



For



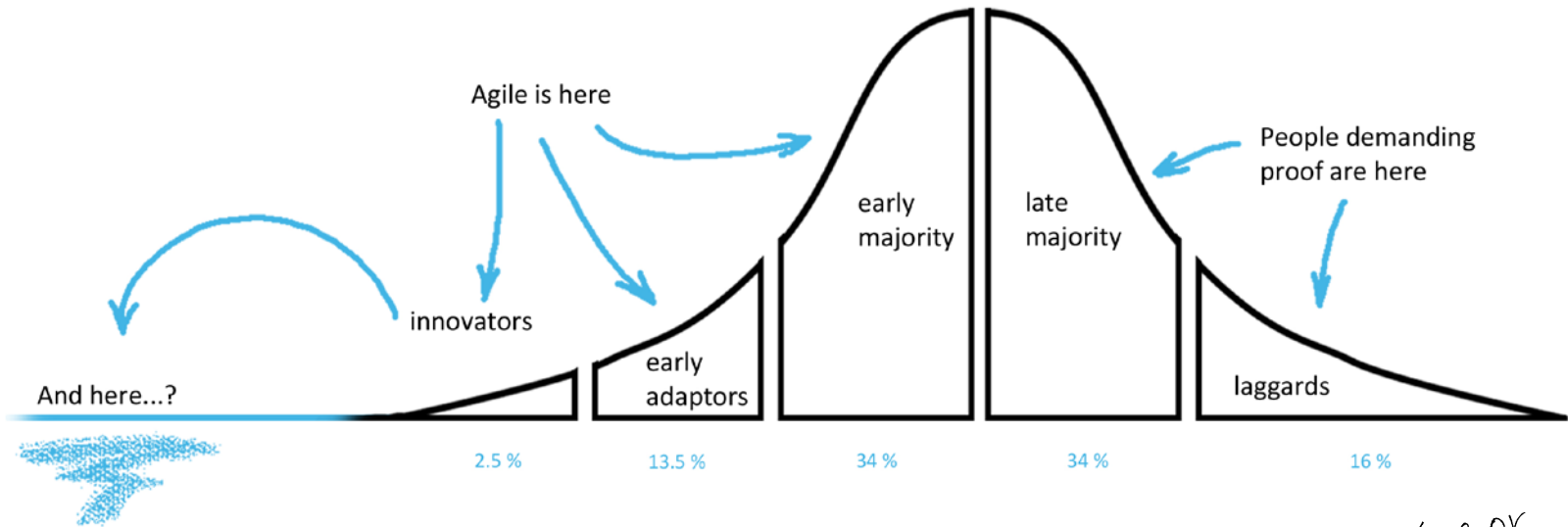
‘Trends in shipbuilding’

