



COLLEGE
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BACHELOR INDUSTRIAL PRODUCT DESIGN

YOUR FUTURE STARTS AT HOWEST

howest
university of applied sciences



BACHELOR INDUSTRIAL PRODUCT DESIGN

SOMETHING FOR YOU?

WELCOME!

Do you dream of making your own products? Are you interested in design, technology, 3D printing, materials and prototyping? Do you like inventing and creating? Then Howest's unique Bachelor in Industrial Product Design is just the programme for you. We'll teach you all the steps of the design process: from creative concept to design and technical elaboration to the presentation of sustainable designs ready for production.

LET'S DESIGN "THINGS" BETTER

Have you always been an inventor at heart? Now is your chance to transform yourself into a professional designer by following the Industrial Product Design programme at Howest. You will learn how to invent new solutions and optimise existing ones to improve daily life for today and tomorrow. You will innovate, experiment, and design sustainable products that are beautiful, functional, and ready for production.

This hands-on programme combines state-of-the-art technology, technical skills and a solution-oriented approach together with your creativity. In our Industrial Design Center, you'll experiment with a wide range of techniques: wood, metal and textile processing, 3D printing, laser and water jet cutting, welding, ceramics and more. In our makerspace and studios, you'll grow step by step into a true creator who invents prototypes, tests, and fine-tunes their designs until they are ready for production. After three years, you will have mastered each step of the design process and you'll be prepared to start working in companies, design agencies or as a freelancer. Before you know it, you'll have your first product on the market, and maybe even your first award ...

Lukas Noels

PRACTICE-ORIENTED AND INNOVATIVE

There is no such thing as the ideal pre-programme education. However, a few characteristics will take you a long way: you start from a desire to make life easier for the users, you want to learn all there is to know about the applications of materials and techniques, you are naturally curious, have a creative spirit and you are technically minded. If this sounds like you, then this unique programme will guarantee you an exciting and rewarding experience at Howest. In the first year alone, you'll receive broad foundational training in addition to focusing on project-based work, the creative design process, digital tools and techniques, prototyping and studio skills.

One word: practice! Our lecturers will help you with that. They'll guide you through the design process in line with Howest's policy for intensive supervision, smaller class groups and the close contact between students and lecturers for which it is renowned.

The Industrial Product Design programme is unique in Flanders, bringing you often in close contact with the professional field. This is especially true during your internship and graduation project in the final year when you will spend 2 days/week in a company devising a concrete solution with them for a design challenge.

“ Industrial Product Designers design solutions that improve the world of tomorrow... ”

howest.be/IPO
facebook.com/howestIPO
instagram.com/howestIPO
industrieelontwerpers.be
industrialdesigncenter.be
[#howestIPO](#) [#IPOPortfolio](#)



STUDY PROGRAMME

2022 - 2023

The first three semesters are the same for all students. During this time, you will be introduced to the fundamentals of the programme while learning the must-have skills of every designer. In these first semesters you'll discover what suits you best: are you more of an aesthete driven by form and function, a change agent / solver of world and everyday problems, or a techie mainly interested in producing a design? Your answer here will help you choose a minor in semester 4, allowing you to put your own accent on your studies and

giving you a taste of the direction you want to go. Each minor focuses on a different context: industry (Design for Industry), the end user (Design for Identity) or society (Design for Impact). In semester 5 and 6, students form their own design bureaus in teams. Together, you'll develop new products from A to Z and bring them to the market. In your final year, you will also complete an internship and a graduation project.

