

**WHAT
DESIGN
CAN DO**

RICHARD VAN DER LAKEN

1971, Rotterdam, The Netherlands

BA in Architecture, Delft University of Technology, 1994

MA in Architecture, Delft University of Technology, 1996

PhD in Architecture, Delft University of Technology, 2001

Senior Lecturer, Delft University of Technology, 2003-2008

Associate Professor, Delft University of Technology, 2008-2013

Visiting Professor, Harvard University, 2014-2015

Visiting Professor, MIT, 2016-2017

Visiting Professor, Princeton University, 2018-2019

Visiting Professor, Columbia University, 2020-2021

Visiting Professor, MIT, 2022-2023

Visiting Professor, Harvard University, 2024-2025

Visiting Professor, MIT, 2026-2027

Visiting Professor, Harvard University, 2028-2029

Visiting Professor, MIT, 2030-2031

Visiting Professor, Harvard University, 2032-2033

Visiting Professor, MIT, 2034-2035

Visiting Professor, Harvard University, 2036-2037

RICHARD VAN DER LAKEN

ONTWERPER & CREATIVE DIRECTOR

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DESIGNPOLITIE

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DESIGNPOLITIE



GORILLA

RICHARD VAN DER LAKEN

ONTWERPER & CREATIVE DIRECTOR



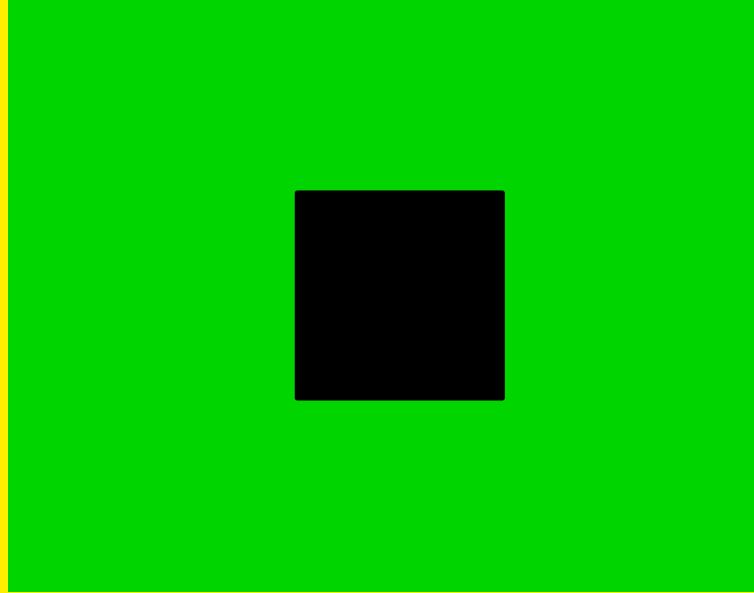
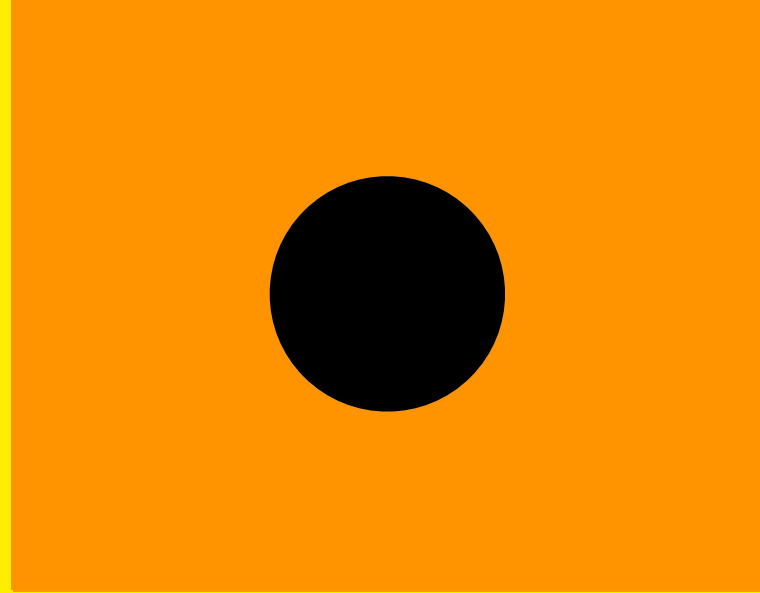
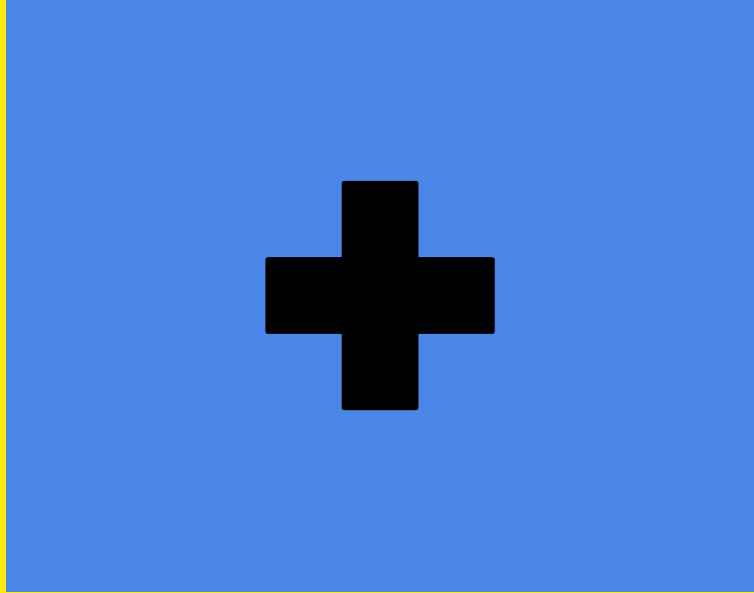
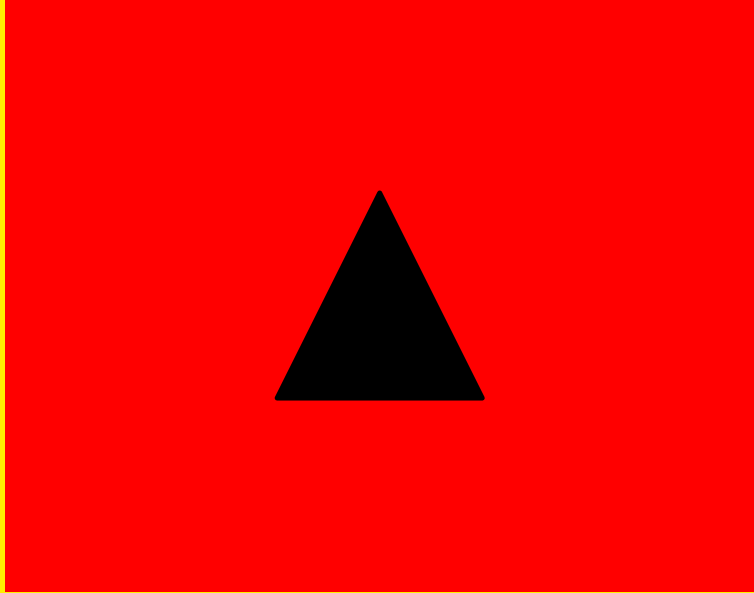
DESIGNPOLITIE



