

This is BOUW



Eléonore Delisse & Laura Ferriere

Profile

We are Laura Ferriere and Eléonore Delisse: a french designer duo living and working in Rotterdam. United by the vision of a positive future, we design services, systems and products.

We design ventures to help non-creatives think beyond the norm, re-invent the way companies or institutions operate, and pave the way for social innovation to thrive through immersive collaborations. Strong from a large, active network and from a unique experience in dealing with social challenges, we believe that:

1/ designers do great in developing new answers to new matters, and should take part in large-scale reflections.

2/ design is a powerful tool to tackle the pressing issues of our society via durable, smart and beautiful projects.

3/ design's future is to go out of its own pool, by involving both specialists and users along the process.

4/ true change only happens by inspiring people.

Contact

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Professional experience

January 2016 – Present

The Commune - Rotterdam, NL

> self initiated

The Commune is Rotterdam's first design community dedicated to social innovation in the city. It comprises a 255m2 co-working space at the heart of the M4H innovation district, a service which acts as a support system to young creative entrepreneurs, and a program to develop and show their talents for the benefit of the city and its inhabitants.

Looking at the design field, This is BOUW noted that in The Netherlands, a young generation of designers was responsible for being at the heart of social innovation. But the pursue of multi-layered projects for topics such as health, immigration, politics, sustainability etc... appears to be extremely hard for young entrepreneurs to maintain further than a pilot phase.

From this new generation who goes beyond the realm of objects or graphics, important questions arise: "How to build a project plan for a social project in collaboration with large institutions?", "How to be social and economically viable?", "How to make a project continue without its designer's daily involvement?"... Questions This is BOUW came across and thought through.

June 2017

"What if Lab: local government meets design" - Eindhoven, NL

> selected (open call)

Theme: Digital transition > by Initiate and Dutch Design Foundation.

March / April 2017

"Immersion in the design world" workshop - Eindhoven, NL

> commissioned

Workshop for Phd candidates from the Public Administration and Sociology departments of the Erasmus University (Rotterdam). Tour of the Design Academy Eindhoven.

Spring 2016

Master/Apprentice workshops > Esserheem prison - Veenhuizen, NL

> commissioned

Dutch Design Week 2016

International press tours - Dutch Design foundation - Eindhoven, NL

> commissioned

2014 - 2016

Implementation of "The White Building" - Veenhuizen, NL

> self initiated

The White Building is an innovative program facilitating the reinsertion of multi-recidivist inmates into society. Based on creativity, work and equality, this program empowers inmates to find their personal interests and strengths, while developing concrete skills matching the world's expectations. Triggered by the high rate of recidivism in Europe, the ultimate goal of The White Building is a successful, lasting return to society.

Lead in collaboration with both a Penitentiary Institute (P.I. Esserheem) and a Reinsertion Institute (Sint Anna Klooster) along 2 years of application, *The White Building* effectively reinforced the place of the participating inmates within the free society, by developing individual talents and re-establishing connections with both familial and professional environments.

With this experience, This is BOUW gathered a unique expertise in developing self initiated assignments in close collaboration with unusual partners. By working in precarious conditions (lacking tools and material, and confronting with strong rules and norms), the studio learnt to make the most out of what is available, and realised that time, space or material constrains enhanced everyone's creativity.

June 2015 - October 2015 (5months)

Book - "What do you think? The White Building in words" - Eindhoven, NL

> self initiated

Project leader, author, designer (concept, development, graphics)

March 2015 - May 2015 (3 months)

"The White Building" > Rehabilitation center - Eindhoven, NL

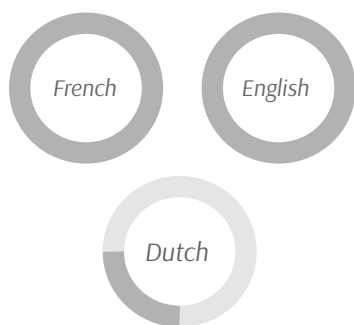
> commissioned

Designers (concept development, implementation, monitoring)

Skills

Creative direction	
Creative consulting	
Product & service design	
Make it happen / work	
Think outside the box	
Concept development	
Analytic problem solving	
Management & planning	
Workshop & event design	
Illustration & sketching	
Material prototyping	
Graphic design	

Languages



Talks

- × **Summer 2016** - Pauper Dialogues "Reinsert an Inmate" Veenhuizen, NL
- × **2 > 4/03/2016** - International conference "Prisons of the future" The Hague, NL
- × **22/10/2015 (DDW)** - MU art space "Create out loud" talk show Eindhoven, NL
- × **11/03/2015** - Design debates "Nudging: Design for behavioural change" - Eindhoven, NL.
- × **26/02/2015** - Hotel Droog "Design & Rehab" Amsterdam, NL
- × **25/10/2014 (DDW)** - Van Abbe-museum "Arte Util podium" Eindhoven, NL
- × **24/10/2014** - EenVandaag national television Reportage - NL

Education

2009 – 2014

Bachelor's degree - Design Academy Eindhoven > Eindhoven, NL

Department Man & Leisure and Man & Well being with a common graduation project: *The White Building* + 2 individual projects (products).

Graduated Cum Laude

2006 - 2009

Superior Technical Degree - National schools of Design > Paris, FR

Product design specialisation. **Graduated**

Exhibitions

21/02 > 30/09/2016 - **Next Up; Jeroen Junte** at *Kazerne* - Eindhoven, NL

Dutch design week 2015 - It's your world at *Klokgebouw* - Eindhoven, NL

26/02 > 23/03/2015 - **Design & Rehab** at *Hotel Droog* - Amsterdam, NL

Dutch design week 2014 - Graduation show at *Design Academy Eindhoven*

Dutch design week 2014 - Collectie Veenhuizen at *Klokgebouw* - Eindhoven

Summer 2014 - De tentoonstelling at *Bouw & Bind* - Veenhuizen, NL

Events

Dutch design week 2016 - "BOUW Shower" at MU art space - Eindhoven, NL

11/11/2016 - **"2 years"** at Vessel 11 - Rotterdam, NL

25/06/2016 - **"We made a book"**, Gerard Gebouw, Eindhoven, NL

2014 / 2016 - Residency events at *The White Building* - Veenhuizen, NL

Awards

October 2014 - Keep an Eye Grant > Winner

For *The White Building* Project

By [the Keep an Eye Foundation](#)

The Keep an Eye Grant is an annual prize awarded to recent graduates whose product development shows the highest social relevance, and ethical attitude in their future professional careers.

October 2014 - Melkweg prize > Winner

For *The White Building* Project

The Melkweg Prize is awarded to honor truly unique talent. The winning project is highly original and full of potential.

October 2014 - Social Design talent Award > Winner

For *The White Building* Project

By [Eindhoven Municipality](#)

The purpose of this award is stimulating social design by awarding an assignment for the city of Eindhoven.

October 2014 - René Smeets Award > Nominated

For *The White Building* Project

By [René Smeets Fund](#)

The René Smeets is awarded to graduated student who attains a high degree of professionalism both in the development of the design process and the end result of the graduation project.