| | | | | | | |
|------------|---|--|--|--|--|---|
| SEMESTER 1 | CREATIVE DESIGN 6 ECT 2 . L2 Design methodology and Creativity 1 Design and Prototyping studio 1 | MATERIALS AND PRODUCTION 3 ECT 1 . L2 Materials and Production MAP lab | USER-CENTERED DESIGN 6 ECT 2 . L2 User-product relation Human lab <i>Social, Cultural, Psychological and Physical product analysis.</i> | DESIGN SKETCHING 6 ECT 1 . L3 Presentation Principles 1 Design sketching studio | 3DCAD I 6 ECT 1 . L3 Technical drawing 3D CAD I lab <i>Product information</i> | PORTFOLIO I 3 ECT 1 . L2 Personal development 1 Portfolio 1 Project week <i>Study coaching</i> |
| SEMESTER 2 | METHODOICAL DESIGN 6 ECT 2 . L2 Design methodology and Creativity 2 Design and Prototyping studio 2 | TECHNOLOGY I 6 ECT 2 . L2 Technology 1 Technology 1 lab Technology 1 exercises <i>Physics, Mechanics</i> | FORM STUDY 3 ECT 1 . L2 Industrial design Form study 1 lab History, shape study techniques | PRESENTATION 6 ECT 1 . L3 Presentation Principles 1 Digital presentation studio | 3DCAD II 6 ECT 1 . L3 Functional measuring 3D CAD II lab <i>Product information, Parametric modelling, Assembly</i> | PORTFOLIO II 3 ECT 1 . L2 Personal development 2 Portfolio 2 Project week <i>minor choices, inspirational trips, ...</i> |
| SEMESTER 3 | SUSTAINABLE DESIGN 6 ECT 1 . L3 Sustainable design Design and Prototyping studio 3 | TECHNOLOGY II 3 ECT 1 . L2 Technology 2 Technology 2 lab <i>Electricity, electronics, Hybrid prototyping</i> | ERGONOMICS & FORM 6 ECT 2 . L2 Ergonomics and Form Form study 2 lab <i>Aesthetic Form labs prototyping</i> | MODERN PRODUCTION 6 ECT 2 . L2 Modern Production MP lab <i>Processing plastics, Advanced manufacturing, 3D printing, Design engineering project</i> | 3DCAD III 6 ECT 1 . L3 Surfacing principles 3D CAD III lab <i>Sheet metal, Surface modelling, Rendering</i> | PORTFOLIO III 3 ECT 1 . L2 Professional development 1 Portfolio 3 Project week <i>internship search, communication</i> |
| SEMESTER 4 | CHOOSE A MINOR... | | ...DESIGN FOR INDUSTRY | | | |
| | | | PRODUCT ENGINEERING 6 ECT 2 . L2 Product engineering PE lab | CAD/CAP 6 ECT 2 . L2 Computer aided production CAP lab | CREATING INTELLIGENCE 6 ECT 2 . L2 Intelligent products CI lab | CAE/VR 3 ECT 1 . L2 |
| | | | HUMAN-CENTERED DESIGN 6 ECT 2 . L2 Human centered design HCD integration project | VISUAL STORYTELLING 6 ECT 2 . L2 Visual storytelling VS lab <i>Photoshop, Indesign, Illustrator, tablet drawing</i> | PRODUCT-SERVICE SYSTEMS 6 ECT 2 . L2 Product-service systems PSS labo | TECH-TOOLS FOR UCD 3 ECT 1 . L2 |
| SEMESTER 5 | CHOOSE A MINOR... | | ...DESIGN FOR IDENTITY (eng.) | | | |
| | | | INTERIOR & OBJECTS 6 ECT 2 . L2 Interior & Objects IO integration project | VISUALISATION 6 ECT 2 . L2 Presentation principles 3 Visualisation labo <i>Photoshop, Indesign, Illustrator, digital colouring</i> | ADVANCED SURFACING 6 ECT 2 . L2 Virtual prototyping Advanced surfacing labo | TECH-TOOLS FOR DESIGN 3 ECT 1 . L |
| SEMESTER 5 | STRATEGIC INDUSTRIAL DESIGN 6 ECT 2 . L2 Strategic industrial design SID studio | THE COLLECTIVE INTERDISCIPLINAIR PROJECT 6 ECT 1 . L3 <i>Community based co-creation project with other bachelor's programmes</i> | THE COLLECTIVE XL INDIVIDUAL REALISATION 6 ECT 1 . L3 <i>Tech development</i> | INTERNSHIP 12 EC 25 days in a company. | | |
| SEMESTER 6 | START-UP INDUSTRIAL DESIGN 15 ECT 4 . L5 Product development Start-up studio <i>Entrepreneurship, Project management, Cost calculation, Product launch</i> | | | GRADUATION PROJECT 12 EC 25 days company placement | | PORTFOLIO IV 3 ECT 1 . L2 Professional development 2 portfolio IV project week <i>career planning, BAP, branding</i> |

