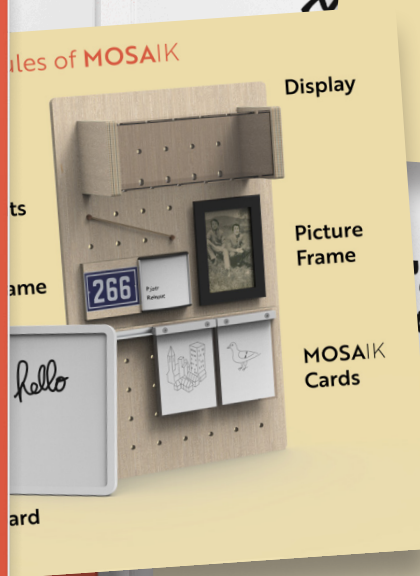
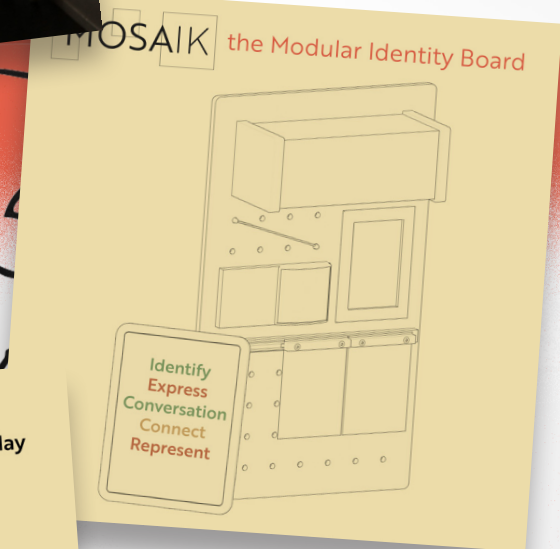
Designed by Daria Danilchenko.

4. Design for ageing Design for health and wellbeing (SDG3)

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MOSAIK

MOSAIK allows residents of an elderly care centre to express their identity throughout the facility. This is done by using a modular identity board that is hung outside of the resident's rooms. It has different modules this lets the residents choose a preferred Setup.

One of the modules: the MOSAIK cards are used to start conversations by having a simple legible illustration on the front and a one-liner on the back. These can be personalised and multiplied by the use of an easy printable A4 template. An extra cardholder is placed inside the room for more private conversation starters in case the resident does not want to share everything with all the facility.

MOSAIK is made to get to know residents and have conversation starters with them and thus creating a nicer living atmosphere. A mosaic of identities within the facility.

Designed by Pjotr Vandierendonck and Reinout Van der Hauwert.

4. Design for ageing Design for health and wellbeing (SDG3)

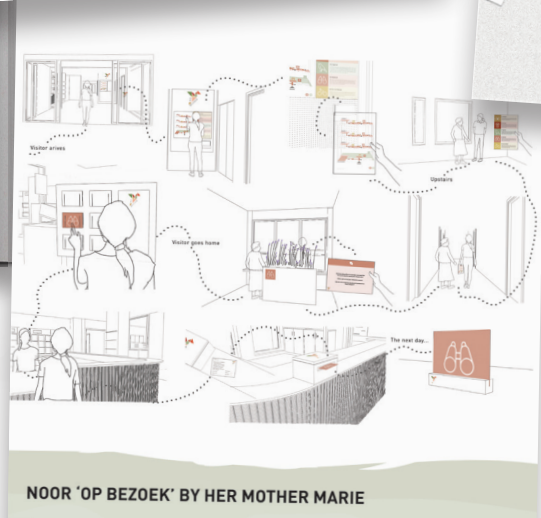
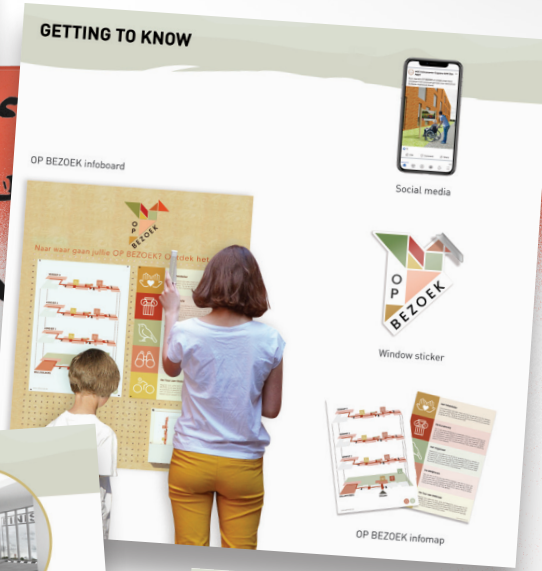
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"How can we create a supportive system & environment in and around residential care facilities that stimulates **social interaction** and improves wellbeing for residents and their visitors?"



