

# Design and engineering make the world a better place

## Desiree Hoving

**"This competition is meant to wake up scientists. Make visible what you do by moving a step beyond your original publications or patents", says prof. Adriaan Beukers. He is the enthusiastic initiator of the Delft Design and Engineering Award. "You can always expand your theories and begin to think of a possible product. Just start to realize what the goal of your research is."**

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In 2006 Beukers received an award for the most Entrepreneurial Scientist of the Netherlands. This year *he* wants to award the best design of the TU Delft. The full professor Composite Materials and Structures at the Faculty of Aerospace Engineering explains why. "The financial model of Dutch universities is mainly aimed at producing papers and doing PhD research. Our mission however is to create products, processes and services. These are the real tasks of true engineers." Beukers thinks the award perfectly matches TU Delft researchers. "People in this university solve problems for the future, while other universities study the things that happened in the past."

All the scientists associated with the TU Delft are invited to participate in this competition. "The only requirement is that you make clear how your own design idea is innovative, applicable and relevant. It is even better to make your design tangible",



Adriaan Beukers

clarifies the professor. "There are just a few people who read your scientific papers, but most people find your models and prototypes more interesting. That's because people like tangible things, people are more attracted by them. When you make your theories visible you will attract more students and you will inspire colleagues. Even colleagues from other faculties and universities you don't know yet."

"Working with other faculties will yield better designs," Beukers says. "The greatest innovations are the result of cooperation with other disciplines. Design and engineering is all about innovation. We, as engineers, want to create new things that make the world a better place", says the ambitious professor. On a more personal level Beukers believes that participation in this competition will bring its rewards. "Even when you don't win the €25.000", he says, "your idea will inspire others. Creating, sharing and being entrepreneurial makes your work just more fun! It is an enrichment of your job and you will certainly get a kick out of it", ensures the professor who is known to be

entrepreneurial himself.

The lucky one who wins this award can make his design become even more real. Beukers recommends two organizations at the TU Delft who help to bring innovative ideas to reality. The TU Delft Valorisation Centre can assist in commercializing your designs and if you want to become an entrepreneur yourself, YES!Delft is there to coach and educate spin-off companies. "YES!Delft has a network of service providers, fellow entrepreneurs and financial experts who are all willing to share their knowledge", says Beukers, "and they all want your idea to become successful."

*"This competition will become our showroom for the outside world."*

He concludes: "The TU Delft already is a perfect breeding ground for design and engineering. This competition will become our showroom for the outside world. I hope all our scientists will always try to create new ideas and design new things."

## Criteria

All designs will be judged based on innovativeness and applicability and two criteria of the participant's choice. Each criterion counts for 25%.

- Innovativeness (compulsory)
- Applicability (compulsory)
- Sustainability
- Aesthetics
- Simplicity
- Social impact
- Producability
- Usability

## Entry requirements

The Delft Design & Engineering Award is open for designs of all faculties of the TU Delft and is specifically aimed at all scientific staff members (including PhD-students).

The design can range from a product, a process, a method or just a part of these, for example a bridge, an apparatus, a vehicle, a software program, a mechanism or a design method. The design should be presented in the form of a prototype, a structural design drawing, a (scale-)model or a beta-version

that shows how the design operates in real-life. Hand in your design at [www.tudelft.nl/ddea](http://www.tudelft.nl/ddea) and you automatically participate in the competition. The application deadline is Thursday September 3rd, 2009.

