

# Living and Working from home

## **DDW x SDF: Living and working from home**

*An international design collaboration*

### **Introduction**

In 2021, South Korea and the Netherlands celebrate the 60th anniversary of their diplomatic relationship. During this year we would like to stimulate new relationships and mutual inspiration between these countries, also in the field of design.

With a cross cultural design programme - facilitated by the Dutch Embassy in Seoul and the Embassy of the Republic of Korea to the Kingdom of the Netherlands - [Dutch Design Foundation](#) (DDF) and [Design House Seoul](#) (DH) invite 6 designers (3 South Korean & 3 Dutch designers) to collaborate within the programme: Working and living from home.

### **Working and living from home**

Last year, the coronavirus suddenly forced millions of people worldwide to work from home. Some people find it disastrous, others see benefits. In any case, working from home brings up a new dynamic and challenges for which ready-made answers do not exist. The boundaries between work and private life become blurred and communication loses a certain spontaneity; no more catching up with colleagues at the coffee machine. At the same time, it saves people hours of travelling per week and gives more freedom to organize the working day to personal needs.

Most people who were not actively working from home yet before the crisis hit, have had to create ad hoc workspaces: at the kitchen table in between meals or in the bedroom at a desk next to the drying rack. But what if we have to work from home on a structural basis? Design

can make a big difference in realizing an effective and pleasant environment to do so. It could be a smart layout of the physical workplace, or the development of offline and online tools that reduce the distance between our physical and virtual world. We are forced to reconsider the way we deal with working from home and the routines we develop in doing so; do you take a lunch break when nobody else around you is doing so?

The situation that has arisen in recent months has led to new insights into the way we work and brought about a major change that cannot simply be reversed. It is expected that working from home, with major companies already preparing for a transition, will remain an important change after the corona crisis.

## **Design question**

We ask designers to deploy their expertise on the theme "Living and working from home" and to consider how home working situations can be improved in various ways. We distinguish three different themes within this topic: "public / private", "workspace", and "phygital", which are explained further below. We are looking for a total of 6 designers or design studios to work within this program: 3 from the Netherlands and 3 from South Korea. The participants will form teams, matching a Dutch and a South Korean design studio. Each team will work on one of the themes.

The goal of the collaborations within 'working from home' is to exchange and learn from perspectives in different countries and cultures, exchange knowledge and realize designs that bring together strength and skills embedded in the design team.

## **Themes**

### *public/private*

With the loss of an external workplace, the boundaries between public and private life get blurry. Continuously being in the same space, both for work and private life, can create tension. Your housemates are simply not your colleagues and children may find it confusing, parents who are at home but should not be disturbed. How can you successfully separate these two worlds?

Videoconferencing has become the norm, allowing your colleagues and business contacts to take a closer look at your home via the camera. Can you make a conscious choice in what to show and what not to show without changing the way you live at home?

### *workspace*

With the experiences of recent months in mind, let's take a fresh look at our existing ideas about "the workspace". How can we optimize that place (at home) in terms of efficiency, concentration, atmosphere and use of space?

Not everyone has a separate room available to work from at home. Can we design smart solutions so that people with limited space can still create a fully equipped workspace at home?

And even if you do have the space, it is not evident that this automatically creates a pleasant and efficient workplace. Do you need more daylight, fresh air or silence? Long for some kind of cocoon in which you can close yourself off from all kinds of outside distractions?

### *phygital*

Our physical and digital world are increasingly merging and the corona virus has speeded up this process. Video meetings replace physical meetings and digital sports training sessions

become an alternative to working out in the gym. Which physical events on the workflow that are not possible at the moment could be successfully digitized?

How do you facilitate joint creative processes? For example, if you as an architect want to build a physical maquette model together with colleagues? Or if complementing each other's text in Google Docs does not have the same effect as a brainstorming session with a marker on a whiteboard? Which solutions could be designed? That's the challenge!

## **Involved parties**

By organizing this project we aim to enhance the exchange of design knowledge and practices between the Netherlands and South Korea, through institutions such as Dutch Design Foundation and Design House and through designers individually. We hope that sharing perspectives will lead to an innovative approach and bring up interesting, cross-cultural results. The aim is to show the results in both countries during Dutch Design Week and Seoul Design Festival. Ultimately, we hope the project will inspire future collaborations between the Netherlands and South Korea.

### [Dutch Design Foundation \(DDF\)](#)

DDF is optimistic and believes that the problem-solving capacity of designers can improve the world. That's why they offer designers opportunities, support, publicity and a platform, by means of large and small events, exhibitions, talks, prizes and debates. DDF organizes events and projects such as: [Dutch Design Week](#), [World Design Embassies](#), [Dutch Design Awards](#) and [What if Lab](#). DDF stimulates and inspires, reaching well beyond the Netherlands.