NOOR 'OP BEZOEK' BY HER MOTHER MARIE

OP BEZOEK

A service concept for residents and visitors in residential care facilities, by Studio WELL. Research and experience show that nature and visitors increase the wellbeing of residential care facility residents. However, visitors often experience some kind of threshold to visit these care environments. They don't always know what to do or talk about when visiting. We are here to help lower that threshold, to increase the wellbeing of the residents by connecting them with nature and their loved ones in a comfortable way.

OP BEZOEK facilitates different meeting places in and around the care environment where visitors actively interact with the residents in a more targeted way. At those meeting places you can find several nice activities to do within the environment of the care facility. It makes for an easy way to meet up, to start a conversation or just to have a nice time with your loved ones.

Design by Mira Claessens, Gilles Verset and Lukas van Looy.

4. Design for ageing Design for health and wellbeing (SDG3)

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**Service Design Network
2020 - 2021**

Agencies:	Students:	Teachers:
1. Achilles Design	21. Alessia Van Dooren	38. Andrea Wilkinson
2. apbc	22. Andrej Arnaudovski	39. Jo Van Hees
3. Archipelago	23. Amber De Coen	40. Klara De Smet
4. Citamine	24. Carol Sakayan	41. Nansi Van Geetsom
5. De Winkelhaak	25. Daria Danilchenko	42. Tom Verbist
6. Das Kunst	26. Gilles Verset	
7. Flanders DC	27. Helder Rosa	
8. Inter Flanders	28. Kimberly Vonckx	
9. Join For Water	29. Lukas Van Looy	
10. Knight Moves	30. Mira Claessens	
11. Onkruid	31. Olivier Van Hamme	
12. Peel	32. Pjotr Vandierendonck	
13. Real Agency	33. Reinout Van der Hauwert	
14. Smidesign	34. Saar Vande Kerckhove	
15. Studio Dott	35. Sepide Mehralian	
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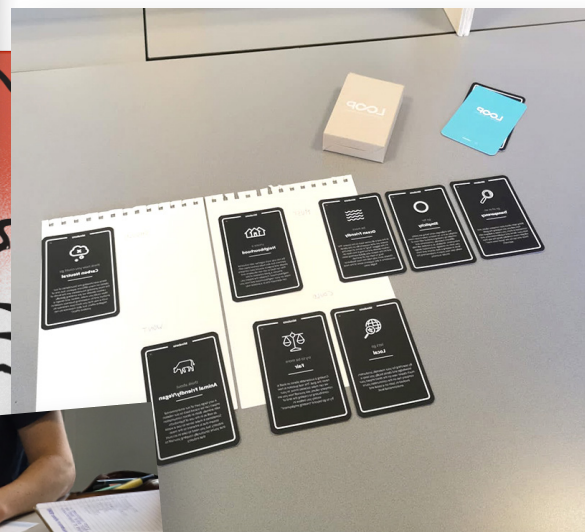
Circular Design & Sustainable development goals
By Michiel Praet - Switchers

For the very first time, our design agency has been able to introduce future-thinking into the company and inspiring. At Switchrs, the challenges introduced by developing good business while guiding these changes are the primary in Michiel, the journey we can implement the opportunities in the circular economy. By using cards of the "Loop tool" we were given new insights into circular products and services and different ways of looking at this economy, accompanied by a clear practical example. This "loop tool" is available for purchase on their website, we will definitely be using it ourselves in the future projects. At the end of the session, the team believed to have gained a shift in mindset because of the purpose-driven brainstorm. We went home with several concrete examples, which we will be able to use in future design cases. We found the seminar very instructive and interesting.
For more information about Switchrs and the loop tool, visit their website. -> <https://switchrs.com>

SEMINARS
Let us introduce you to a small selection of memorable workshops or masterclasses we received this year.



