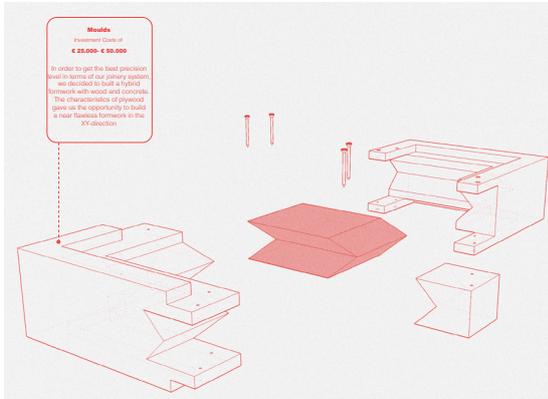


BK-Launch Studio

MSc 2_ BK-Launch studio



design methodology & workflow



Student work left to right top to bottom: Joep Biemond & Timo van der Plas; Iris van Gorkom, Rosemiek van der Linden & Quirine van Thiel; Michal Kasperski

Tutors

Hans Wamelink

Thijs Asselbergs
Henri van Bennekom
Remon Rooij

| | |
|-----------|---------|
| Code | AR0144 |
| Credits | 15 ECTS |
| Location | - |
| Excursion | No |
| Costs | - |

*Only for MSc2 projects

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|--------------|-------------------|
| Project type | Multidisciplinary |
|--------------|-------------------|

Approved Master 2 Yes
Architecture design project

Many of the current societal challenges have a strong relation with the built environment. Solving these complex problems requires a creative, entrepreneurial, interdisciplinary approach. Young people with an entrepreneurial attitude can make an important contribution to this. In particular, design-oriented students with great creativity and profound interdisciplinary knowledge can make impact.

In the faculty many students show an intrinsic motivation to get started with these challenges, and go along with an idea in order to market their solutions as a company or concept, often together with others. In this design studio, we are looking for ground-breaking solutions for the society related problems mentioned. In this design studio, individual students or an interdisciplinary team of students will design a solution in such a way that it will be both a showcase for the outside world, and a possible start of a new venture. The project is guided by a variety of tutors from all departments

of the faculty in order to emphasize the interdisciplinary character.

To create this combination of design and entrepreneurship, creative, enterprising students come together in this design studio. They work on the development of their idea in the form of a design proposal and they think about how their idea has additional societal value, can create societal impact, and can be brought to the market. The idea can be a physical product, but also a strategy, service, approach or alike. Upon completion of the project, the interdisciplinary groups present themselves to an independent jury.

The BK-launch studio is part of the BK-launch platform for innovation and encouragement of entrepreneurship in the faculty. After finishing the design studio successfully, students can decide to participate in the BK launch platform (see <https://www.tudelft.nl/bk/samenwerken/bk-launch>).