13-01-2016 Joost Mertens

Waarom



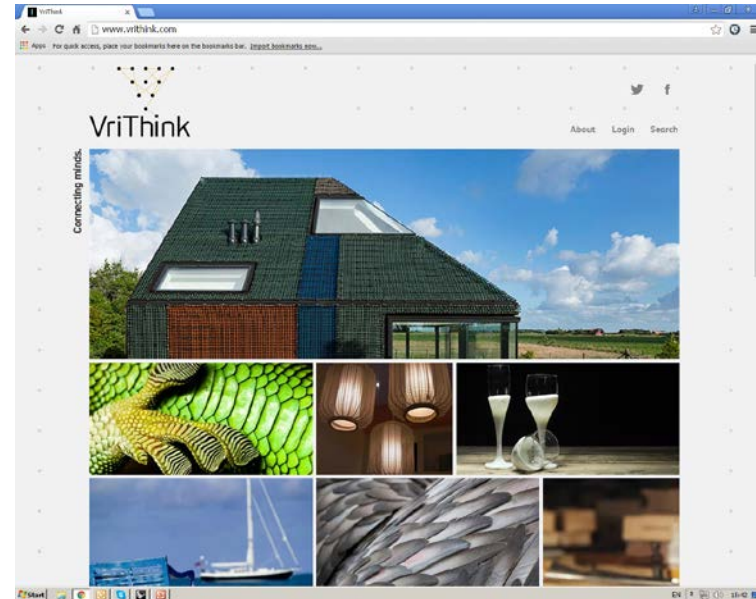
Why