EC: European Credits
T: number of theory hours/week
L: number of lab hours/week

SEMESTER 1, 2 & 3

DESIGN BASICS



Form study



Creative design



Technology 1



Modern Production



3D CAD III



Human



Sustainable Design



Design sketching



Methodical Design

SEMESTER 4: MINOR DESIGN FOR INDUSTRY



Focus on industry

Students who choose this track are fascinated by how things are made and are interested in the most technical aspects of the study. They go through the integral design process with extra attention to production, materialisation, technical detailing, and engineering of products. These specific modules focus on the technical design of industrial goods and the pure engineering of consumer goods. There is more room in this minor for mechanical design, smart products, advanced CAD/CAM/CAE, and advanced production techniques, like

3D printing and design reviews in VR. This minor also focuses on sustainable product design, applying eco-design techniques to design today's products in a more efficient, repairable and recyclable way.

SEMESTER 4: MINOR DESIGN FOR IMPACT



Focus on society

The students in this minor find their role as product designers fascinating, especially when tackling today's social challenges: co-creation, designing for specific target groups, climate change, the sharing economy, smaller homes, and smart product-service systems.

With an eye for social context, the students go through the integral design process of a product. The user as co-creator stands central and is involved in the development of new concepts.

These students design in open or early design stages (fuzzy front end). They design using their insights into design methodology, visual storytelling, social innovation, service design and user experience. Students in this track develop new business models for products that are 100% circular, 100% relevant and inclusive, though not necessarily 100% tangible.

SEMESTER 4: MINOR DESIGN FOR IDENTITY

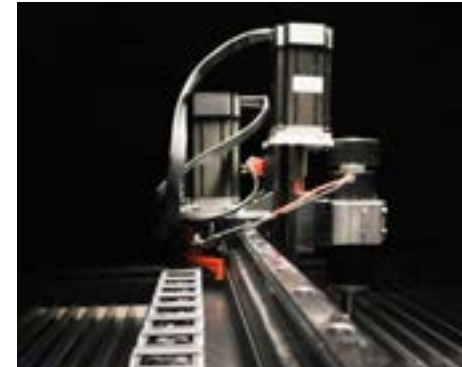


Focus on the consumer and end-user

The students in this minor want to entice consumers with strong product personality. They investigate the interaction, and user-friendliness of their designs. They develop design DNA. With an extra eye on detail, students in this track go through the integral design process of a product. As product designers, these students focus more on the design aspects and conceptual context. They are inspired by today's trends, and they are master visualisers who

who successfully develop their own style and vision as designers. Their designs are sustainable and significant, creating added value for the user. They use the right materials and ensure long-term use by the end user.

SEMESTER 5 & 6 INTERNSHIPS, THESIS, START-UPS



Pursor for CIDES



Sports sunglasses for KOMONO



Mood lighting for VANHALST



CNC machine for OPENMOTICS



Internship with LIES MERTENS



Conducting filament braces for CENTEXBEL



Future mobility for VOLKSWAGEN



Folding Fire for DesignNest



Steam generator for PILIPILI

OUR STRENGTHS

Unique in Flanders: Howest is the only Flemish school to offer the bachelor's programme in Industrial Product Design.

HANDS-ON: in our design studios and advanced prototyping ateliers you'll get to work with current design tools and technology. You'll learn how to design and prototype a product the right way. You'll sharpen your skills in CAD, sketching, graphic design, electronics, and VR. The Industrial Design Center provides a modern, well-equipped environment where you will have every opportunity to work on actual cases from the industrial world.

