

MASTERS INDUSTRIAL DESIGN



INDUSTRIAL DESIGN

Industry, a manmade vast and complex system of consumer wishes, product design and engineering, assembly lines, human and material resources, transportation, business models, advertising campaigns and waist. A system that we designed, expanded and intensified after spinning looms were placed together in the first cotton mill in Britain kicking off the industrial revolution. By now the industry is causing more problems than solving them, choking the planet with products and pollution instead of contributing to the well-being of its inhabitants.

The ecological impact of our behaviour can no longer be denied, and economic systems of endless growth are being questioned. In our opinion, it's no longer the playing field of extremists to create change in the system, we all need to radically rebalance our relationship with the planet and its inhabitants. We believe that by questioning and redesigning the conventions in the industrial system, with their products, industrial designers can contribute to a more sustainable, meaningful and culturally diverse world.

At the MID we are fostering disruptive approaches, researching alternative models for production and business, exploring new and existing materials and manufacturing techniques. Therefore, research plays a crucial role at the MID. Design research dealing with material culture: the connection of humans to material objects and the role these objects and their manufacturing play socially, culturally, economically and ecologically. Consequentially this design research is focused on deducting and construing meaning and is complementary to scientific research in which obtaining knowledge is the primary goal. Within the programme we research meaning within the industrial field. Scientific research is applied within projects and complemented with design research that reflects on the context of culture, history, identity and society.

With pride we present our first Master Industrial Design graduate, Tessa Petrusa and her project Tactile Responses: 4D printed surfaces. Petrusa fabricated programmable 3D printed textiles that shape into 3D objects. Her objective is to develop a new approach between humans and industrially manufactured products while addressing our probably most human sense: touch. Tessa has a background in anthropology and during her studies at the Industrial Design programme worked on smell as a means of communication, electronically responsive textile, and human ashes as a manufacturing material. Her graduation project is an accumulation of her interest for the sensorial human in relation to products. With Tactile Responses: 4D printed surfaces she presents a radical new direction in the appearance and manufacturing of industrial products and the way we interact and bond with it.

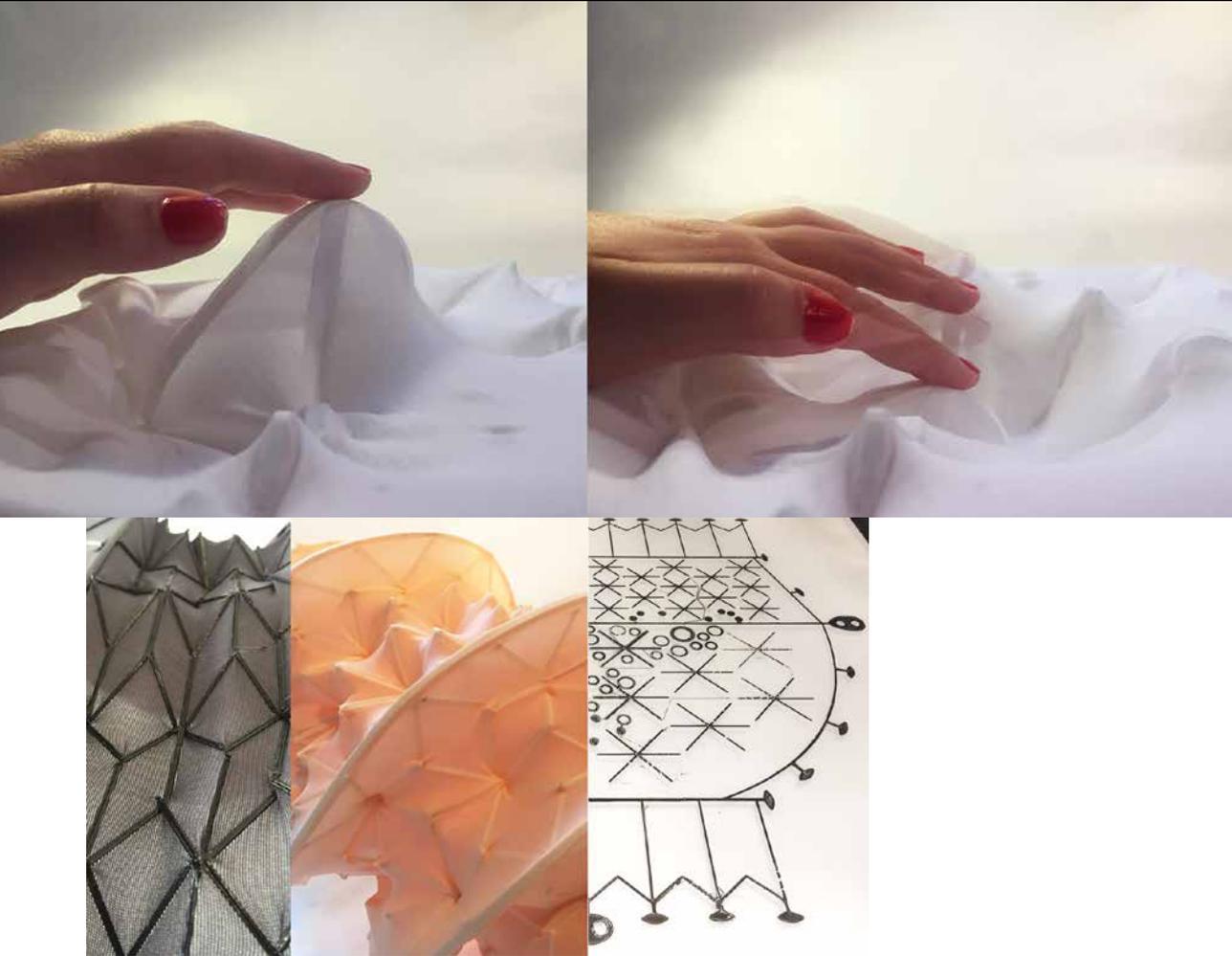
Maaïke Roozenburg
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GRADUATES

Tessa Petrusa

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Tessa Petrusa

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Project

RESPONSIVE TACTILITY: 4D printed skins

As technology is entering the most intimate parts of our lives, it becomes more relevant to reconsider the way it looks and feels.

The surfaces of technological applications can be softer, more responsive, and more organic.

We often need to physically interact with technology. Why not make that experience an exciting sensory one?

'Responsive Tactility: 4D Printed Skins' are surfaces consisting of integrally printed patterns of 'skeletons', 'muscles', and 'joints' on stretched fabric. When the tension of the fabric is removed after printing, the surface folds itself into shape: 4D printing. The form and details of the surfaces change when touched, giving a soft tactile response.

Thesis

CHANGING PERSPECTIVES: A vision on the de-objectification of objects through manipulated attachment

The goal of the design research paper was to find starting points to stimulate the attachment people

feel towards their products.

The research focussed mainly on finding materials that give a response to human touch. If products respond like organism do, will people grow more fond of their products? Maybe even creating attachments like they would do with their house-plants or pets...