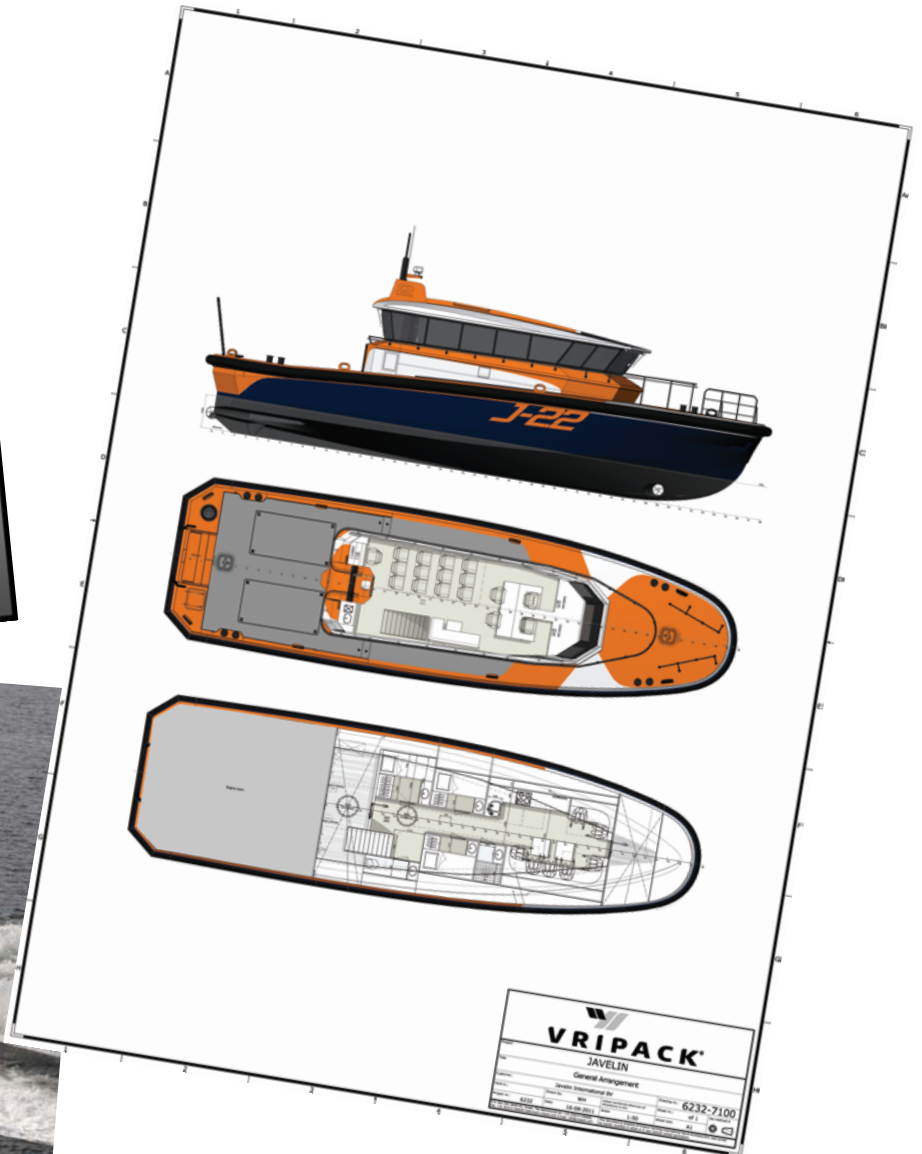
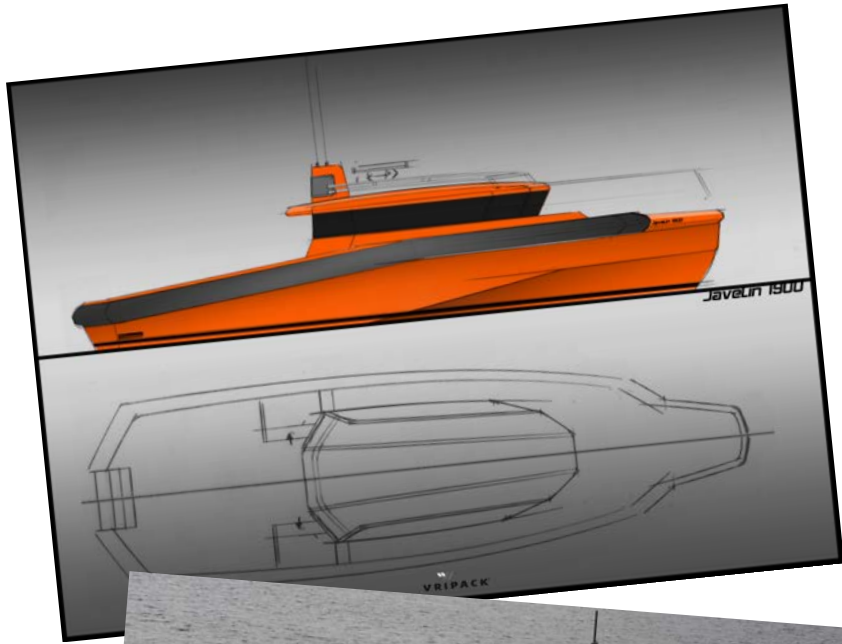


