

Vision B2.1 Q1

Consumers don't think for themselves anymore, the designers already have thought for them. We have to tell them what they want. This causes that the consumer is nothing more than a sheep that follows the shepherd.

I want to give the consumer his own will back by giving them inspiration. I hope that by this inspiration, they will set goals in their own life, deciding for themselves again. Because I believe that there is nothing more rewarding in life, than reaching your own goals.

My products will not be just a little improvement on a previous design like a little bit faster, smaller or cheaper. I want my products to be really contributing to the goals of the user and not their greedy needs.

New products with new technologies will help to inspire people, letting them know anything is possible, but also with the new technology help achieving new and more goals. That's why I see my role as a designer in helping to shape these new technologies.