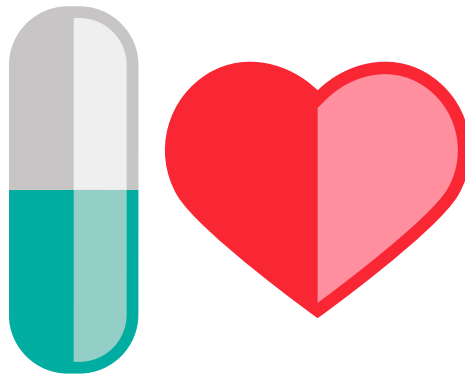


CURE & CARE

QUALITY OF LIFE



Cure & Care

Quality of life

Average life expectancy will continue rising in the coming decades, the aging population will increase along with the costs of illness to society. Demographic changes and the increase of the number of people with one or more chronic diseases, make a reorganisation of care in our society necessary. The health care system is no longer affordable and citizens are expected to actively take on care tasks. At the same time, a growing group of consumers wants to make their own decisions when it comes to their health and way of life. This becomes possible using technology and ICT, among other things.

Over the centuries, science has amassed huge amounts of knowledge about combatting and preventing disease, not only by emphasizing the importance of good nutrition and a healthy home environment, but also through the development of high level technological products. Designers have always been closely involved with these processes.

On a world scale, the Netherlands is a leader in the development of connections between (top)technology and innovative product design. The Cure & Care exhibition is especially relevant to Taiwan as this country is facing the same kind of social challenges as the Netherlands.

Cure & Care shows how trends and innovative designs, concepts, products and services contribute to the solution of the social challenges both the Netherlands and Taiwan are facing. The exhibition gives insight into the important contributions made by design, applied games, apps 3D prints and robots, to solve current questions. The exhibition is a good reflection of the products being developed in the Netherlands to lengthen life and improve its quality. Cure & Care is not only based on technological solutions, but also emphatically looks at welfare and innovative care.

The exhibition is built around the following themes: Mother and Child, Healthy Apps, The Sensing Self, Supportive Tools, Food for Health, Ambient Assisted Living for the Elderly, Ageing with Self-esteem, Serious Gaming and Exercise, The Inner Body and Smart Diagnosis Awareness.

The exhibition was put together by co-curators Peter Portheine, director and program manager of Slimmer Leven 2020, Simone de Waart, designer and creative director of Material Sense and lecturer at University of Technology Eindhoven, faculty Industrial Design and Lilian van Stekelenburg, designer and creative director of Lily66 and program manager of the Eindhoven-Taiwan design program.

The exhibition is part of an extensive exchange program between Dutch and Taiwanese companies and knowledge institutes in the area of health, technology and design. This program is being executed by Brainport International Desk and has been made possible by the city of Eindhoven and Brainport Development.

Brainport Development is a large cooperative organisation of government bodies, knowledge institutes and companies with the common goal of encouraging and connecting initiatives that strengthen the region's international image in the area of top technology and design.

Participating exhibitors:

Alessia Cadamuro	Alice van Beukering	Anke Verstappen
Anne Spaa	Atus BV, Babybloom	Barbara Wajda
Bart Eysink-Smeets	Borre Akkersdijk	Chloé Rutzerveld
Cumi Oda	Debbie Hovens	Delphi Bioscience
Denovo Design	Diaderma	Eurocom Group
Eva de Laat	The Geranium Groupies	Hester Anderiessen
Inge Kuipers	Janne Kollenburg	Jan van der Asdonk
Jeroen BLOm	Jessica Apeldoorn	prof.dr.ir. J.M.J. den Toonder
Julia Veldhuijzen van Zanten	Lotte van Wulfften Palthe	Karina van Heck
Louise Knoppert	Marije Willemsen	Martijn ten Bhömer
Martijn Peeters	Martijn van den Broeck	Melchior van Voorden
Misha Croes	Mextal	Mickael Boulay
Marijke Timmerman	Mibida	NANO Supermarket
dr.ir. N.A.W. van Riel	NEMO Healthcare	Olivier Blanson Henkemans (TNO)
Paula van Dommelen (TNO)	Qvita	Renee Scheepers
Robot Rose BV	Roel Deden	Sibrecht Bouwstra
SkinVision	Smart Homes	Soroka Grievink
Victor Donker	Studio Siem & Pabon	Tay Tze Yu
Tech United	VanBerlo	Veronica Ranner
Vitalis	Ward van der Houwen	Yoni Lefevre

Website (online from november 30) with all the pictures and explanations from the designs on show.

<http://www.eindhoven-taiwan.com/cure-care-exhibition>

The exhibition Cure & Care runs from December 23 to March 8 at the Taiwan Design Museum

Taiwan Design Museum
No. 133, Guangfu S. Rd.
Xinyi Dist. Taipei City 110 Taiwan (R.O.C.)

Open to the public:
Every day from Tuesday to Sunday, 9.30 a.m. to 5.30 p.m.
Closed on Mondays

For more information or press images contact:
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