To make a service or product future proof

Trends

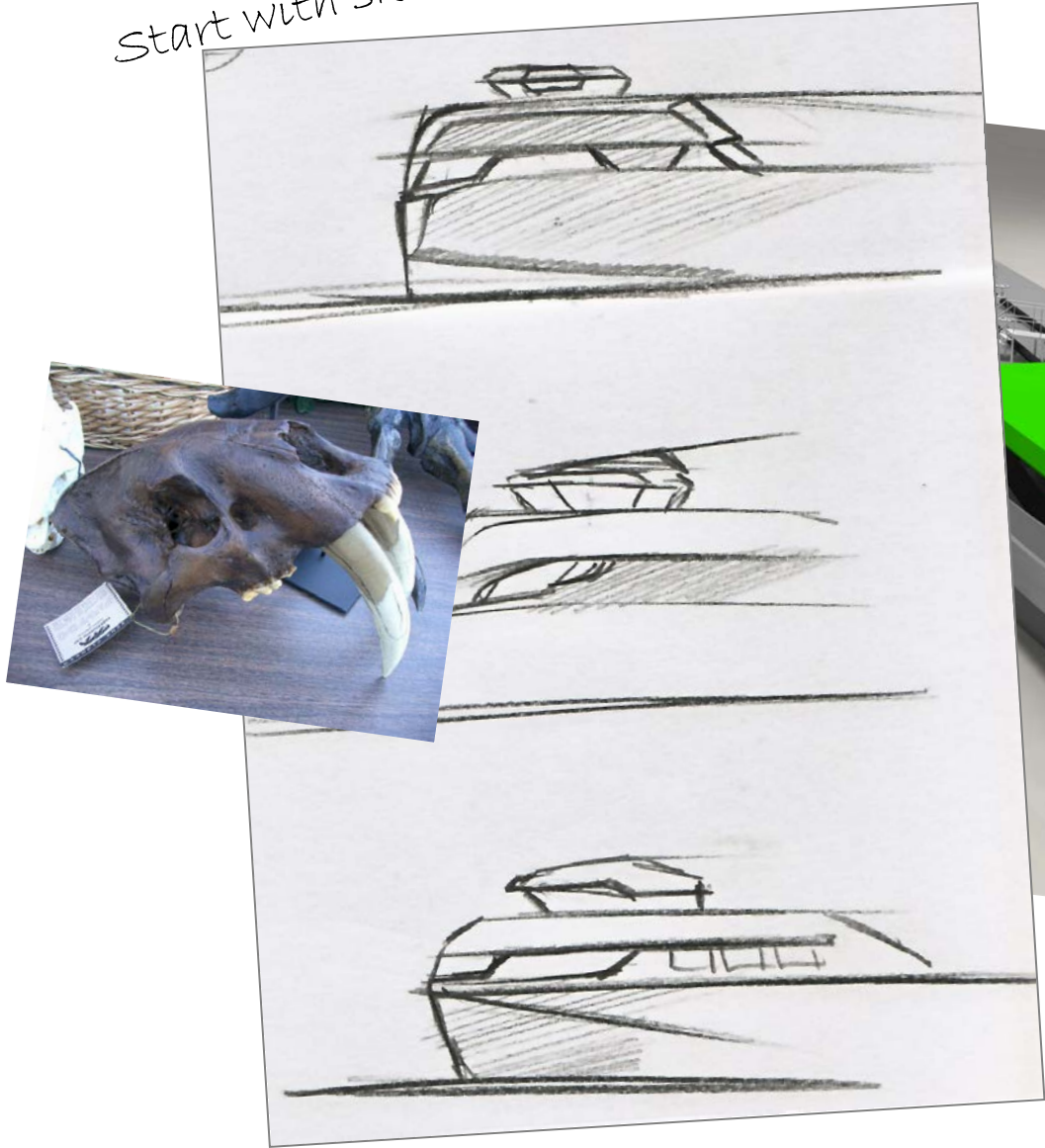
- Experience employees
 - Ergonomy and safety
 - Pleasant work/living environment
- Experience occasional users
 - Reassure occasional users
 - Challange and inspire occasional users (to come back)
- Attention for 'Corporate Identity'