Strong link with the work field: you will work often and intensively with companies and clients. During labs, projects, and internships, you'll apply your design skills to concrete assignments for the manufacturing industry. In addition, you will visit fairs, expos, and companies and you will be coached by well-known designers during our design weeks. When you graduate, you will not only have a diploma but an outstanding portfolio to go with it. Volkswagen, B'twin, Samsonite, Orange, P&G, Extremis, Renson, Barco, Inbev, Sioen, and organisations within the healthcare sector are just a few of the many partners with whom we work. This means that after obtaining your diploma, you will also have **great job security.**

Personal guidance: at Howest, the lecturers know you by name. There are no overcrowded auditoriums, only small class groups where every student is encouraged to reach their full potential. We offer you the advantage of having direct personal guidance from your instructors.

INTERNATIONAL OPPORTUNITIES

Do you like to look beyond borders? You will certainly get the chance to do so during the Industrial Product Design programme at Howest. On study trips, you will gain inspiration from designers in Europe, the USA and Asia and you'll visit renowned companies, such as IDEO, Canon, Lenovo and Boeing. You'll be taught by foreign guest speakers and work with international students in themed design weeks. In your final year, there's the opportunity to spend a semester at a foreign design school anywhere in the world or to do an internship with a foreign company. You can also do your final year in SIVA DeTao (Shanghai). So, there are plenty of chances to get a taste of other cultures.



AWARDS

Our students, graduates and professors have won many awards, including OVAM eco-design awards, Henry van de Velde prizes, Red Dot Design Awards, A' Design Awards, Cera and Nimble Bee awards. Their work was selected in 2021 by Salone Del Mobile to be exhibited in Milan. And alumnus, Sep Verboom, was crowned Designer of the Year 2020 by Knack Weekend magazine and Biennale Interieur.



- Giel Dedeurwaerder & Brent Neve -
Henry van de Velde Award



WHAT ABOUT YOUR FUTURE

With an IPD diploma, you can work in almost any sector: lighting, mechanical engineering, interior design, and more. You will be able to work in multidisciplinary teams with R&D managers, designers, technicians, and experts from other fields. You could also work as an independent designer.

The professions we prepare you for are very diverse: product designer, work planner, materials expert, industrial designer, production supervisor, visualizer, CAM programmer, prototyper, stand designer, (re) designer, CAD draftsman, creative brain, mechanical designer, etc.

94% of our graduates work as designers in a self-creating company, a design agency, or their own studio. Their creations regularly win awards at home and abroad.

THE POSSIBILITY OF FURTHER STUDY

As an Industrial Product Design graduate, you will possess a broad base of knowledge, making you immediately employable. However, another option would be to do a master's degree in Industrial Design at the Industrial Design Center. This programme takes two years. Further studies are also available in other programmes in Belgium and abroad.

ALUMNI TESTIMONIALS



JARA FREUND - BRAUN HOUSEHOLD DESIGN DEPARTMENT

"I initially wanted to become an architect, until chance intervened and led me to a profession in which I'm truly happy. I started studying at Darmstadt University of Applied Sciences and during an Erasmus semester at Howest, I deepened my knowledge of the product design methodology. In the Howest workshops I had to work in a team, research, test, build prototypes and create objects that should function in the long-run. I remained in Belgium and completed my studies at Howest with a Bachelor of Industrial Product Design. At the end of 2018, I was back in my hometown of Frankfurt and I joined Braun Household as product designer."



NILS WELKENHUYSEN - VIVALYTE AND NSE

"From a very young age, I wanted to be an inventor. After secondary school, however, it turned out that such an education did not exist. However, Industrial Product Design comes very close. Disassembling products, inventing new ones, and understanding how these products are (supposed to be) made, this was the common thread throughout the programme. We didn't just come up with these products, we also used them to address real needs and problems. Howest has all the facilities for that, such as the atelier with prototyping tools and all the technique know-how to realize our projects. True, we sometimes complained about the tight deadlines and the occasionally unclear expectations of the lecturers. In hindsight, this was the perfect preparation for the professional world, because our clients demand exactly the same."