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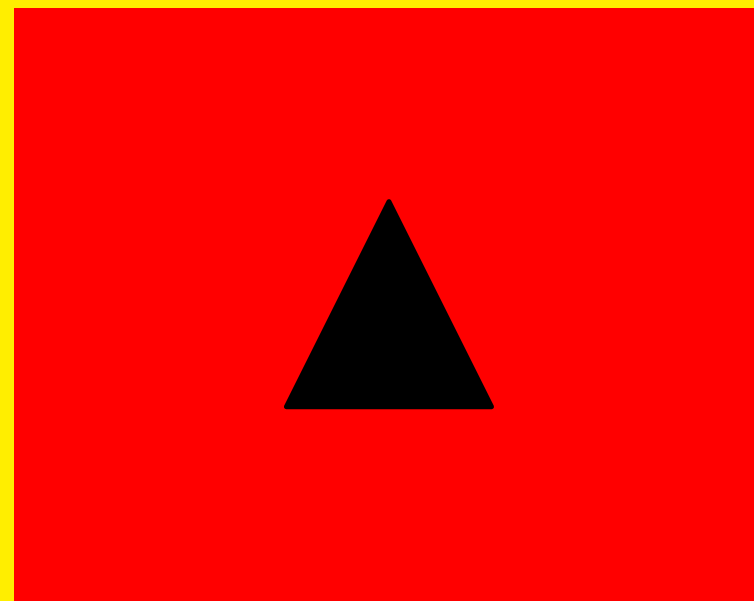


WHAT DESIGN CAN DO



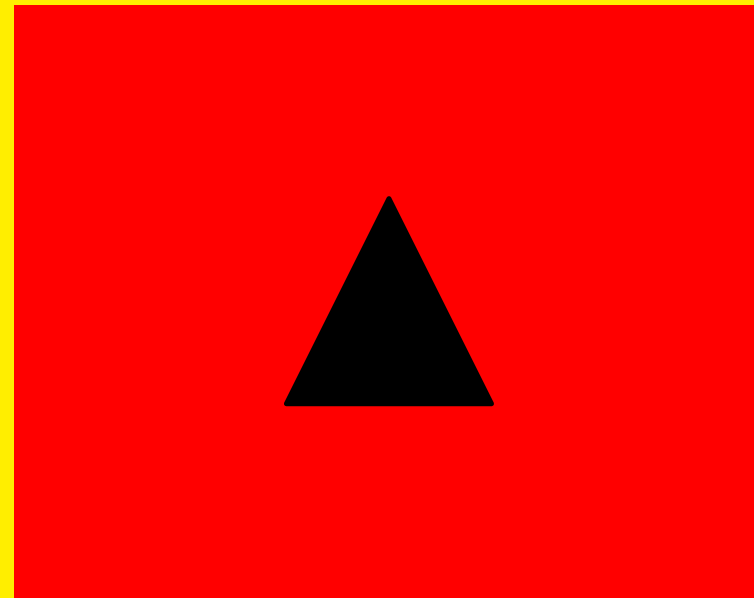
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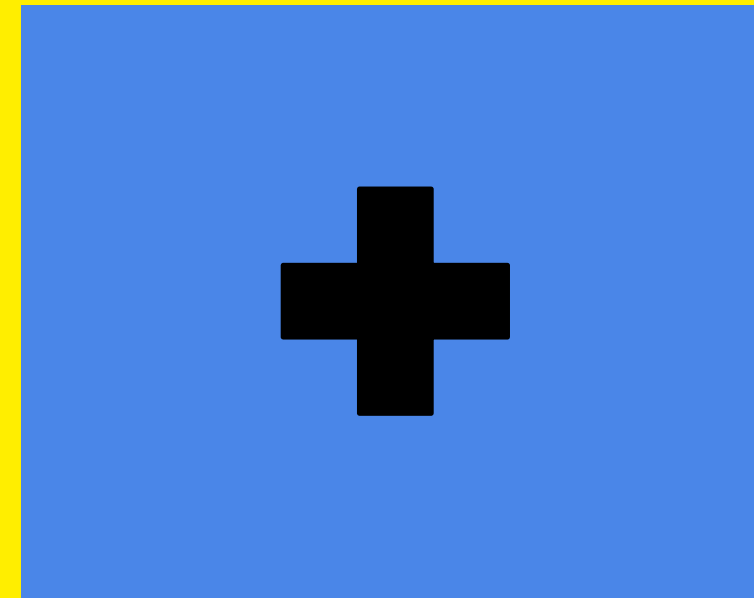


**LUXE
PRODUCTEN**

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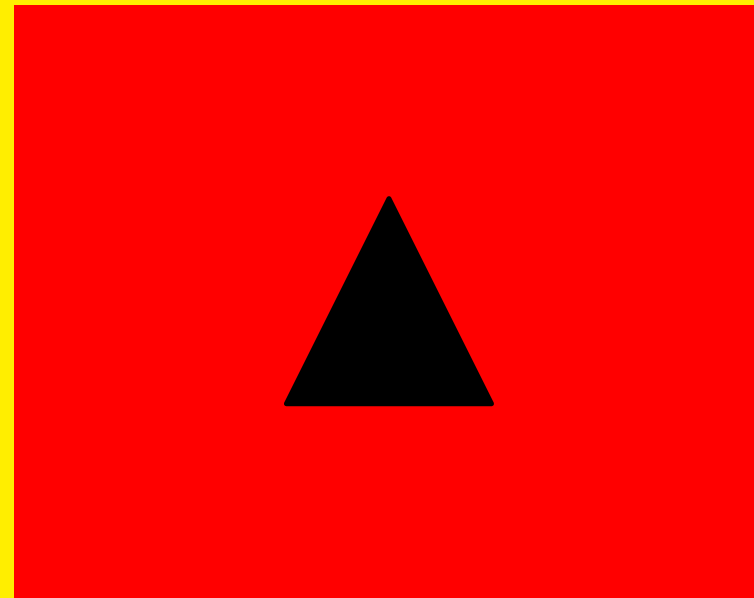


