

EDHV

EINDHOVEN  
NETHERLAND

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# INTRODUCTION

I flew to Eindhoven on June 4 for a 4-month internship at EDHV, a company which combines experimentation, design and exhibitions.

This internship allowed me to question the place of the graphic designer today and its many roles. Four months of adventure and discoveries.



## MY DESIRE

I wanted was to go further, to learn new techniques and discover a different culture. I also wanted to visit northern Europe, a country whose language is Dutch but English widely used.

For me, it was very important to enrich my knowledge, and thus expand my network.

# HARDWARES

## SOFTWARE

### NEW MEDIA

PROCESSING  
ARDUINO  
RHINOCEROS (3D)  
GRASSHOPPER  
WORDPRESS  
AFTER EFFECTS

### LANGUAGES

CSS  
HTML  
PHP  
JAVA SCRIPT  
OPEN FRAMEWORKS

### GRAPHIC DESIGN

ADOBE  
INDESIGN  
PHOTOSHOP  
ILLUSTRATOR  
BRIDGE

## SPACE TABLES & WALLS

TO SHOW  
TO SHAPE  
TO EXPOSE  
TO WORK  
TO BUILD  
TO ANALYSE  
TO WORK  
TO WRITE

# MATERIALS

## TO CREATE

COMPUTER  
PRINTER  
PAPER  
PENS  
GLUE  
TAPE  
CISSORS  
CUTTER  
RULES  
PAINTING  
BRUSHES  
FABRIC  
PLASTIC  
WOOD

## RESEARCH

LIBRARY : BOOKS&MAGAZINES  
INTERNET  
EDHV SERVER

## SHARE AND COMMUNICATE

EDHV SERVER  
SKYPE  
MAIL  
TELEPHONE

**“Originally the term ‘laboratory’  
comes from the latin language :  
‘labor’ (work) + ‘torium’ (space).  
The future of the workspace  
is a place where people ‘play’  
to find new ways of making  
things work better.”**

**Marc Maurer**

## EINDHOVEN CAPITAL OF DUTCH DESIGN...

Everything began when Philips corporation decided to settle their innovative company in Eindhoven, thus becoming the largest electronic firms in the world. Almost most of their work has now moved to Amsterdam, the city still remains full of Philips's spirit and the buildings now host design events. After Philips made of Eindhoven the perfect place for innovative design, the first Design Academy in Holland opened there.

The Design Academy Eindhoven is an educational institute, originally an old school of design, where many famous designers came to study.

Every year in October, the city becomes the place to go for designers, hosting the Dutch Design Week. The festival is a huge exhibition where the latest work of designers from all over the world are displayed.

The event shows the determination of city of Eindhoven to present itself as a hub for design and technology.

**“You don’t have to go to  
Silicon Valley to truly  
experience innovation.  
Just visit Brainport.”**

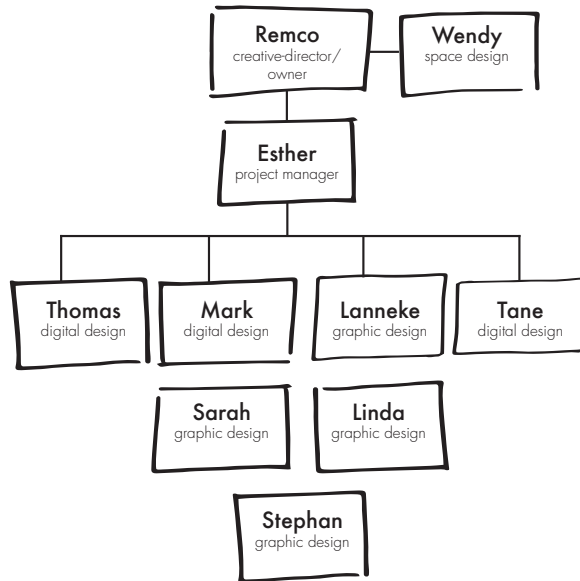


## **...AND A MAJOR SPOT FOR NEW TECHNOLOGY**

Eindhoven is the city in the Netherlands associated with the development of new technology. The DNA of Eindhoven consists largely of technology and the will to innovate. The presence of Philips' factory is surely the reason why many hi-tech companies were attracted to Eindhoven, turning the city into a major technological and industrial hub. Lots of firms in the region are devoted to industrial research that goes beyond the city thanks to a large cooperative network.

# THE TEAM

The studio was founded by Daan Melis, a publisher, and Remco van de Craats, a designer in 2005 and is located in Eindhoven. Edhv has grown from a two-man initiative to a team of nine designers.