JANWIT CHANGSURA - VINCENT SHEPPARD

"My first encounter with Industrial Product Design was rather coincidental when the information brochures rolled off the presses at the print shop where I worked. I was creative, but had never worked with a graphics program before. That is just one aspect covered in the training. In three years, you are transformed into a 'new young professional' with a lot of possibilities. Today I design indoor and outdoor furniture for Vincent Sheppard. I also photograph and make videos to market our products. So, I have a varied range of tasks entirely in line with the content of the training. Incidentally, my internship project won me a **Cera Award**, and I am certainly not the only student to win a prize for an innovative solution."



JIRKO VAN LIERDE - COLRUYT INNOVATION CENTER

"After six years of electromechanics, I wanted to go back to being the young man who could and wanted to invent things. I found the perfect combination of hands-on and know-how at Industrial Product Design. Not only did I learn to design products that looked good, but they were also functional. At Howest, we were given all the resources needed to bring assignments and projects to a successful end, and our creativity and independence were stimulated. This came in handy during my internship abroad. For the first time, I had to manage a project alone. It was an unforgettable experience in terms of content, culture and personal discovery. The knowledge gained from my training still helps me every day in my job as Concept & Product Designer within the Colruyt Group."

STUDENT TESTIMONIALS



HANNES HEBBEN

"Busy, but super enjoyable. That's how I usually describe my training. Incidentally, I largely create that business myself. The Industrial Design Center has become my biotope. I am often there until late at night testing machines, materials, and products, not because I have to, but because designing is what I love to do. It has always been that way. The difference is that I learn to design at a 'professional level' at Howest. We do research into the products that the world needs, then create a solution and finally test whether our design is solid enough and has the right properties to end up in the store. I can lose myself in that for hours. I haven't regretted my choice for a second."



MILAN DEGRAEVE

Lego, crafts, drawing, helping my father, ... As a child I was always busy with my hands. After high school, where I had more theory than I liked, I wanted to be creative again at college. So I enrolled in Industrial Product Design. My theoretical background in industrial sciences (e.g. strength theory and logical thinking) now proved its worth. But above all I became even more creative and open-minded. In this direction, everyone gets the chance to be themselves and to design their own creations. That's the real strength of this degree."



