

Press Information

April 14, 2014

Red Dot Award: Product Design 2014 **Behind the scenes: a talk with the designers**

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Ambient Experience - IBA Proton Therapy Suite (Willis Knighton)

A leader in proton therapy technology, IBA has developed its new compact ProteusOne system enabled with Philips' Ambient Experience to help enhance the overall experience for oncology patients and staff. Philips and IBA developed a solution that turns a cold, impersonal environment into one that comforts and reassures.

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Designers:

Jos Stuyfzand – Creative Director

Otto Kokke – Experience Research

Remco Timmer – Product/equipment Design Proteus One

Thomas Schaper / Giang Vu / Robert Dalton – Ambient Experience Design & Willis Knighton Implementation

Paul Scheepers – Visualization and Animation

Laura Cataldi – Project Management

1 a) What do you like in particular about the function, use and form of your own award-winning product?

Creating an optimized patient experience and comfort in an extremely restricted and high tech environment. Giving cancer patients back a sense of control within their environment and helping to support them through their difficult and emotional treatment journey.

1 b) Is there a role model or a particular form that inspired your work? Be it from the area of nature, art, architecture or design.

Understanding the functional and emotional experiences of people and their needs when undergoing and providing healthcare is most inspiring for our design team. In addition how lighting and imaging technologies can make healthcare environments more supportive with a positive effect on the patient and staff perceptions and interactions.

1 c) Were there specific challenges when designing the product which turned out to be really difficult? Be it regarding the material, the technique, the forming or the handling. So, is there a detail at your award winning product of which the solution really succeeded?

Patients undergoing cancer treatment are often in the most critical stage they have ever experienced in their life. It is a time of fear, concern and both emotional and physical discomfort during treatment. Having the Ambient Experience system helps allay the fear, provides a sense of control over the environments and helps to improve patient comfort during these very hard and challenging moments. Of most critical importance is that the experience guidance already starts in the maze at the entrance of the bunker with soothing lighting and personal themes to welcome the patient.

2. Is there a specific approach that is of significance to you and your work?

Patient experience personalization and optimization of work flow for staff are the main drivers for Ambient Experience innovation. Every experience design process starts with an in-depth [experience flow research](#) and analysis of patient and staff experience needs. Our multidisciplinary team consisting of research and designers visited various reference sites in the world to interview and shadow patients and where possible observe the critical and personal process they go through. At the end the challenge is to balance high accuracy of proton therapy technology with an acceptable level of patient comfort and positive distraction during the long lasting cancer treatment process

3. Is there a design object or product – excluding your own creations – which you appreciate in particular? What do you like about it in particular?

Nothing in particular.

4. Which project would you like to realize one day? Do you have something like a dream project?

An Ambient Experience hospital that doesn't feel like a hospital anymore, but offers a soothing experience and healing environment for patient, loved ones and personnel.

5. Is there a designer who you admire in particular? Could you please explain why you admire that designer?

James Turrel, the American artist and architect, who creates intangible spaces with lighting atmospheres.

6. Do you have one or several favourite quotations? Or do you have something like a philosophy toward life?

Experiences are strictly personal and cannot be designed. With design you can facilitate and/or support experiences and make positive experiences more likely to happen.

7. How would you define the term “quality” (or even “design quality”)?

Good quality design helps you to better understand the world around you and empowers you to achieve your goals more easily.

8. What are the greatest challenges that you currently see in your branch of industry? What is, in your opinion, the significance of design quality in your industries?

Technology is the main driver for healthcare experience innovation. Design makes experience innovation meaningful and healing.

9. Which trends or – more generally speaking – which technological, social, cultural or economic developments have a particularly strong influence on the design of today?

New media and rapid prototyping enable end users to get directly engaged in the product creation process and therefore the creation process becomes part of the product experience.

10. What does being awarded a “Red Dot: Best of the Best” mean to you?

As passionate designers we believe in the best for our end users. You need others to tell you that you are the best... It also helps our clients and customers understand they are being consulted by a world class design organization.