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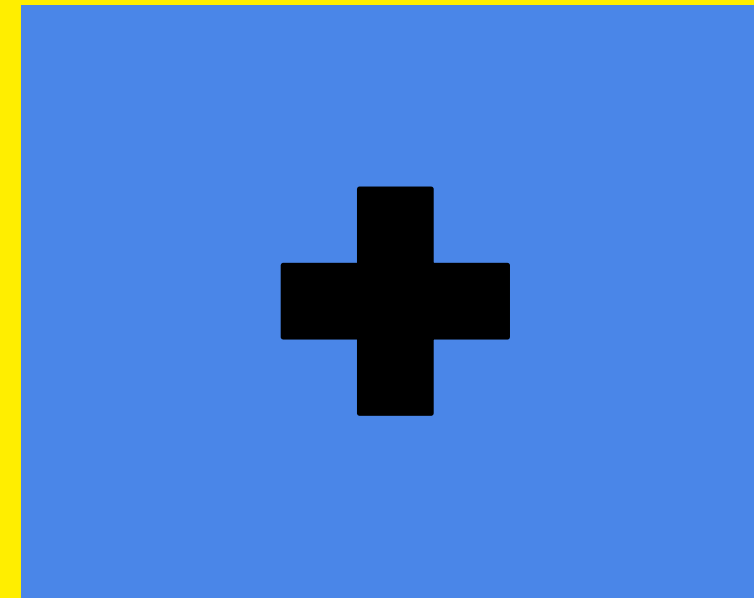


**OVERPRODUCTIE
EN CONSUMPTIE**

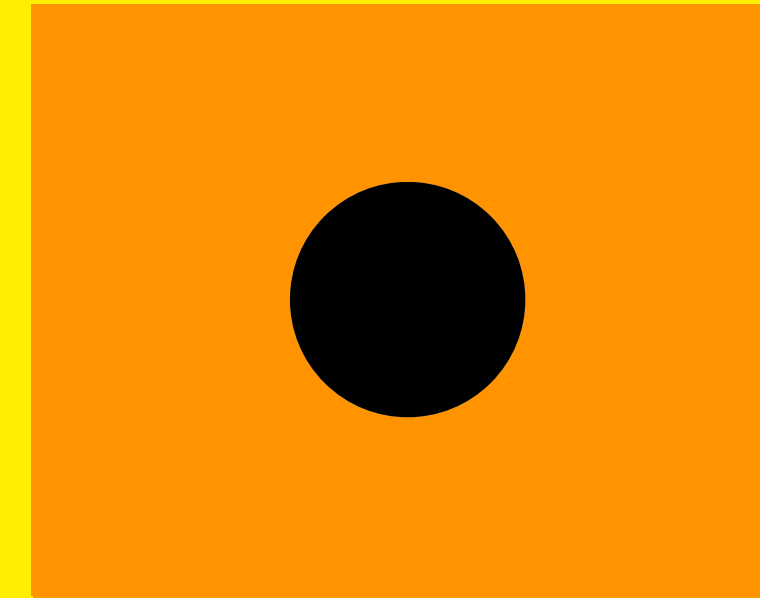
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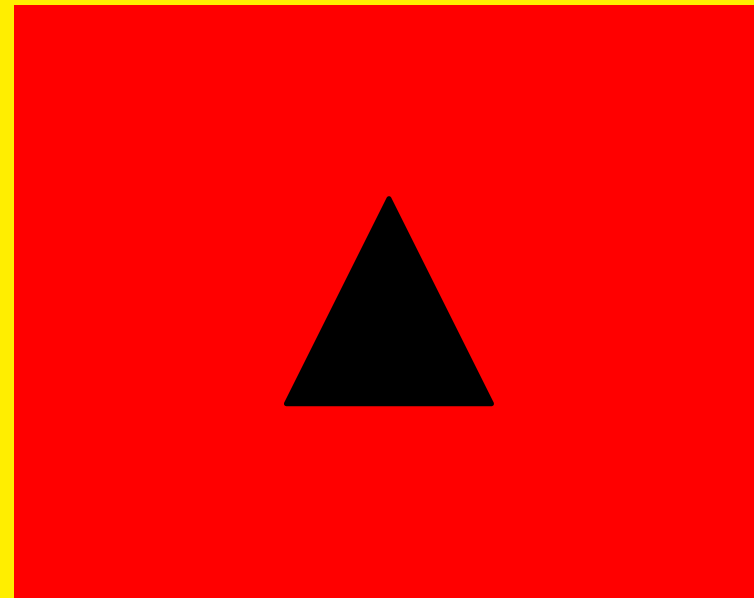


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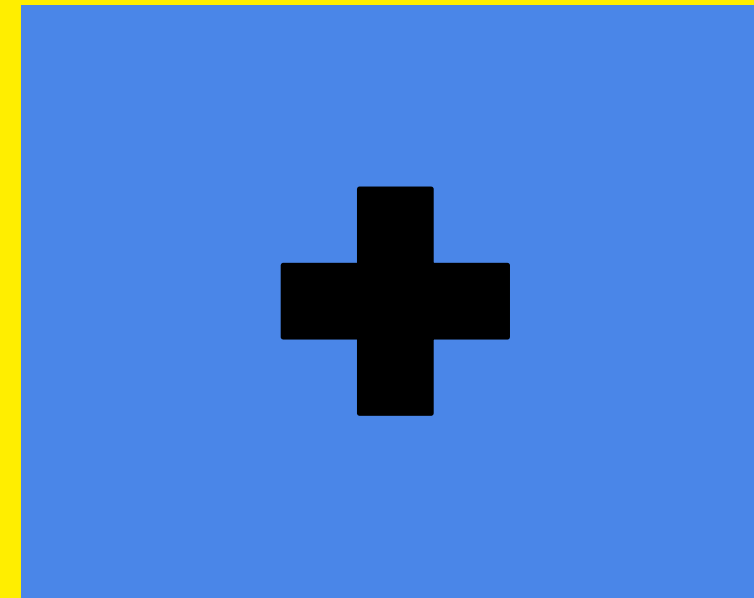