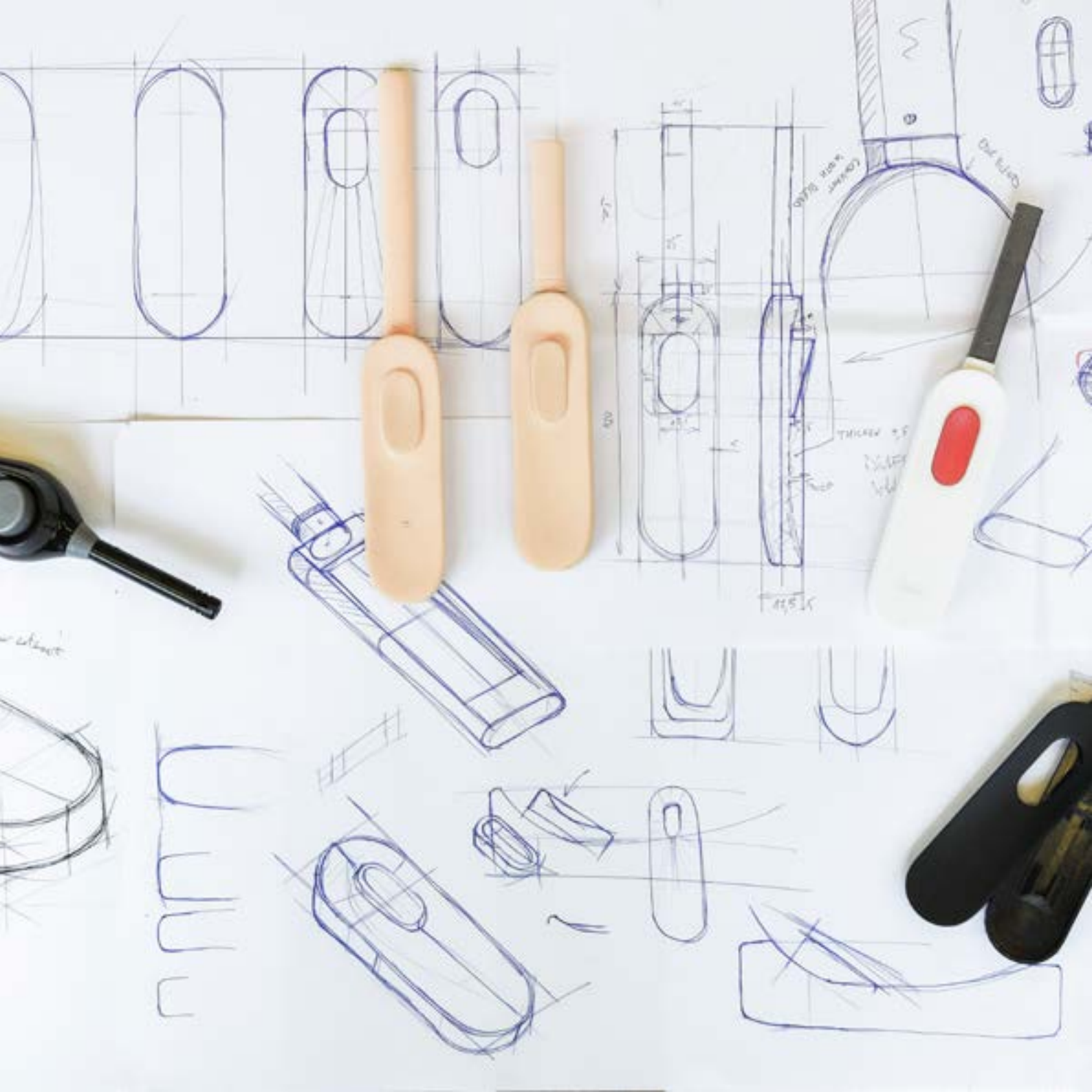
HANNELORE DEMEY

Two years ago, I graduated as an interior designer. However, my hunger for more knowledge of materials and design techniques remained strong. So, after a summer boot camp, I enrolled in the programme. I'm in the second year now and I'm already many foam models, CAD drawings, sketches and designs the richer. In those two years I have learned a lot. My knowledge of materials has expanded, the machines in the machine park are no longer foreign objects to me and the studio has become like my second home. The combination of theory and practice is also perfectly balanced. That is what makes this training so fascinating. In the meantime, I am already thinking about a possible internship. Bring on year 3!"



MATTICE BOETS

"I travelled to Kortrijk, all the way from the other side of Belgium, to follow the bachelor's degree in Industrial Product Design. Not an obvious choice, but one that I fully stood behind and still do. In this course, we are given every opportunity to develop as designers and the freedom to integrate our own style and vision into our designs. The fact that our designs are often ground-breaking is proven by the many awards we have won. I have already won a gold and bronze **A' Design Award**, the biggest design competition in the world. Now that I'm in my third year, I can't wait to go to London for an internship with the world-famous designer Ross Lovegrove."



CAMPUS

KORTRIJK WEIDE INDUSTRIAL DESIGN CENTER

The Industrial Design Center is ideally located a stone's throw from the train station in Kortrijk. This is Howest's open knowledge center, where industry professionals, researchers and students meet to make and co-create. In Belgium's largest makerspace, you can experiment with all possible techniques, test your designs, and make them technically ready for production. The studios look out onto a green oasis and the pleasant terrace invites students to come together around the firepit and barbecue. Afterall, all work and no play makes jack a dull boy!





PRACTICAL INFORMATION ABOUT HOWEST UNIVERSITY OF APPLIED SCIENCES

INDUSTRIAL PRODUCT DESIGN @HOWEST

Howest University of Applied Sciences is a modern, innovative, and entrepreneurial school with campuses in Bruges and Kortrijk, Belgium. There are over 8000 full-time students following a total of 24 bachelor's degree programmes. Howest is renowned for developing unique and successful study programmes in close cooperation with industry partners. Industrial Product Design, Digital Design and Development (Devine), Computer & Cyber Crime Professional, ICT & Blockchain Consultant, and Smart Tech & AI Creator are but a few examples.

