Designing a design museum

[A work in progress, process, and digestion.]

Uncertainty

Inclusiveness
lore

Originality Smart

Museum

Face Recognition. Smartphone,

NEW _ Gross, change

IDEAS, cute, curious, cool, challenging, chair, authentic

FANTASY, art, ideal, music, building

COMPLICATED, Innovation, engineer, future, music,

ENERGY, art, Idea, music,
Experimentation

TOMORROW, nobody knows, inse

PARTICIPATION, participation, participation, together, all
unique.

COLLECTION, Van Gogh, tate, NEMO

CATEGORIES, culture, colour

Title
Local
Eindhoven
Experimentation
by fun
Participation
active
Exhibition
flow
Archive
memory

Where did we start?

What can we learn from?

Design Museum Precedents ———————— *INTERNATIONAL* ———————— Trojan Horse: Blockbuster strategy

Design & Technology   Cultural Landscape

Stskeholders:
Start up Ecosystem

Eindhoven

Future Lab?

Hot Spots in the City

Extend the Vocaboulary

LOCAL ————————————————————— Eindhoven Stories

How to translate research and
experimentation to a broad audience?

How to ensure that design has a real position
in the (re)thinking of our future?

How to evolve and cooperate with the
private sectors without falling into a stan-
dard business model?

International and Local analysis

cultural spots

International

DISRUPT

Back to here.

Where are we?

EINDHOVEN!
The simple life

DUTCH DESIGN

EINDHOVEN
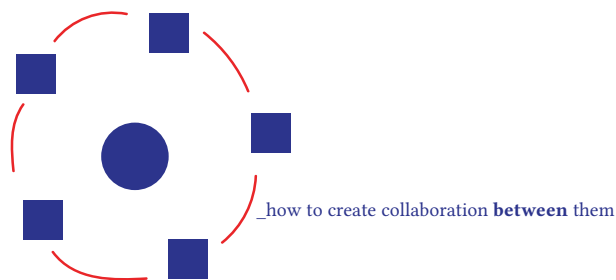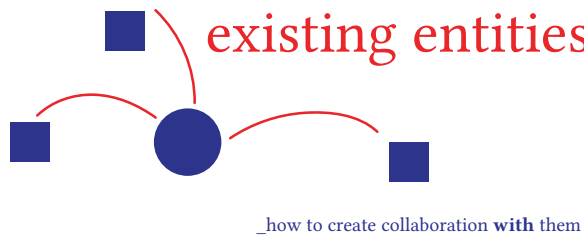
Eindhoven

Proposal of feasible economic strategies that can support our project

Model Proposal

involvement of existing entities

_how to create collaboration **with** them
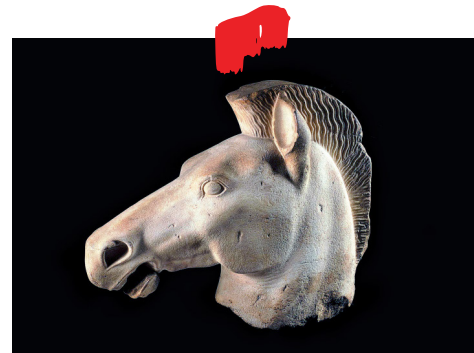

_how to create collaboration **between** them

Strategy of the Trojan horse

Strategy and tactic,
Dominee vs dominant,
Michel de Certeau and Art de faire.

Methods of Trojan horse,
Strategy or tactic.

Open disposition (apparatus),
closed disposition.
Auto-generated.

Use the audience from the place
and deviate from the main topics.
Keep in mind. The public doesn't
go easily into the institution.

Insert the idea of disseminating
and crossing actions between
artist recidences and the use
of building and spaces.

TACTIC

Future Lab / Free Street
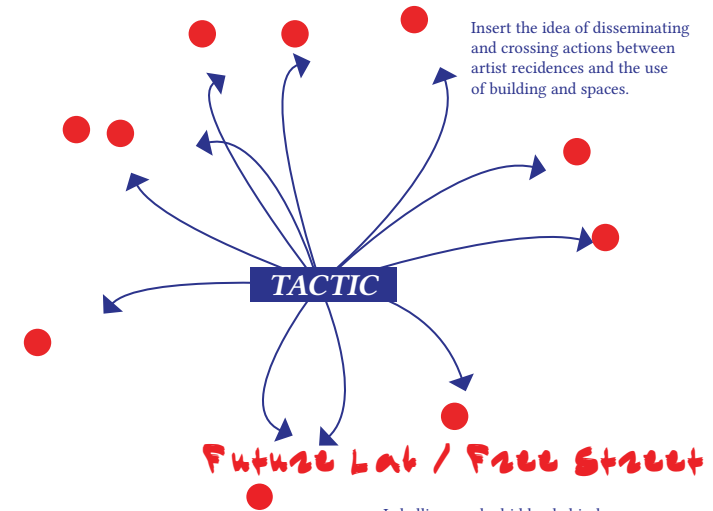
Coat the room for alternatives
into mainstream attractions &
acknowledge their power as a
tool.

Labelling can be hidden behind,
used as a screen or creating a
community.

Innovation
new, originality, engineering, new, great, change, hard, hub, necessary, Eindhoven

Design
planning, practical, living, cool, chair, ideas, cute, curious, challenging, authentic, production, different, curious, Eindhoven

Creativity
fantasy, art, real, music, building, colours, brain, your inner world, originality, smart, necessary for development, Eindhoven

Technology
face recognition, smartphone, interesting, complicated, innovation, engineer, future, music, advanced, easy, light

Inspiration
Pinterest, frases, find in small things, Breda, energy, art, idea, music, examples, travel, food

Future
Mars, electric, grandmother (far, future), Breda, tomorrow, nobody knows, insecure, uncertainty, travel, healthy

Inclusiveness
embrace, participation, participation, participation, together, all, love, vacation

Museum
Van Gogh, Reaks ADM museum, collection, Van Gogh, TATE, Nemo, art, Phillips

Identity
nation, flag, unique, European, categories, culture, colour, origin, me, me-time

Local
proximity, city, nice, Dutch, community, identify, place, support, community, Eindhoven, food

Experimentation
faliures, new, nice to do with children, music, solutions, not always good, try, new things, trying, by fun

Participation
games, workshops, nice to do with children, football, music, collectivity, always good, engagement, do, active, inclusiveness, active

Exhibition
presentation, museum, new, beyond borders, glow, art, outcome, see, demonstrate, express

Archive
files, paper, messy, a mess, memory, history, newspaper, old, keep

Experiencing Eindhoven...

A Saturday at the Market

the design of the future Lab

is still in progress