**CREATIEVE
OPLOSSINGEN
VOOR URGENTE
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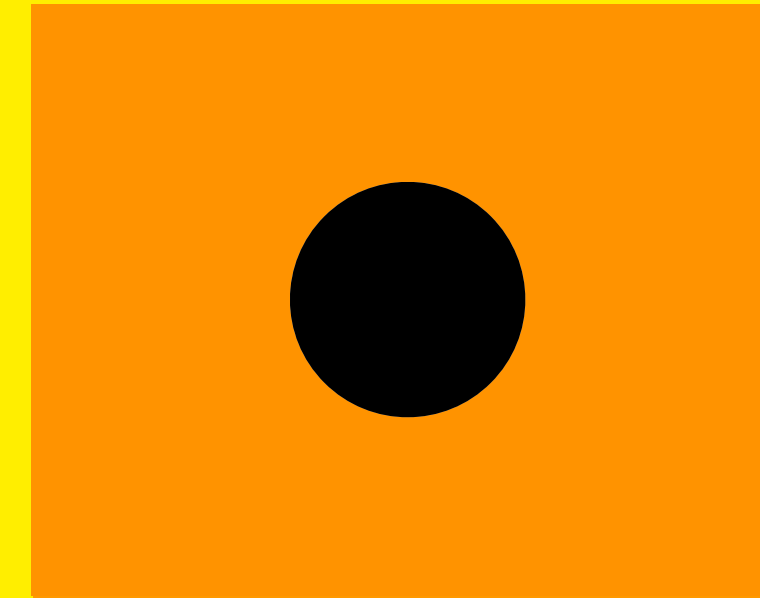
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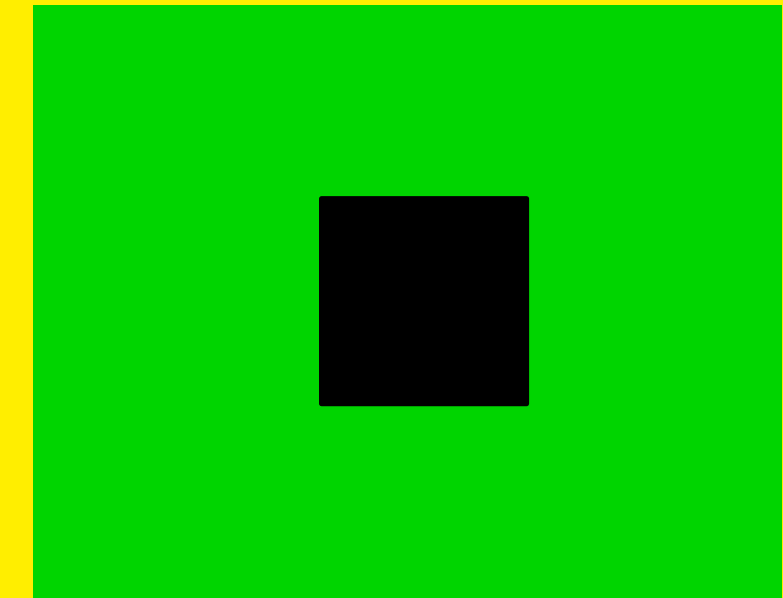
**LUXE
PRODUCTEN**



**OVERPRODUCTIE
EN CONSUMPTIE**



**CREATIEVE
OPLOSSINGEN
VOOR URGENTE
PROBLEMEN**



**CAMPAGNES EN
INFOGRAPHICS**



LUXE



TRIVIALITEIT

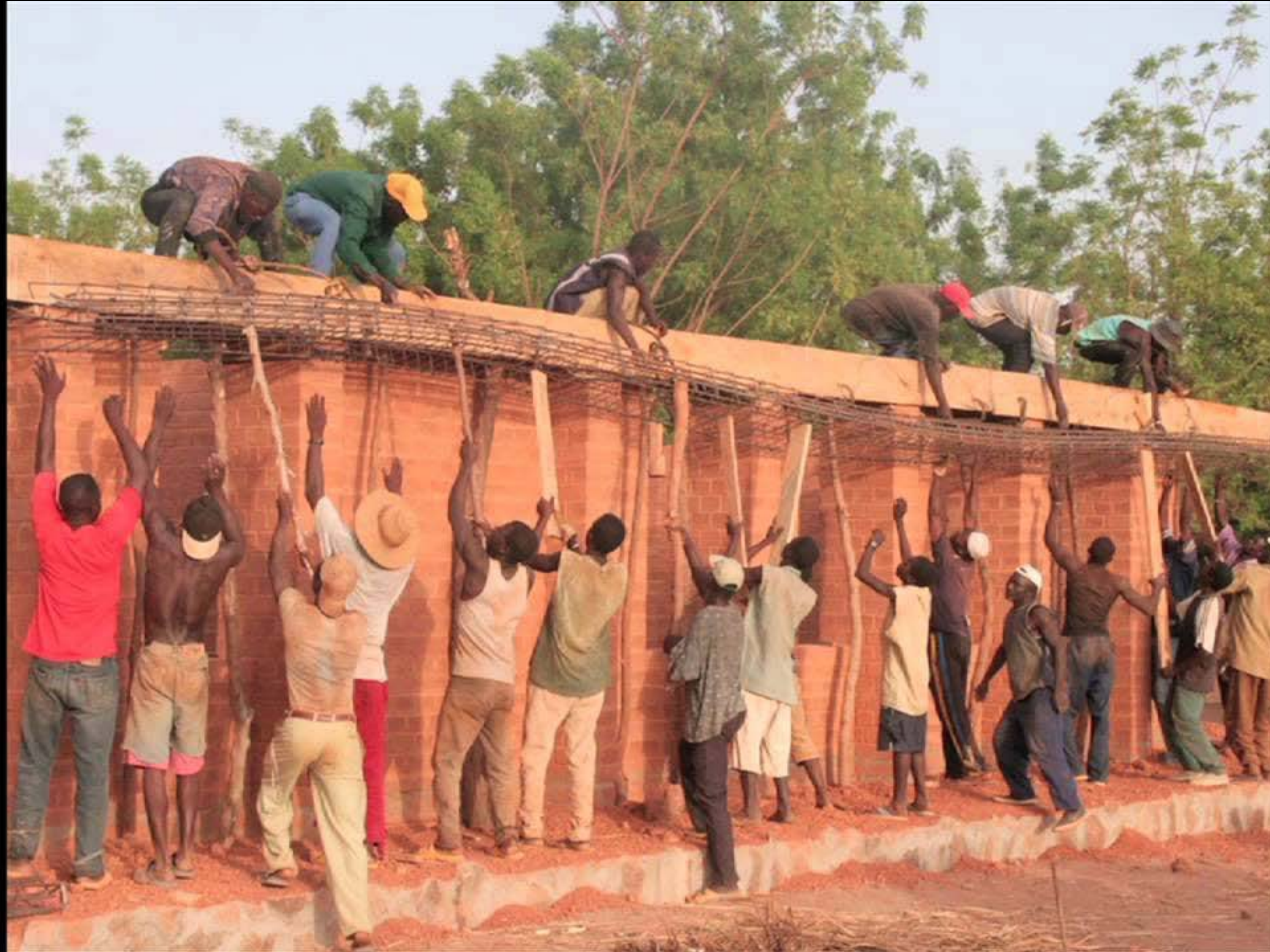
INDIGENOUS KNOWLEDGE

LOKALE & OUDE KENNIS

FRANCIS KÉRÉ - ARCHITECT



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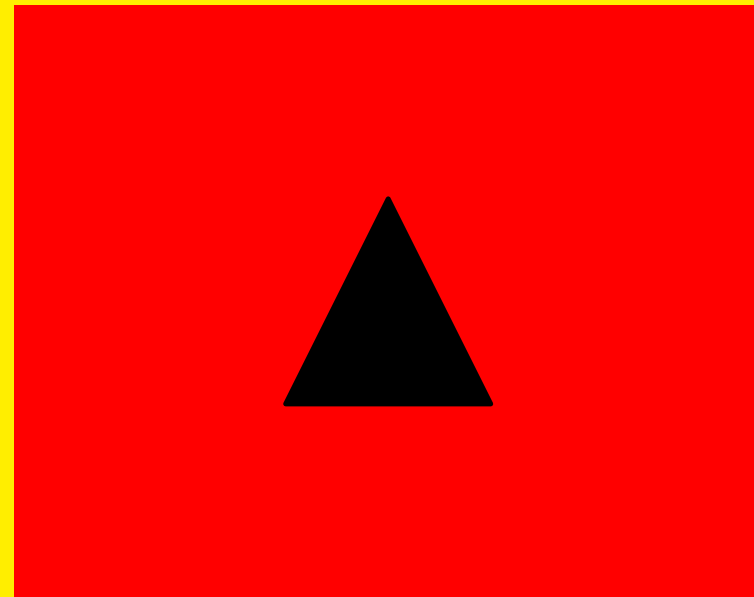