HOWEST STUVO: STUDENT SERVICES

Howest students can contact STUVO for help and with financing, housing, study issues, student jobs, mobility, sports, cultural activities and much more. More information about what STUVO can do for you can be found at: www.howest.be/stuvo

MEALS AND STUDENT RESTAURANTS

Belgium is proud of its food culture, so it is almost impossible to go hungry here. Every day, a selection of budget-friendly dishes (including vegetarian options and a salad bar) are available at student cafeterias across Howest's Kortrijk campuses. There are also several snack bars, restaurants and shops geared towards students and all within walking distance of campus. Students can also eat their packed lunch in The Level's lounge. Tuesdays are Howest fruit day! STUVO offers fruit to everyone on the Howest campuses. Howest works with cashless campuses. Payments can be made with bank card or with your student card. You can upload money to your student card at several central locations around the campuses.

MULTIMEDIA CENTRE

Scanners, printers, and all other facilities you need for classes or assignments are available in each campus building. In addition, Howest Kortrijk's main campus has a modern and dynamic library with specialised books and press materials, computers, printers, and study nooks for individual or group work. Students have access to a wide range of electronic databases, which, in a few clicks, lead to thousands of newspapers, magazines, specialist journals and scientific publications.

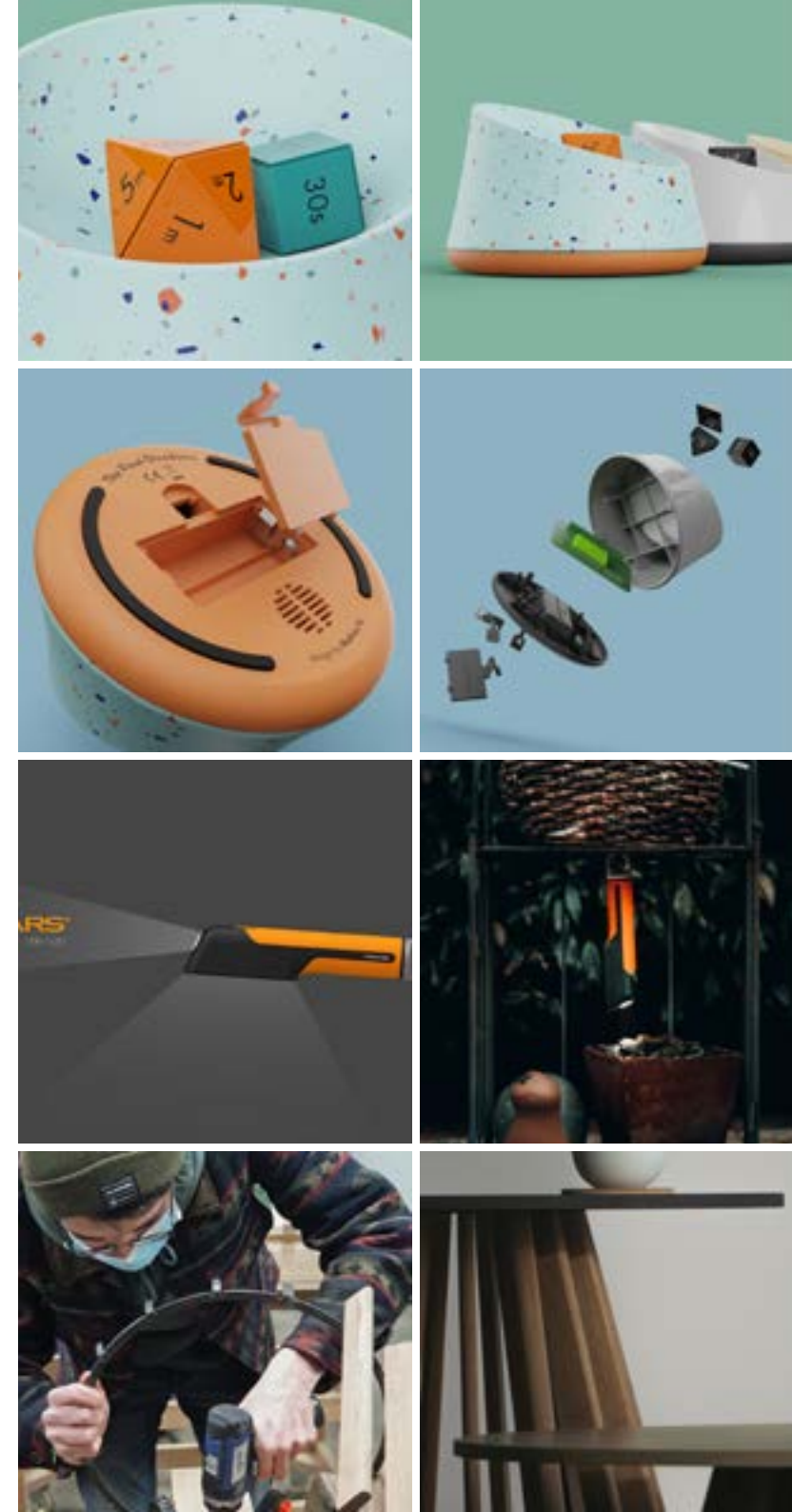
INTERNET, PRINTERS AND COPIERS

With your Howest account, you have access to high-speed Wi-Fi on all campus locations in Kortrijk and Bruges. Students can use their student cards to operate the scanners, printers, and copiers in any Howest campus building.

HELPDESK AND SOFTWARE

All Industrial Product Design students work on their own laptop. It is vital for your studies that this laptop remain in good working order. To help with you that, Howest has an on-site helpdesk at Howest Kortrijk's main campus, where our IT support staff can assist you with any issues concerning hardware and software.