 - Recognizable for users
 - Appearance for investors
- Intelligent engineering
 - Decrease building time
 - Clever use of material
- Optimize energy consumption
 - Save fuel
 - Image





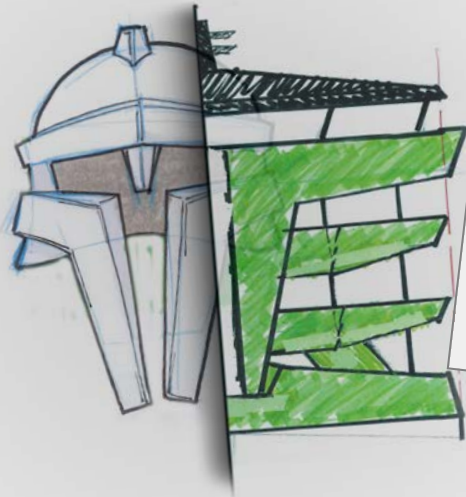


Start with sketching

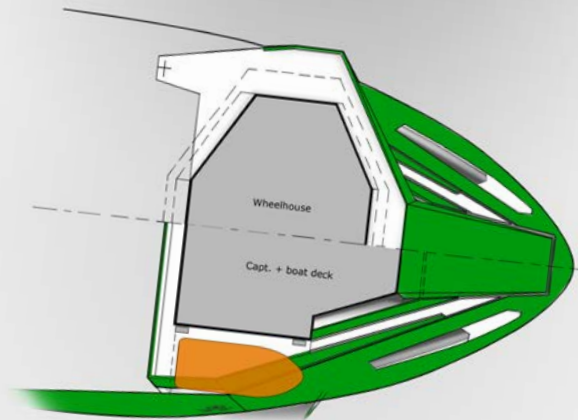
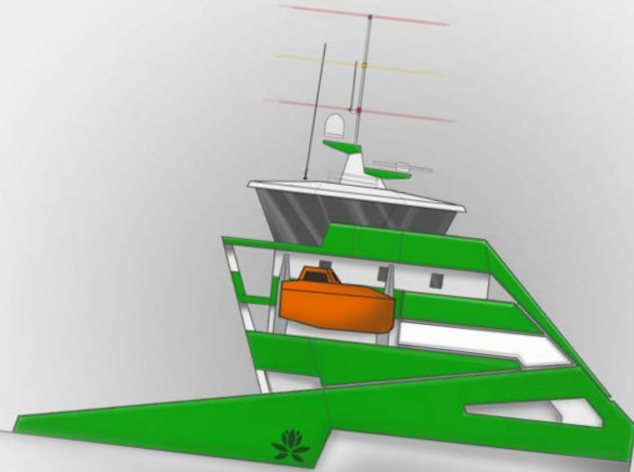