FRANCIS KÉRÉ - ARCHITECT



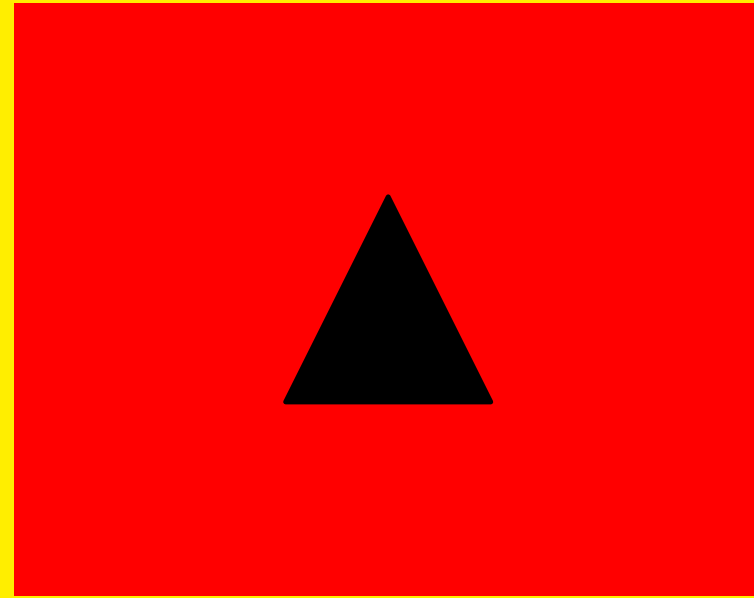
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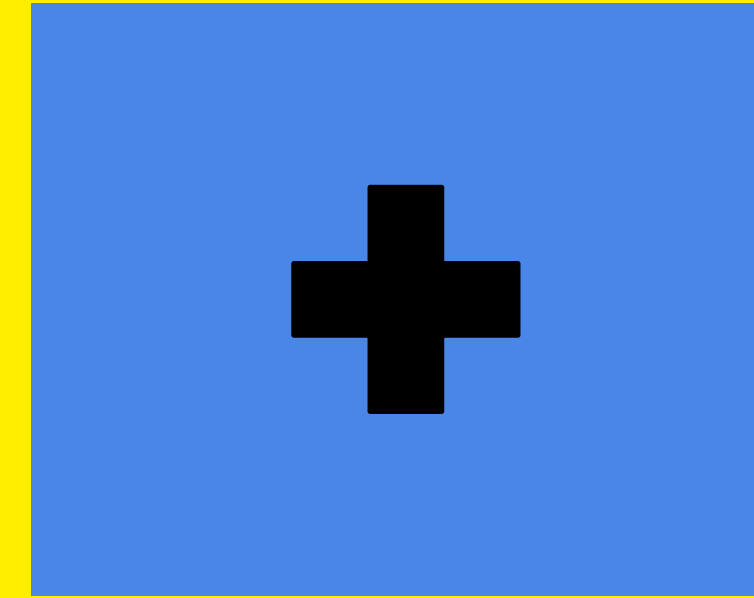


DESIGN IS HET PROBLEEM

STATEMENT #2:



DESIGN IS HET PROBLEEM



DESIGN IS DE OPLOSSING





**WE HEBBEN
EEN PROBLEEM**





**WE ZIJN HET
PROBLEEM**







DE TAAK



MIJN VRAAG AAN U:

**WELKE UITDAGING IN GRONINGEN
WILT U AANGAAN
MET DE KRACHT VAN DESIGN?**

WHAT DESIGN CAN DO, EEN INTRODUCTIE

WAT IS DESIGN EN WAT DOET EEN DESIGNER?

WAT IS EEN DESIGNPROCESSEN EN WAT DOET EEN DESIGNER?

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WHAT DESIGN CAN DO, EEN INTRODUCTIE

What Design Can Do (WDCD) wil de transitie naar een duurzame, eerlijke en rechtvaardige samenleving versnellen met de kracht van design.



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Wat

Gevestigd in Amsterdam, met hubs in Mexico City, São Paulo, Nairobi, Istanbul, Delhi en Tokio, ondersteunt, inspireert, versnelt en incubeert WDCD designgedreven innovatie.



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Hoe

De belangrijkste activiteiten van WDCD zijn gericht op wereldwijde designchallenges en ontwikkelprogramma's voor creatieve start-ups. (Van festival tot accelerator.)



