Gabriëlle Kuiper MA
Director HKU Art and Economics
Practice based research
Creative and technological solutions for, for example, healthcare, education, the cultural sector and the design of public spaces
Centre for Research and Innovation

Professorates

Labs
Centre for
Research and Innovation
defines research as a process of investigation leading to new insights, effectively shared.
Work of direct relevance to the needs of commerce, industry, and to the public and voluntary sectors
The invention and generation of ideas, images, performances, artefacts including design, where these lead to new or substantially improved insights.
and the use of existing knowledge in experimental development to produce new or substantially improved materials, devices, products and processes, including design and construction.
KNOWLEDGE
Knowledge = „kennis” & skills
Knowledge = "kennis" & "kunnis"

how to / what skills necessary
HKU Professorates

- Creative Economy
- Art and Professionalism
- Performative Design
- Play Design & Development
HKU Research Labs

- Media and Performance lab
- Fablab
- Studiolab
- Sonic Interaction Lab
MAPLAB

- Experimental research environment
- Insight into creative making processes
- Practice based
- Applicable in practice
- Used in education and didactic strategies
Music Design Research Program
Design and research lab
Experiment in music, sound and interaction
Experience sound in an interactive context
APPLICATION IN CONTEXT
CREATIVE INDUSTRY or APPLICATION AREAS (CARE, INCLUSION, etc)

APPLICATION AREAS
RESEARCH FOR DESIGN
RESEARCH INTO DESIGN
VALIDATION = IMPACT

EXTERNAL DEMAND
CONCEPT

RESEARCH THROUGH DESIGN

IMPLEMENTATION

CONCEPT PHASE
ELABORATION PHASE
TUNING PHASE
DESIGN BEGINNING
DESIGN FINISH
DESIGN PROCESS

DESIGN CYCLE
<table>
<thead>
<tr>
<th>External stakeholder</th>
<th>HKU</th>
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</thead>
<tbody>
<tr>
<td><strong>WHY</strong></td>
<td></td>
</tr>
<tr>
<td><strong>WHAT?</strong></td>
<td></td>
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<tr>
<td><strong>HOW!</strong></td>
<td></td>
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</tbody>
</table>
ADDED VALUE OF DESIGN?

VENUSTAS

esthetic of user experience

FIRMITAS

sustainability

UTILITAS

use

Vitruvius
Venustas = starting point
Research for design
Research through design
Research into design
Research for design

- Understanding the **context** of the subject
- User centered
- Observation etc
- Non-academic / gamma-research
MEDIATE

- Multi-sensory, interactive environment
- Created with the aim to encourage expressive engagement from children with autism
- University of Portsmouth
Research through design

- Feedback mechanism with human response as an indicator based on the cultural context of that person/those humans
- Experience as a designer the subject
Research through design

- Mini-prototypes like sketching, feedback on sound, taste, feel, try etc
- Iterative process
- Working prototype
Research through design

- Research output new knowledge in problem-solving in an applied context
- Contextual
- Creative solution(s)
- Innovation if applied outside design context (often cross sectoral)
COLEOPTERA
Aagje Hoekstra
BA research
Mealworm beetle into "insect-plastic"
Design & biomimcry
Prinses Maxima Health Center
Development child is key in designing a health care environment
PLAYING WITH PIGS
Research into design

- Design methods and processes
- Transdisciplinary collaboration
- Transfer from tacit to explicit knowledge
APPLICATION IN CONTEXT

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APPLICATION AREAS

RESEARCH FOR DESIGN

RESEARCH INTO DESIGN

EXTERNAL DEMAND

CONCEPT

DESIGN ITERATIONS

VALIDATION = IMPACT

IMPLEMENTATION

HKU games and interaction

RESEARCH THROUGH DESIGN