

DESIGN ACADEMY EINDHOVEN
MAN AND WELL-BEING - DEPARTMENT DEFINITION

Ilse Crawford, Head of department of Man and Well-being

What connects us to our surroundings, gives meaning to the things, spaces and services we use? Man and Well-Being connects form with the way we experience the world around us, emotionally, physically, sensorially and subliminally. Students in the department of Man and Well-Being combine their 'cool' head with their 'warm' heart - *"Form follows feeling,"* is their mantra. Their quest is to refine design so that it brings out the best of us as humans. They apply their fine-tuned consciousness and their subtle understanding of human experience to different dimensions, from taste to tactility, from health care to self care, from poetry to technology, in short to daily life. Recent projects have covered: a new water consciousness; flooring - the surface we touch all the time; our sense of colour; and flowers. Product design here reflects social awareness and human relations in everyday life, as well as sustainability and the value of the resources we use. A graduate from the department of Man and Well-Being is fascinated by the emotional value of a product and the range in which the product is applied. He has come to grips with the emotional dimension of design playing a part in the experience of a product or a situation. He combines a keen susceptibility to atmosphere and detail with a competence for working with other disciplines.

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MODERN AND EMOTIONAL DESIGN

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