DesignLine LED TV 46”, 55” (PDL8908S/12)

The Philips DesignLine Smart LED TV offers a cinematic viewing experience, with its ‘integrated glass architecture’ design appearing to be a single sheet of floating glass.

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Designers: Rod White, Frank Rettenbacher

1 a) What do you like in particular about the function, use and form of your own award-winning product?

We set out to create a design which delivers the performance expected in a high-end TV, but in a form which is much more befitting consumers wishing to curate beautiful domestic spaces. This meant that we wanted to create a new archetype for TV, and I believe we succeeded.

1 b) Is there a role model or a particular form that inspired your work? Be it from the area of nature, art, architecture or design.

We took inspiration from modern furniture and interiors. Authentic materials used in refined proportions, giving a relaxed sense of balance was the goal.

1 c) Were there specific challenges when designing the product which turned out to be really difficult? Be it regarding the material, the technique, the forming or the handling. So, is there a detail at your award winning product of which the solution really succeeded?

The TV appears to casually lean against the wall which was the aim, but to achieve this we of course needed to respect all safety requirements. To create an experience for the consumer from the unpack and set up, to actually using the TV, we had to completely rethink the product. The final design included a wall bracket securing the TV to the wall which allowed us to dictate the distance to the wall, giving the optimum Ambilight performance.

2. Is there a specific approach that is of significance to you and your work?

Annually we have a new range of many different TV designs serving different consumer needs. Overall the range carries the unique Philips design DNA, but individually as products they need to delight consumers.

We begin our process by studying global lifestyle and aesthetic trends to truly understand the dynamics influencing the society - ultimately it's all about understanding people.

3. Is there a design object or product – excluding your own creations – which you appreciate in particular? What do you like about it in particular?

To begin this project we gathered many objects as a team to synthesize our understanding of 'objects of desire'. These weren't specifically modern or famous objects, but more personal objects collected to complete a home. These included collections of Scandinavian wood samples, Japanese ceramic ware, and handblown glass.

4. Which project would you like to realise one day? Do you have something like a dream project?

To design a house and its interior would be a special project.

5. Is there a designer who you admire in particular? Could you please explain why you admire that designer?

Naoto Fukasawa, Jasper Morrison and Ronan and Erwan Bouroullec are designers we refer to often as inspiration – their designs show unique sensitivity and perspective.

6. Do you have one or several favourite quotations? Or do you have something like a philosophy toward life?

'Nobody is going to thank you next year for making an engineers life easier today.'

Basically an in-house design team's role is a team effort, but we need to constantly challenge our organisation to achieve what at first sight may seem unattainable.

7. How would you define the term "quality" (or even "design quality")?

Honest, meaningful and with finesse.

8. What are the greatest challenges that you currently see in your branch of industry? What is, in your opinion, the significance of design quality in your industries?

Commoditization within consumer electronics is always a challenge. When a category standard becomes normal then the perceived value drops along with the price. Of course technology in components can lead to breakthroughs that add new value, but the role of design is to look at existing components and rethink product propositions to re-engage consumers through outstanding design.

9. Which trends or – more generally speaking – which technological, social, cultural or economic developments have a particularly strong influence on the design of today?

The Cloud culture, which we are now in, giving people access to what they want, when they want it, has transformed consumer expectations towards Smart TV. Consequently what the TV offers and how the Remote Control performs has massively changed in the last one or two years.

This more advanced experience coupled with the fact young people are living at home longer due to the economic recession, has shifted the dynamics in the home. In the past the 'man of the house' made the TV choice, then more recently the woman had the final choice, based on home fit requirements, whereas today we've found that children are much more the driving force in both choice and set up.

The young have more affinity to the technical possibilities a Smart TV can offer, and have more input in the choice of home entertainment products.

10. What does being awarded a "Red Dot: Best of the Best" mean to you?

It took a lot of belief within the company to bring this TV to market. So to win the Red Dot 'Best of the Best' for the DesignLine TV is fantastic recognition for the Philips TV team.