



# HighTech meets Design

THE NEXT GEAR TOWARDS CREATIVE INNOVATION

Photo: Nick Bookelaar, In No Particular Order, Stimuleringsfonds Creatieve Industrie, DDW 2015



**Tuesday**  
**16 May 2017**  
**Dutch Technology Week**  
**12:30 - 18:00**



**Dutch Design Foundation**  
Strijp S  
Torenallee 22-08  
5617 BD Eindhoven



€ 95,- excl. VAT per participant  
(special rates for designers  
part of DDF network)



Please register at  
[www.holland-innovative.nl/design](http://www.holland-innovative.nl/design)

## HighTech meets Design

THE NEXT GEAR TOWARDS CREATIVE INNOVATION

The strong design scene and high tech field in Eindhoven create impressive concepts where these two worlds collide. Still, there is a huge potential for these powers to put their creative heads together.

What we have seen so far is only a sample of the possibilities; there is more ground to win. Designers have great ideas that too often remain in their conceptual stages. High-tech companies have innovations on their shelves waiting for designers to invent applications for them.

So let's meet up on the 16th of May for the second edition of 'HighTech meets Design' and create an innovation arena to turn our fantastic design and tech qualities into a key resource for business.

THIS DDW KICK-OFF EVENT WILL LEAD UP TO A PRESENTATION OF CASES, PRODUCTS AND NEW ALLIANCES DURING DUTCH DESIGN WEEK 2017.

Register now at [holland-innovative.nl/design](http://holland-innovative.nl/design)



## Program

### Pre-program 'What if lab: Marathon Eindhoven'

10.00-12.00 **5 design pitches What if Lab Marathon Eindhoven, by Dutch Design Foundation**  
*With an introduction by designer Arne Hendriks.*

### Start HTMD program

12.30-12.45 **Registration** (coffee/tea)

12.45-13.00 **Word of welcome**  
*Martijn Paulen (Dutch Design Foundation)*

13.00-13.45 **Panel discussion with the audience**

#### Panel members:

*Geert Christiaanse - Senior Director of Design Innovation at Philips Design*  
*Guido D'hert - Managing Director Communications, Media & Technology at Accenture*  
*Koen Snoeckx - Baltan Laboratories & Creative Ring*  
*Marijn van der Poll - Conceptual Thinking.eu*

13.45-14.45 **Explorations for cooperation**

**What if lab:** Marathon Eindhoven by Dutch Design Foundation - Announcement selection definitive proposal

**Solar Energy meets Dutch Design:** Solasquare by Solliance  
**Converting toilet water into clean drinking water** by IPStar spinout SEMILLA Sanitation Hubs

**Open Call: Wear Sustain - Ethical Wearables (EU H2020)** by Creative Ring

**2,5D printing techniques** by 40Layers

14.45-15:00 **Short break & network drink**

15.00-16.30 **Break out sessions - Explorations for Cooperation** (4 round table sessions)

16.30-18.00 **Roundup & Network drink**