

CO-CREATING THE SPOT

A cooperation between private, public parties and knowledge institutes was considered to be the key to a successful project. We set up a Living Lab in which all relevant stakeholders were consulted to make sure the end-result is supported and cared for by the community. Through three focus groups the project was co-created. Read more below about the set-up of the process and the outcomes.

September 2018
Start Living Lab

GIVING BACK: DGTL's ambition

For the initial assignment for the Living Lab DGTL festival had the ambition to design and create a structure which can be adapted or restructured to fulfill a new function after the festival in public space. If possible, this would enable full circularity for festivals, and possibly even the creation of a new type of "regenerative" city-improving festival with net-positive impact on the environment. The design needed to be circular (zero-waste), modular by design, and made from quality materials

October 2018
Looking for a Challenge

LOOKING FOR A CHALLENGE: what could be improved at NDSM?

We reshaped this assignment and decided to begin with the area the structure was going to be, the NDSM-wharf. Each year the festival takes place at this old ship-wharf and in order to give something valuable back we decided to start from the spatial and social context at NDSM. We started with conducting more than 10 interviews with neighbourhood inhabitants, municipality representatives, local entrepreneurs and local foundations. The main themes evolving from these interviews included energy, waste disposal and urban lighting. After consulting the key stakeholders again to ask which theme they preferred a decision was made to focus on urban lighting to improve safety and atmosphere at the NDSM.

November 2018
Getting together

GETTING TOGETHER: Developing a solution

In order to create a solution and get an idea of the wishes of the involved stakeholders we organised three focus groups, each with a different goal.

19 November 2018
Focus group #1

FOCUS GROUP 1: Brainstorm and developing criteria

GOAL

- Build the community
- Generate creative ideas for the identified challenge
- Develop criteria for the end-product

METHODS

- MOSCOW table with criteria
- 4 ideas in 5 minutes
 - » sketching brainstorm
- Decision power distribution with stickers
 - » Most relevant
 - » Most awesome
 - » Most achievable
- Walking tour NDSM
 - » identifying light at NDSM

OUTCOMES

- MOSCOW table with approved criteria
- Categorized and labeled ideas
- Spatial analysis of lights at NDSM

The first focus group focussed on generating creative ideas and developing leading criteria for the design. For the criteria we used the MOSCOW method. We started with a flip over with four quadrants. Stakeholders were invited to move the post-its to different quadrants and write down other criteria on post-its. These criteria were the leading criteria for the rest of the process.

During the break we went outside to explore the NDSM at nighttime and analyse the current lighting situation at the wharf. Afterwards we placed stickers on a map of the NDSM and discussed the current lighting situation.

Following the break it was time for the stakeholders to get out of their comfort zone by asking them to draw 4 out of the box ideas for the light object in 5 minutes! All stakeholders presented their ideas and grouped them when they had overlapping characteristics. To ensure decision power was distributed equally the stakeholders got the same amount of stickers to put on the ideas they thought were most representative, achievable and awesome. The results of this brainstorm and the sticker-assignment were used to decide on the shape of the light-object.

14 December 2018

Focus group #2

FOCUS GROUP 1: Brainstorm and developing criteria

GOAL

- Verify the design criteria
- Design prototypes that meet as many of the set criteria as possible

METHODS

- Material brainstorm
- Form study: rapid prototyping

OUTCOMES

- Prototypes light objects

In the second focus group we focused on thinking about the form the multifunctional light object should have and what materials it should be made out of. After the first focus group the choice was made to focus on a movable light object consisting out of four elements: 1) Foundation, 2) Vertical element, 3) Light fixture and 4) Power sourcing.

After reviewing the criteria from focus group 1 once again the attendees were asked to create their own light objects with materials we brought. By using clay, toothpicks, colored see through paper and small lamps rapid prototypes were created. This hands on experience helped discuss what types of forms and materials were preferred. Many different materials were discussed ranging from old windmill blades to recycled metal from the old stichting NDSM building.

January 2019

Gathering Knowledge

BECOMING LIGHT EXPERTS: gathering the right knowledge

With no prior knowledge about public or festival lighting we surround ourselves with experts who we could consult. In many interviews with light experts from academia, festival and public lighting experts, engineering consultants and festival suppliers we discussed what lighting standards and norms the light spots and had to fulfill.

January 2019

Development

DEVELOPING THE LIGHT OBJECT: search for a suitable designer

One of the most important criteria was that the spots should be locally produced. With the help of Stichting Kinetisch Noord a project description was sent to over 200 artists who have their ateliers in the NDSM loods. Over 10 artists directly showed interest to collaborate. A design brief based on the criteria formulated in the first two focus groups was sent to the interested artists. After scheduling meetings with the interested artists we chose to collaborate with Paul Timmer. Paul has both design and manufacturing skills and experience in working with sustainable materials, making him the best fit for our project.

28 Maart 2019

Focus group #3

FOCUS GROUP 3: design presentation and location brainstorm

GOAL

- Present the final design and brainstorm about placement on NDSM
- Brainstorm about product name

METHODS

- Map of NDSM with stickers
- Present design and prototype
- Name brainstorm

OUTCOMES

- List of possible names for the object
- List of possible locations for the object at the NDSM

In the third focus group we brainstormed about possible names for the spot and presented the scale model. There was no set program so stakeholders could stop whenever was convenient for them to ask questions. In the focus group we talked about possible locations for the spots on the festival and on NDSM.

Continuously
Communication

STAYING UP TO DATE: communicating with the stakeholders

To ensure that all stakeholders stayed up to date about the developments during the Living Lab a newsletter was sent after each significant development. This gave all stakeholders a chance to respond and provide input, even if they were unavailable to attend the focus groups.

19/20/21 April 2019

DGTL Festival

EVALUATING THE PROCESS: learning from the process

After DGTL festival all stakeholders will be asked to fill out a questionnaire about the process to ensure the process is evaluated properly. The questionnaire focuses on communication, decision power distribution and overall experience. Key stakeholders will also be interviewed. Goal of this evaluation is to gain insight in the best practices and points of improvement of this Living Lab project. Furthermore the lessons learned from the process described above could offer guiding insights for future Living Lab projects.

April 2019
Evaluation



REVOLUTION
FOUNDATION



D G T L