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Service Design 2020 - 2021

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37. Tafara Chibebe

For the very first of Design Seminars in 2020 on uncharted grounds, our design agency had the pleasure of visiting Switchrs in Mechelen. The company profiles itself as "the strategy & sustainability partner for future-thinking companies" and set the ball rolling for a very interesting and inspiring semester of seminars.

At Switchrs, they guide companies in translating big sustainability challenges into concrete ambitions and business models. They achieve this by developing new opportunities that understand how to combine doing good business with doing business for good. For the purpose of guiding these companies, Switchrs developed several tools, which were the primary ingredient of conversation during our visit.

Michiel, the junior designer of the firm, explained our design agency how we can implement an inspiration game in our design process to explore the opportunities in the circular economy. By using cards of the "Loop tool" we were given new insights into circular products and services and different ways of looking at this economy, accompanied by a clear practical example. This "loop tool" is available for purchase on their website, we will definitely be using it ourselves in the future projects. At the end of the session, the team believed to have gained a shift in mindset because of the purpose-driven brainstorm. We went home with several concrete examples, which we will be able to use in future design cases. We found the seminar very instructive and interesting.

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Circular Design & Sustainable development goals
By Michiel Praet - Switchrs



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Service Design



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40. Klara De Smet
41. Nansi Van Geetsom
42. Tom Verbist



What is the importance of a good prototype? Isn't it enough to make a visualisation of your design idea on the computer?

Apparently not. To dig deeper into this matter, we were on the lookout for an experts opinion. The last seminar of the year 2020, our design agency had the pleasure of attending a workshop with our teacher and design professional Tom Verbist. A great way to end the first semester of design seminars with a hands-on workshop about storytelling and prototyping. Before taking matters into our own hands, Tom gave us an insight into his work at Achilles Design and therefore pointing out how important it is to make prototypes during a design process. Achilles is a leading design & innovation agency, located in their brand new offices in Mechelen. Throughout his years in the design field, Tom encountered many cases in which tests and prototypes proved to be of great added value for both designer and client. Standing in front of our young design agency, he took the chance to convey this message to us, future proof designers, and made sure we will never forget it.

To proof his point, Tom presented us with a tool to visualise a customer journey with 3D illustrations and storyboards which is called "Scenes" (created by the SAP AppHaus). The purpose of this toolkit is to make sure that anyone who was not working on our project, in this case, our colleagues, can understand our design story with ease and without an explanation.

In a year that has been dominated by online work and Miro boards, taking part in this seminar was a lot of fun since it provided us with a means to design a customer journey from scratch in a creative way. It is fun to craft things yourself and the tools Tom presented to us really made a difference in the detailing of the journey. In the future, this tool is a very helpful one to use for other design projects as well, as it proves to be a great brainstorming exercise to do within a team.

Curious how this tool could be any help for you? Discover it here.



For more information about Tom and his work in Achilles Design, visit their website.



Circular Design & Sustainable development goals
The importance of testing & prototyping
By Tom Verbist - Achilles Design





Belgium:
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Services 2021

Age

Teachers:
Andrea Wilkinson
Van Hees
ara De Smet
ysi Van Geetsom
n Verbist

31. Olivier Van Hamme
32. Pjotr Vandierendonck
33. Reinout Van der Hauwert
34. Saar Vande Kerckhove
35. Sepide Mehralian
36. Sevdenur Dursun
37. Tafara Chibebe

Circular Design & Sustainable development goals

Design for all
By Kathleen Smolders - Inter Flanders

How does design affect the daily lives of disabled people?