CARANX
Accommodation resting

- The concept should reflect
- Safety
 - Leadership
 - Control
 - All weather proof
 - Sturdy
 - Privacy / well divided
 - 'No nonsense'



CARANX
Accommodation resting



Case



KONINKLIJKE N.V. TEXELS EIGEN STOOMBOOT ONDERNEMING

Why

To integrate the '**Texel**' feeling and the '**Wadden**' Feeling in the interior of the new 'Texelstroom'.

Research phase



TEXEL

Focus on the user.



ACC. TO TOURISTS

- Wide beaches
- Wadden nature (dunes)
- Freedom
- Quirky people
- Holiday



ACC. TO TEXEL

- Tranquility
- Space
- Quirky people
- Friendly
- Pure
- Freedom

Focus on the user.



Design input **PURE, TRANQUILITY AND FREEDOM**

Open construction.
Feeling of visible safety.

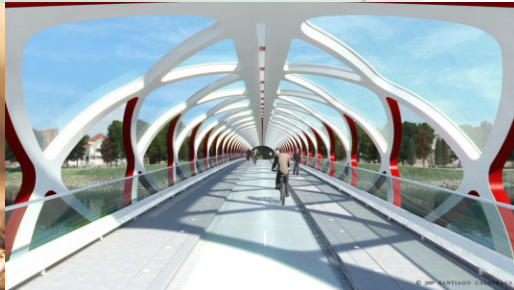
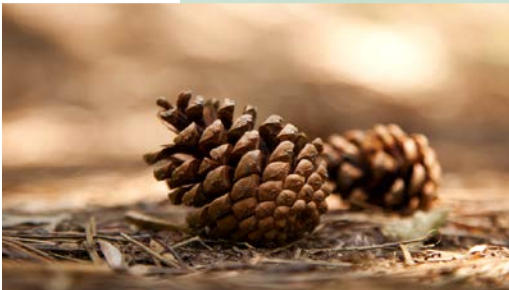
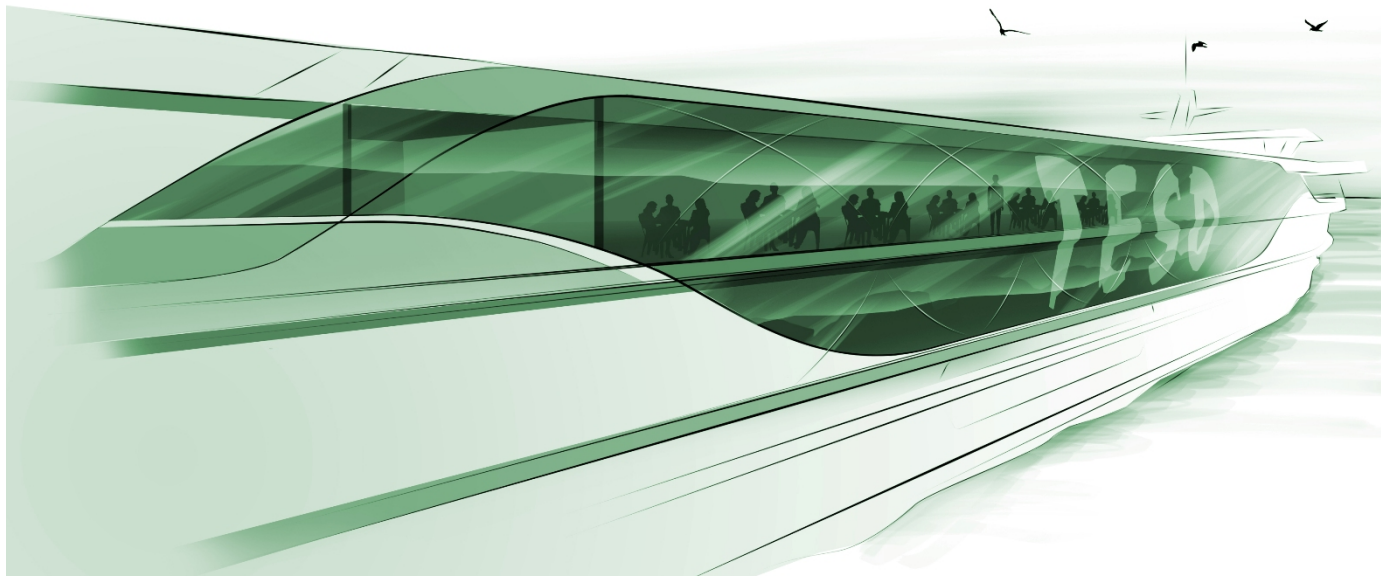