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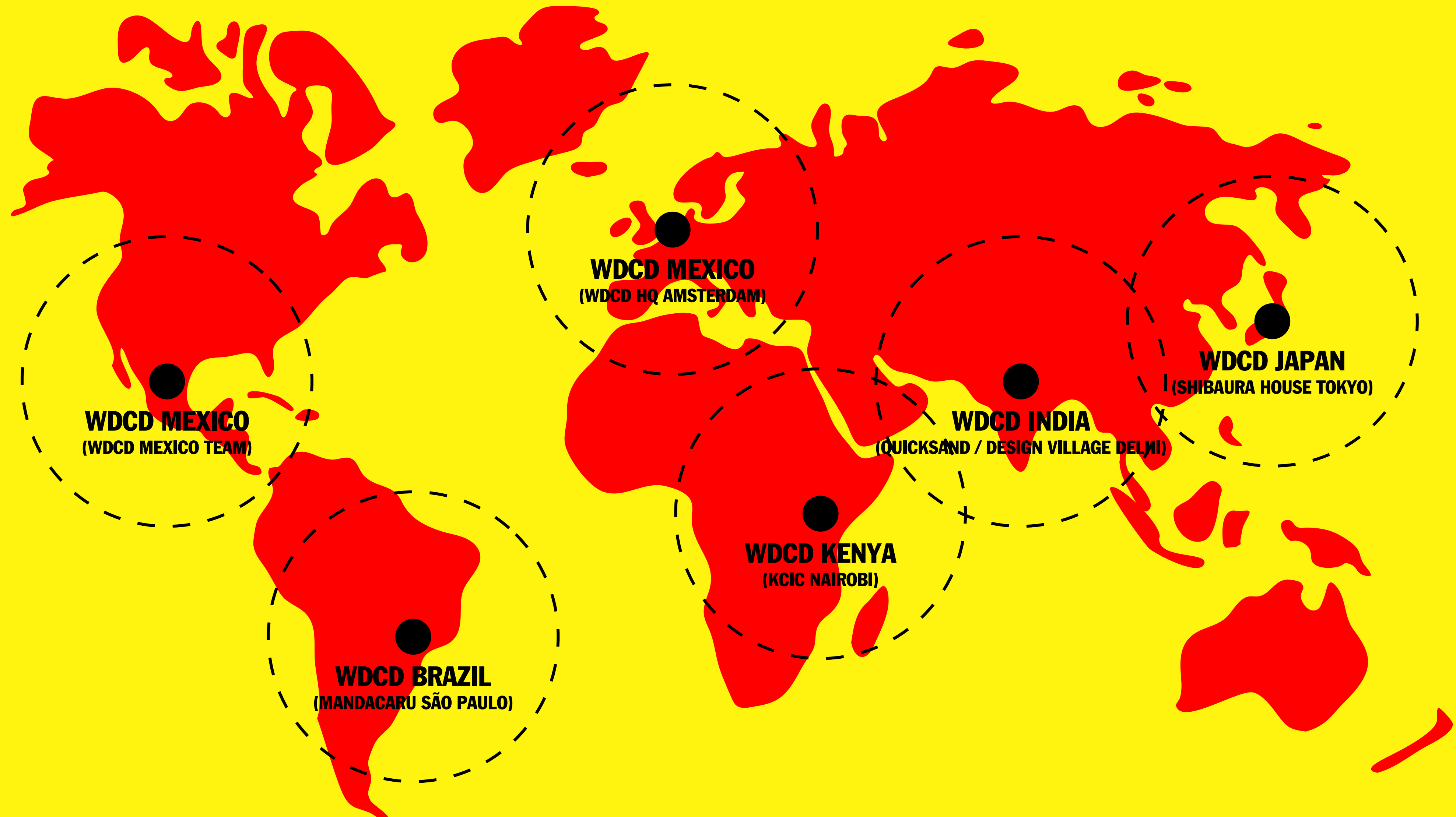
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Partners

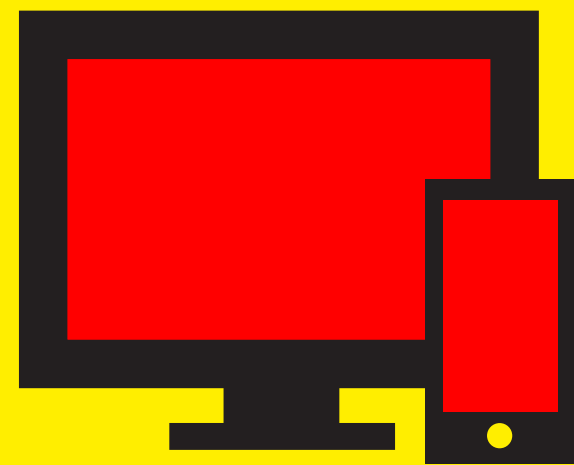
WDCD werkt samen met IKEA Foundation, Nationale Postcode Loterij, gemeente Amsterdam, Ministerie van Buitenlandse Zaken en OCW, Nestle, HSBC, de VN e.a.



WAAR WE WERKEN

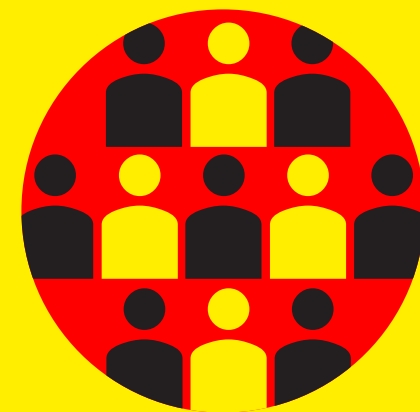


WIE WE MOBILISEREN: DESIGNERS, CREATIEVE ONDERNEMERS EN LOKALE GEMEENSCHAPPEN



210,000

FOLLOWERS ACROSS
ALL OWNED PLATFORMS



7,618

PARTICIPANTS
DIRECTLY ENGAGED
IN CHALLENGES

MEXICO 18%

BRAZIL 15%

NL 6,9%

US 5.5%

INDIA 5%



77%

OF AUDIENCE
UNDER 30 YEARS

HET MOBILISEREN VAN DESIGN INNOVATIE









A large group of approximately 30 people, diverse in age and ethnicity, are posing for a group photo outdoors. They are arranged in several rows, with some standing in the back and others kneeling or sitting in the front. The setting is a paved area next to a small pond, with a wooden bench and a closed patio umbrella visible in the background. The text "CHALLENGING DESIGNERS" is overlaid in large white letters across the center of the image.

CHALLENGING DESIGNERS

WERELDWIJDE DESIGNCHALLENGES



LOKALE & OUDE KENNIS

PACKING UP PFAS

TRANSFORMING PFAS-POLLUTED CLAY SOIL INTO CLEAN BRICKS



WHAT DESIGN CAN DO

PFAS is a toxic chemical group
that is found all around our environment,

**EEN
ALTERNATIEVE
AIRCO**

BEEHIVE

A NEW ALTERNATIVE
TO COOL THE CITY

WINNER
2018

and we are letting the air pass
through these terracotta pots

**EEN
REGENERATIEVE
DOOD**

LIVING COFFIN

**A FULLY BIODEGRADABLE
CASKET THAT TURNS INTO
COMPOST WITHIN 45 DAYS**

WINNER
2021



DUURZAAM EN INCLUSIEF GELUID

HOE?



WHY CIRCULAR DESIGN?

80%

**OF THE ENVIRONMENTAL
IMPACTS OF PRODUCTS
ARE DETERMINED IN
THE DESIGN PHASE**

Source: [EU Science Hub](#)

45%

**OF THE WORLDWIDE CO2
EMISSIONS ARE LINKED
TO THE PRODUCTS AND
MATERIALS WE USE EVERYDAY**

Source: [Columbia Climate School](#)

8,6%

**OF THE WORLDS ECONOMY
IS CURRENTLY CIRCULAR**

Source: [Circle Economy](#)

makeitcircular.whatdesigncando.com

Learn more – Make it Circular Challenge

HOW DO APPROACHES TO CIRCULARITY DIFFER AROUND THE WORLD? TOGETHER WITH LOCAL EXPERTS AND RESEARCHERS WE LOOKED INTO THE MOST URGENT ISSUES FACING COMMUNITIES IN JAPAN, MEXICO, BRAZIL, KENYA, INDIA AND THE NETHERLANDS. WE ENCOURAGE YOU TO USE THESE LOCAL PERSPECTIVES TO MAKE YOUR IDEAS SHARPER AND MORE IMPACTFUL