# THE ENVIRONMENT

EDHV studio is an open space. It is a meeting place, a working place but also an exhibition space.

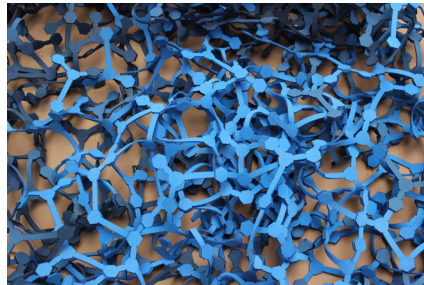


TO LEARN CONSTANTLY

# CONCEPT : DEPARTMENT FOR EXPERIMENT

## THE POWER OF THE LAB

It is hard to find a proper definition of what a lab is like. It seems appropriate to say that its main characteristic is to be “innovation-driven”. A lab is about working across different fields, involving a whole community, opening the resources and sharing them for innovation.





**EDHV :  
DEPARTMENT FOR  
EXPERIMENTAL IDENTITY**

Edhv has everything of a media lab a strong and worldwide network, a team of multidisciplinary designers, a community involvement connected to the city of Eindhoven. As a media lab, the studio is always trying to innovate and create a unique identity, while adapting to the public involved. "At Edhv, we don't specialize in anything". The freedom to develop enables them to grow into concepts with identities of their own, in terms of content, context and design.

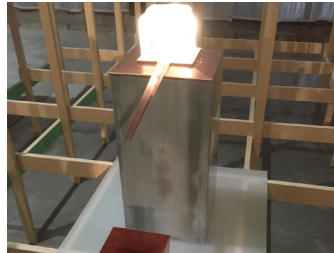
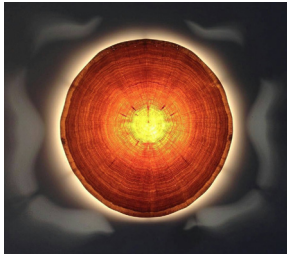
**MULTIDISCIPLINARITY :  
DESIGN HAS  
NO BOUNDARIES**

At Edhv, there is no specialization. There is multidisciplinary team of designers, the studio can explore all the aspects of design and imagine an identity, no matter the medium. The interaction between different creative fields leads to innovative concepts and surprising results. More than the final result, they believe that the process and the steps of creation is of great value. Essentially the design process is a problem-solving process, and the designer, just like a scientist in his laboratory, deals with the problem step by step.

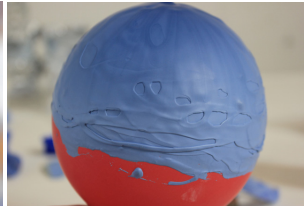


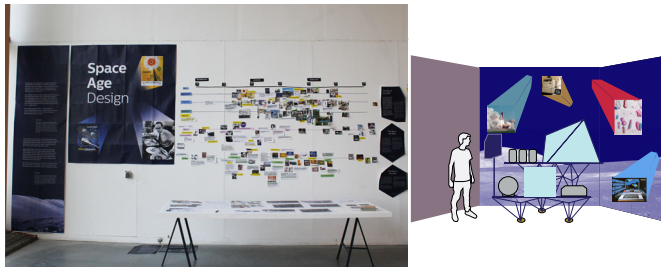
## EXPERIMENTAL EVENT DUTCH DESIGN WEEK

In October each year, THE Dutch Design Week (DDW) takes place in Eindhoven. The largest design event in Northern Europe presents the projects and ideas of more than 2500 designers. With more than hundred venues across the city, DDW organises exhibitions, lectures, awards, networking events and debates. DDW is really different from other design events. Indeed, it focuses on the design of the future, the emphasis is laid on experiment, innovation and surprise. This year, Edhv studio was in charge of an installation on energy. After different tests, with ceramic, ice and other materials, they chose to work with ice. They used a burning light for the energy, and the process of melting ice. Subliminal message?









## THE EVENT ARE BORN

During my internship, I had very important tasks to perform.

I worked on different projects : Deventer library, Dutch Design Week, and a major project for Philips Museum.

I first made a research on «space age», the title of the exhibition. Then I looked for concepts, my main focus being the satellites of the moon.



## RESULTS

The Dutch experience was very rewarding. First professionally, I discovered the entire process of a project and thus I questioned the role of designers in a project as today the designer have to cope with industrialisation and uniqueness.

# THANKS

Thanks to M. Remco van de Craats who supervised my work, for his attention and his advice. I also thank all the team of EDHV who were always there to help and advise me. I would also like to thank EDHV for this unique experience which was a major step in my professional life.

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