Transparantancy. Contact
with environment. Experience.

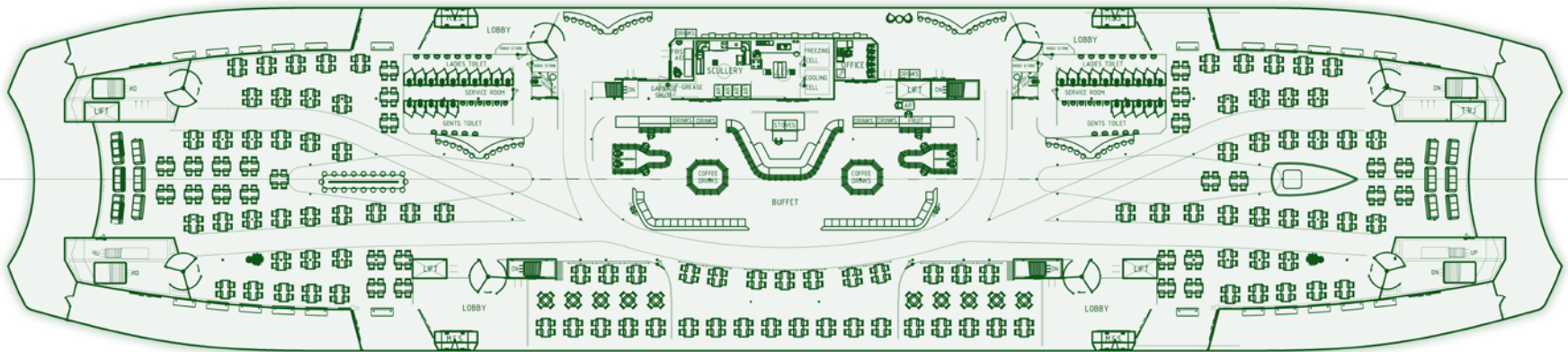


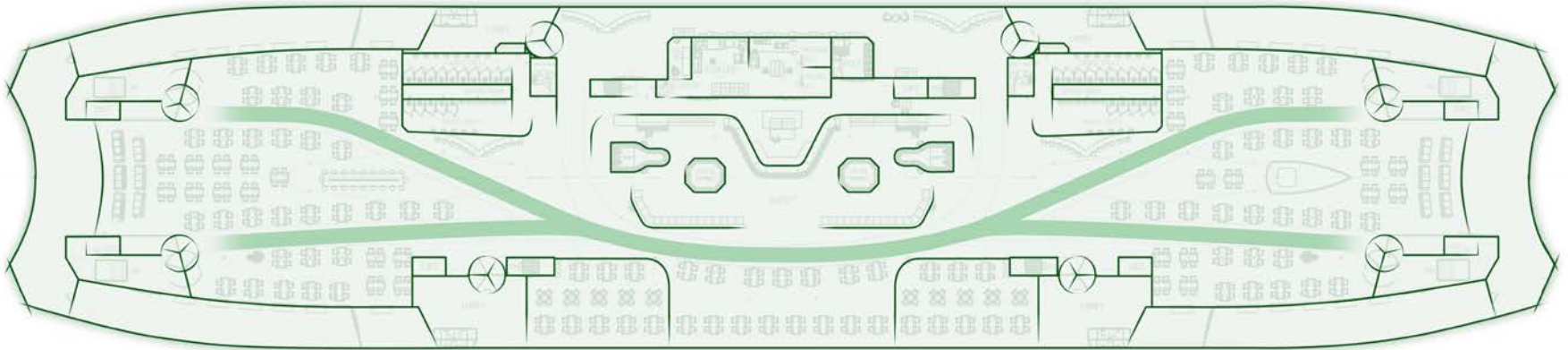












PURE

Honest products, natural materials and motivated people.

TRANQUILITY

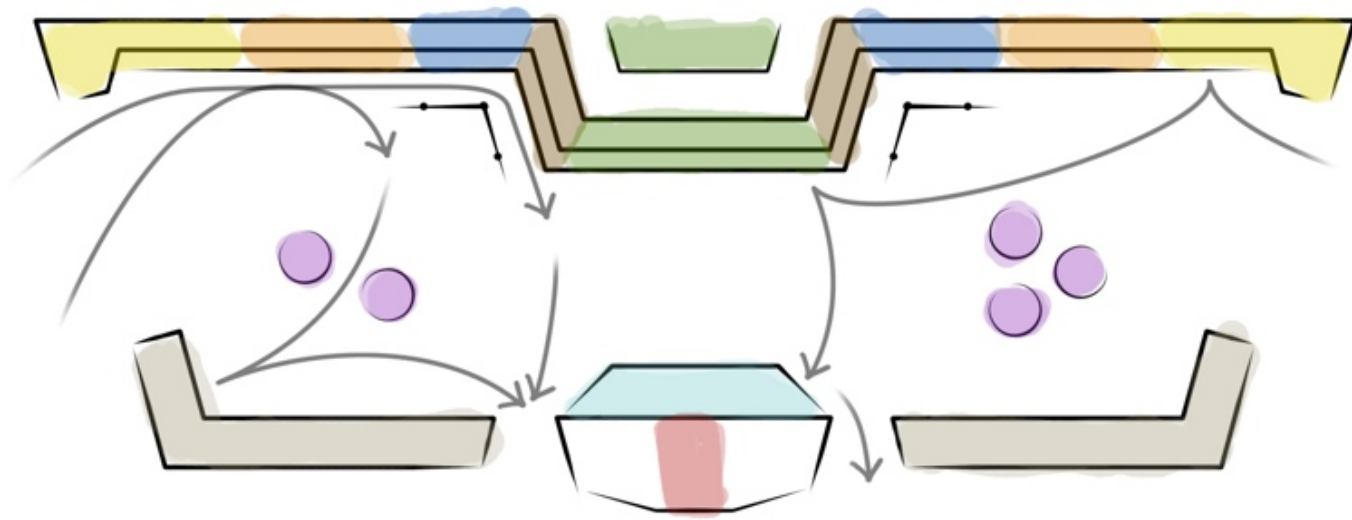
Overview, Symmetry and transparency.

FREEDOM

Being able to chose, Space and Privacy.



AH ToGo. 'scharrel' (scratch) concept











For