INSIGHTS FROM INDIA

READ MORE



INSIGHTS FROM JAPAN

READ MORE



INSIGHTS FROM BRAZIL

READ MORE



INSIGHTS FROM KENYA



INSIGHTS FROM MEXICO



INSIGHTS FROM THE NETHERLANDS

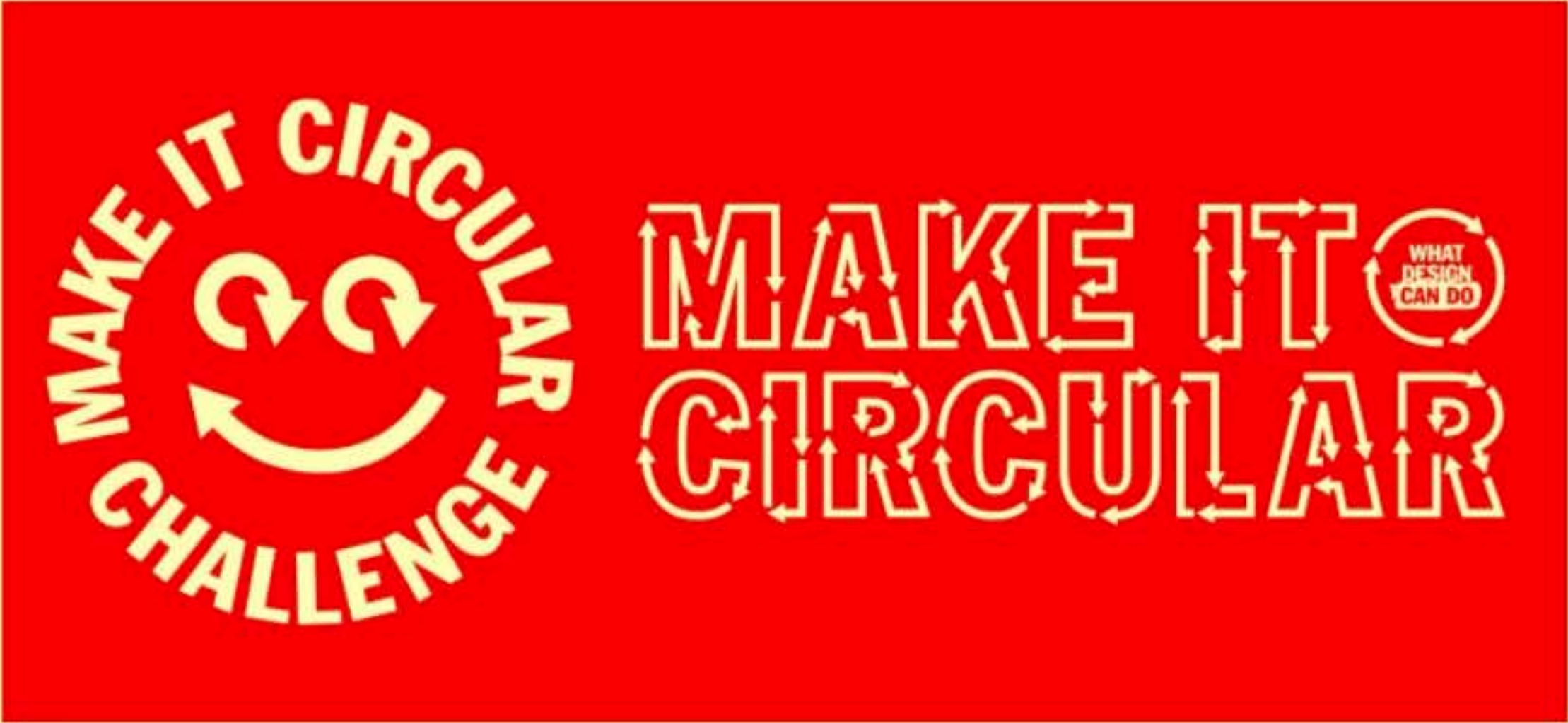
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home / design / what design can do seeks the boldest climate design solutions

23 years

designboom®

design ▾ video competitions product library shop socialize ▾



'what design can do' seeks the boldest climate design solutions

design 184 shares connections: +110

f

t

p

WHAT DESIGN CAN DO PARTNERS WITH IKEA FOR FOURTH CHALLENGE

When it comes to the climate crisis, there's no time for cynicism. With millions of people already experiencing the effects of a warming planet firsthand, it is crucial to move forward with optimism and momentum, which is the driving force behind What Design Can Do's fourth challenge. In partnership with the [IKEA Foundation](#), WDCD's Make it Circular Challenge calls on all innovators — from designers to entrepreneurs — to submit their boldest climate solutions using [circular design](#). Winning proposals will be made into reality with an impact-driven development program!

Are you ready to make a change? To register and submit before January 11, 2023, follow the link [here](#).

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If you can't open it, you don't own it.

WHAT DESIGN CAN DO **ACCELERATOR**

WHAT DESIGN CAN DO ACCELERATOR



**TOP NODGE MENTOREN
IN MASTERCLASSES**



**PEER TO PEER LEARNING
IN WORKSHOPS**

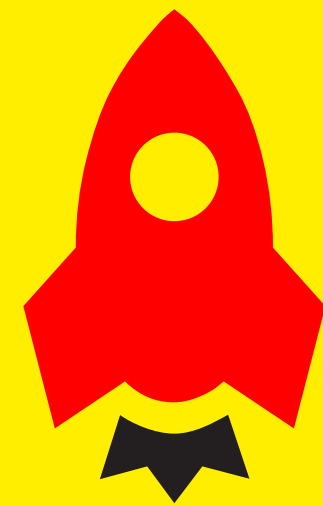


**PITCHEN OP HET HOOFDPODIUM
TIJDENS WDCD LIVE**

IMPACT WDCD CHALLENGES



7,618
PARTICIPANTS
DIRECTLY ENGAGED
IN CHALLENGES



66
STARTUPS
ACCELERATED



80%
OF STARTUPS
ARE THRIVING



26+
EUROS OF INVESTMENT
RAISED BY STARTUPS

MIJN VRAAG AAN U:

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**WELKE UITDAGING IN GRONINGEN
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WDGD BIEDT:

• **W**erbung

• **D**ienstleistungen

• **G**üter

• **D**istributionsleistungen

• **B**ildung

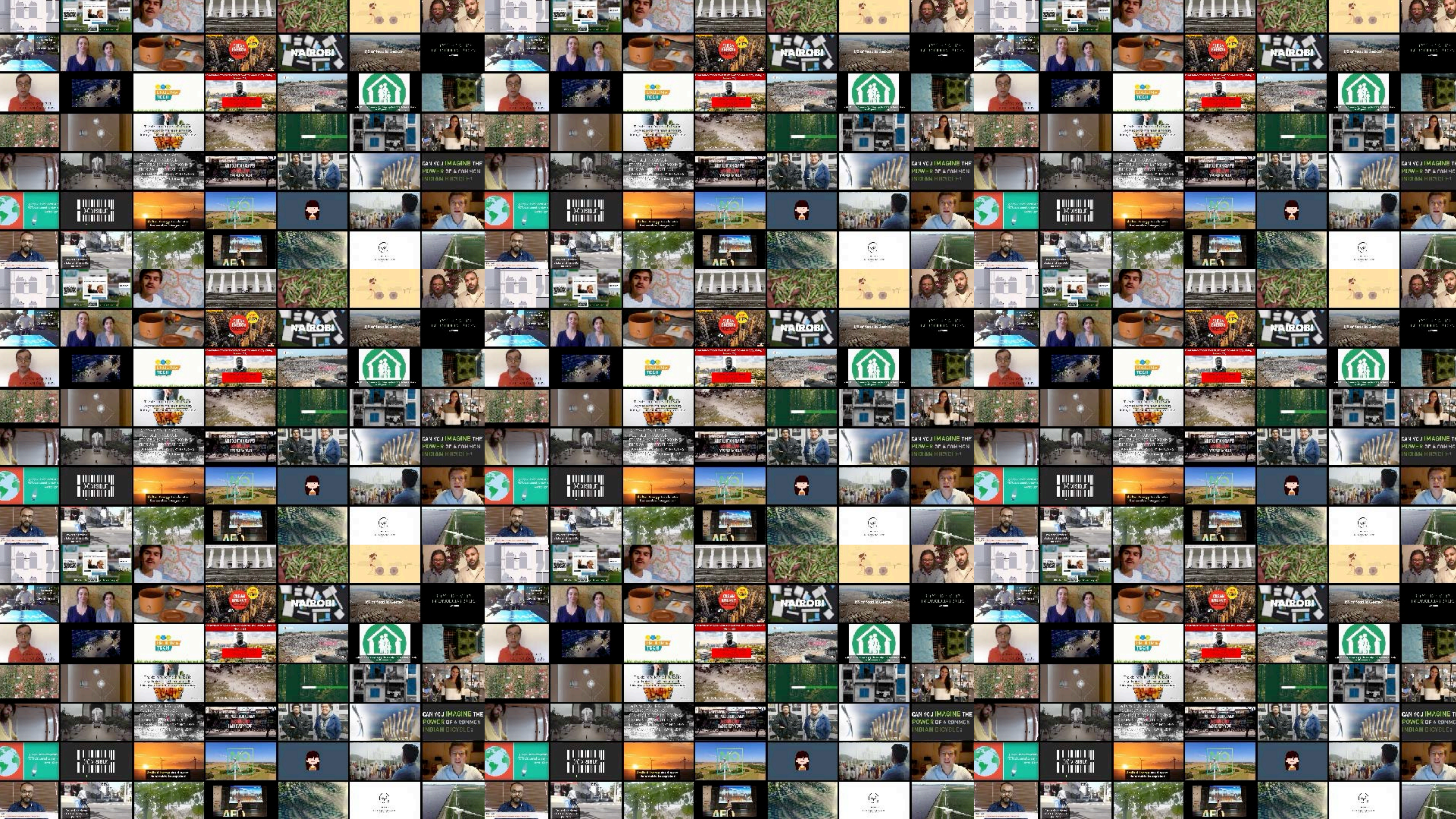
• **E**ntertainment

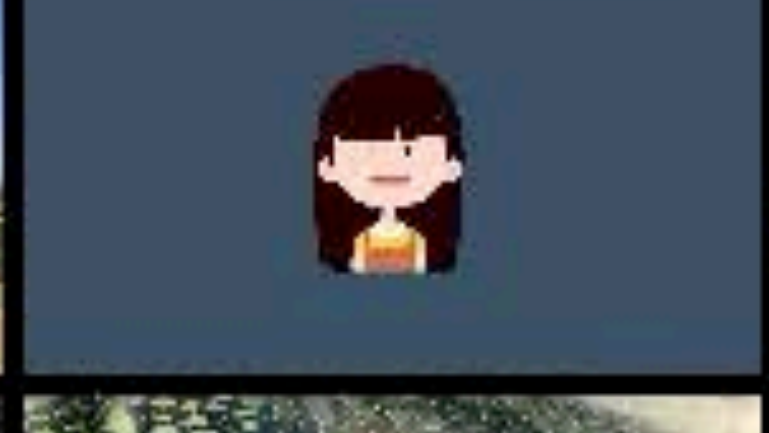
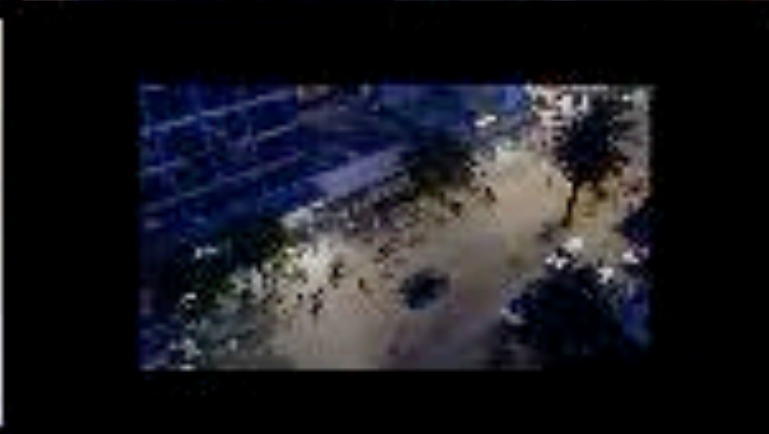
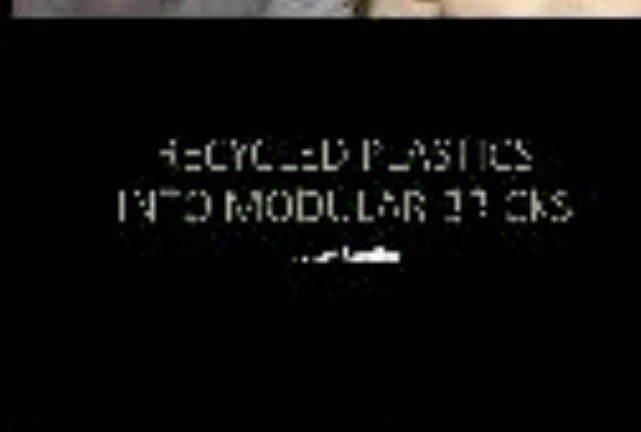
WDCD BIEDT:

- **EEN BEWEZEN AANPAK OM TOT MEETBARE IMPACT TE KOMEN**

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- **EEN BEWEZEN AANPAK OM TOT MEETBARE IMPACT TE KOMEN**
- **EEN WERELDWIJD NETWERK MET DE BESTE ONTWERPERS**





RICHARD@WHATDESIGNCANDO.COM

