



"DESIGN IN A DAY"

/ value creation and innovation /

Design thinking is one of the hottest topics in business schools in the US. This can lead to new insights and reframing of problems that can be used for value creation strategies. To create awareness for design and an understanding of its core principles, Jeroen Frumau and Mark Hoevenaars organized a design thinking initiation for Tias Alumni, during the Dutch Design Week in Eindhoven. The morning workshop consisted of three different exercises around the

themes of co-creation, empathy and design strategy. In the afternoon we visited the highlight locations at the Dutch Design Week. In the evening we enjoyed a tasteful and creative three course meal at Ultrimo Cuisine.

We thank all the participants for their enthusiasm, the Tias for enabling this day and sponsoring of the admissions and VanBerlo for sponsoring the location and lunch.





"QUOTES BY PARTICIPANTS"

/ Eindhoven, 18 oktober 2014 /

'I loved the exercises!'

'Thanks for the hospitality at VanBerlo!'

'Food and beverages were excellent'

'You made this day an experience; great!'

'It was a successful day. It felt good'

'I enjoyed it so much, not only your materials but also your energy'

'In general, I enjoyed the workshop and I can see VanBerlo is very thoughtful; the materials, the program and even the small gift and snacks'

'Thanks for hosting such an amazing workshop'