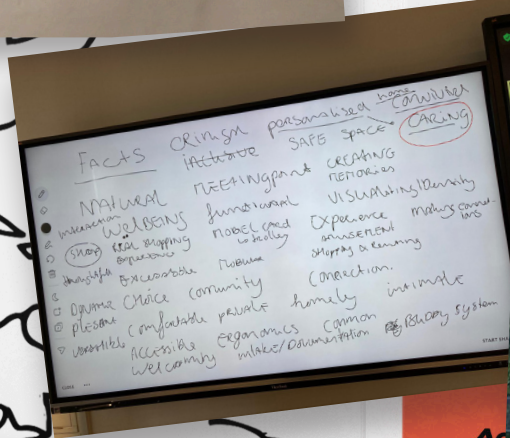
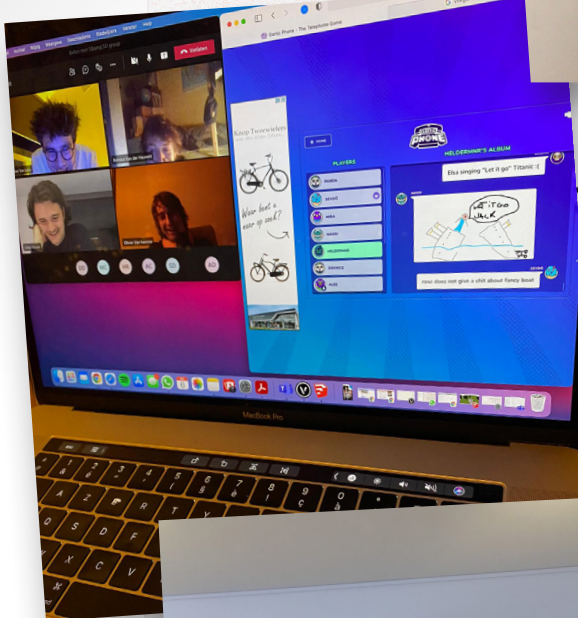
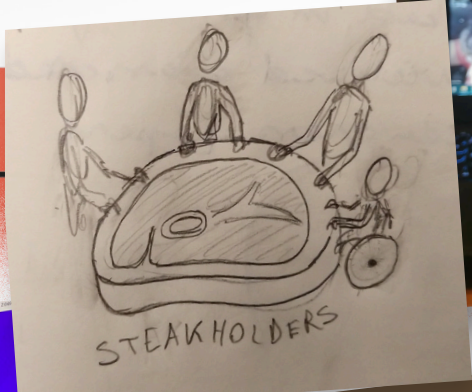
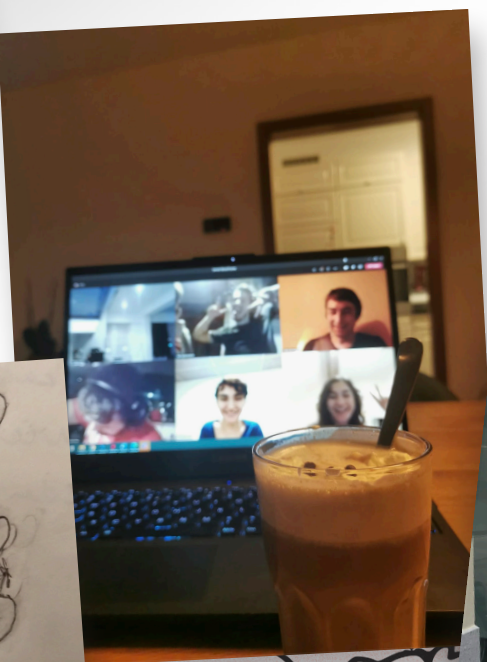
Another very enlightened seminar, workshop was given by Kathleen Smolders from Inter Flanders at DE WINKELHAAK | HOUSE OF C in Antwerp. Here the student got a peek into the many obstacles rooted in design choices that disabled people deal with daily basis.

They also got to experience first hand that disabilities come in many different ways. It went from tackling bumps and rocky roads in a wheelchair, to walking around blindfolded with physical constraints. Even the smallest obstacles or noises can make you feel unsafe.

Our job as designers is to prevent this and make all users of our projects feel safe and free to go wherever they want. This workshop really opened our eyes and showed the students how important inclusivity in design is.

We will definitely apply this knowledge in our future projects and hopefully everyone else will too.







THANK YOU FOR VISITING!
Want to know more about this course?
Feel free to visit our website.
Until next time!

- The SSD Team