### [Design House \(DH\)](#)

DH is the organization behind [Seoul Design Festival](#), which has been held annually since 2002. Seoul Design Festival is designed to enhance design competitiveness of domestic and foreign brands by showing design trends along with corporate brands with the motto "Designer Promotion." Also it has grown into a place of exchange to support domestic designer's expansion to the world and to introduce world designers to the domestic market.

### [Dutch Embassy in Korea](#)

The Dutch Embassy in Korea is located in Seoul. The Dutch embassy is responsible for representing the Netherlands abroad and handling major diplomatic issues. One of their important aims is to bring Dutch and South-Korean people and businesses together to collaborate on joint challenges. This doesn't happen just on an economic level, but also at the level of creative industries, art and culture.

### [Veldhoen + Company](#)

Veldhoen + Company will participate in the project as expert and inspirator for the participating designers.

Veldhoen + Company's mission is to Create a Better World of Work. With a holistic workplace strategy that is built on 3 interdependent elements: the built environment (the 'bricks'), the digital platform (the 'bytes'), and the behavioural way of working (the 'behaviours'). As the founders [of Activity Based Working](#), Veldhoen + Company has worked with innovative, forward-thinking clients on over 300 projects, worldwide, throughout our 30-year history. <https://www.youtube.com/watch?v=GafKlghdB5Q>

## **How to join?**

A total of 6 designers will be selected from the registrations who will participate in 'Living and working from home'. This will be 3 designers working and living in the Netherlands and 3 designers working and living in South-Korea.

South-Korean and Dutch designers can register via this [link](#) up to 20 June.

DH and DDF will make a joint decision in which 6 designers will be selected to participate in the project.

Registration is possible for professional designers and design studios, based in either the Netherlands or South Korea. To enter you do not need to have the Dutch or South Korean nationality, but we are specifically aiming to establish new cultural exchange.

When registering, we request that designers provide a reference of 2 to 5 relevant previously executed projects and a motivation in which you indicate why you would like to participate and what your unique added value is as a designer for this project. You do not yet have to present any design concepts or solutions. Selection will be based on references to your previous projects and motivation.

Selected participants will be informed by 25 June

### **Criteria for selection**

- Enthusiastic to co-design with international colleague designers from SK/NL;
- Interest and affinity for 1 the 3 themes, made clear in either portfolio or motivation;
- At least 2-3 years work experience, portfolio needs to show also non-study related projects;
- Relevant experience in collaborating with industry partners / companies / institutions;
- Available during the period June - December 2021 to regularly work on the project, long-distance, with your international team.
- Be aware that there is a significant time difference of about 8 hours between South Korea and the Netherlands, this might require some flexibility in your working hours;
- Fluency in English in reading, writing and speech at a sufficient level to execute this project together with your NL/SK partner and communicate with DDF/DH.

### **Criteria for the design output**

- Your design should relate to the specific theme that you were selected to work on;
- The results of the project should be presentable during both Dutch Design Week and Seoul Design Festival, in a physical exhibition as well as by online communication;
- You will be asked to document and share your collaborative process (f.i. by photographs, videos, short descriptive texts)
- You are willing to share information and pictures of the process and results to be used for communication by the organizing Design Weeks;
- The design result should be able to travel from Dutch Design Week to Seoul Design Festival. So either it should be easy to transport or possible to produce a new version of the project in Seoul. Transporting big, heavy installations is not possible within the budget of this project.

### **Programme and planning**

This cultural design programme fits within the ambitions of supporting international design talent and stimulating designers to design innovative solutions, visions or experiments in response to challenges within society. Now and in the future.

The goal of the collaborations within 'working from home' is to exchange and learn from perspectives in different countries and cultures, exchange knowledge and realize designs that bring together strength and skills embedded in the design team.

The realized designs, together with a documentation of the collaborative process will be exhibited in both countries as part of [Dutch Design Week](#) (DDW) and [Seoul Design Festival](#) (SDF), bringing the results to a broad public in both of the countries. Both Design Weeks are part of the larger [World Design Weeks Network](#) which stimulates the exchange of knowledge, resources and best practice between design events worldwide.

#### Call for Designers and Selection

DDF and DH will launch an open call for designers and make a joint selection from the applicants of 6 designers, who will form 3 design teams. Design teams will collaborate via virtual tools (e.g. videocalls, email, collaborative software), from their own countries. The resulting designs will be executed in either the Netherlands or Korea and will travel to both design events for exhibition.

#### Masterclass

After the 3 teams are formed, the project will start with an online Masterclass, divided in two sessions.

The first session of the masterclass will focus on facilitating an introduction to the project's goals and practicalities by DDF and DH and introduction sessions to let the designers within the teams get acquainted with each other.

#### Concept phase

After the masterclass, design teams have 7 weeks to develop a concept. In this period, multiple online update meetings are scheduled with the designers and DDF and DH to discuss how the project is coming along and to provide feedback.

At the end of August the designers present their concept online to DH, the Embassy & DDF.

#### Prototype phase

After the concept presentations the design teams will continue to work together for another eight weeks to bring the project a step further to a presentable prototype, vision or experiment. During this period additional online update meetings with DDF and DH will take place.

#### Presentation

During Dutch Design Week (16-24 October 2021), the final results of the project will be presented at the festival in Eindhoven. Finally, the results will also be presented at Seoul Design Festival (22-26 December 2021) in Seoul.

An additional design studio will be invited to design the exhibition.

Both Design Weeks are a great stage for designers to showcase the results of the intercultural exchange, invite possible partners and to discuss next steps.

20 June	<ul style="list-style-type: none"><li>• close call for designers SK + NL</li></ul>
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24 June	<ul style="list-style-type: none"> <li>• selection of 3 SK designers + 3 NL designers</li> </ul>
	<b>Phase 1   Concept phase</b>
29 June	<ul style="list-style-type: none"> <li>• online masterclass + introduction programme + 3 themes</li> <li>• speeddates SK + NL designers, form 3 teams</li> </ul>
6 July	<ul style="list-style-type: none"> <li>• online update meeting 1</li> </ul>
22 July	<ul style="list-style-type: none"> <li>• online update meeting 2</li> </ul>
19 August	<ul style="list-style-type: none"> <li>• online concept presentation</li> <li>• designers also deliver short summary of concept in text and image</li> </ul>
	<b>Phase 2   prototype phase</b>
2 September	<ul style="list-style-type: none"> <li>• online update meeting 3</li> </ul>
16 September	<ul style="list-style-type: none"> <li>• online update meeting 4</li> <li>• designers deliver short summary of prototype in text and image</li> </ul>
30 September	<ul style="list-style-type: none"> <li>• online update meeting 5</li> </ul>
	<ul style="list-style-type: none"> <li>• prototype presentation at Seoul Design Festival (22-26 Dec)</li> <li>• designers deliver exhibition at Seoul Design Festival (icw DH)</li> </ul>

## Project fee

Participating designers receive a fee of 5.000,00 EUR excl VAT/ 6.700.000 KRW per studio for participation. This fee is a compensation for the hours worked on the project. For the fee, you are expected to participate from the start of the programme in June until the presentation in December during Seoul Design Festival. In addition to the organized update meetings by DDF and DH, you are expected to stay in contact digitally with your NL/SK team partner during the whole project.

In addition to the compensation for hours worked, there is a material budget for the development of concept and prototype of 2.000,00 EUR excl VAT / 2.700.000 KRW per project.

## Conditions

The conditions for participation: Living and working from home can be found on [this page](#)

## Intellectual property

The intellectual property rights of the designs developed for this project remain fully in the hands of the design team that worked on the concerning project. This means the rights are property of both the South Korean and the Dutch designer.

Dutch Design Foundation, Dutch Embassy and Design House are granted the right of use for non-commercial purposes (for example, publicity purposes), which may be used after

consultation with the concerned designer(s). If so, the name(s) of the designer(s) should always be mentioned.

All participating designers will make sure that the (use of the) design developed for this project is not unlawful toward third parties and does not infringe intellectual property rights of third parties, nor is the subject of a dispute regarding the rights of third parties. DDF and DH are indemnified from all consequences of third-party claims due to infringement of their rights (with regard to intellectual property) in connection with the design.

## **Questions**

For any questions concerning this project, you can contact Lio de Bruin (contactperson DDF) via [lio@dutchdesignfoundation.com](mailto:lio@dutchdesignfoundation.com) or Mona Do (contactperson DH) via [sdf@design.co.kr](mailto:sdf@design.co.kr)

## **Inspiration**

<https://www.frameweb.com/article/out-now-frame-126-out-of-office>

<https://www.frameweb.com/article/home-of-the-future-2021>

<https://smallbiztrends.com/2020/06/work-from-home-permanently-survey.html>

<https://www.bbc.com/worklife/article/20201023-coronavirus-how-will-the-pandemic-change-the-way-we-work>