Laptops can be purchased via Howest's purchase program. There are several advantages to doing this, such as getting a replacement laptop if your own laptop has to be repaired. However, you are not obliged to buy your laptop here. Every student is free to bring their own laptop to class. More information about the laptop purchase project and the mandatory minimum specifications can be found at www.howest.be/laptops. Howest expects all students to work with legal software. We have negotiated good deals for academic licenses, so our students can download and use all the necessary software for a reasonable fee (indicative price for first-year students: 88€, included in the study cost).





PRACTICAL INFORMATION ABOUT BELGIUM, FLANDERS AND KORTRIJK

WHY COME TO FLANDERS, BELGIUM?

Howest's Industrial Product Design programme takes place on the Kortrijk campus. The city of Kortrijk is located in the beautiful region of Flanders, in the north of Belgium. Thanks to its long tradition of creativity, innovation and entrepreneurship, its many design brands and manufacturing companies, the Kortrijk region has belonged to the **Unesco Creative Cities Network since 2017**.

The standard of education in Flanders is one of the highest in Europe; Almost everyone you meet will speak English, and most people are happy to switch to English to help you with anything you don't understand; Flemish cities have a rich cultural heritage and a diverse and vibrant nightlife; Our gastronomy is world famous: chocolate, beer, fries and waffles – we cater to many different tastes; Belgium is a small country with good public transportation, making it easy to visit the nearby cities of Bruges, Ghent, Antwerp, and Brussels. Travelling to London, Amsterdam, Paris, Berlin, Geneva, Prague, Rome, Barcelona, or Madrid is also easy to do by train or plane.

ACCOMMODATION IN KORTRIJK

Students in Kortrijk tend to look for private rental rooms and Kortrijk has a wide variety on offer. Student rooms tend to be in good condition thanks to a city-wide evaluation system that monitors the quality and safety of each room. Via www.kotwest.be or www.kortrijk.be/sterrenkot students can easily find suitable accommodation. Howest also has rooms on offer in “The Wing”, which is part of a former hospital. Stuvo offers students support in their search for housing. For more information contact: geert.broeckaert@howest.be.

TRANSPORTATION IN KORTRIJK

Kortrijk is a fairly small city, and our campuses are within walking distance of the city centre and train station. For longer distances and getting to the other side of town, we recommend renting a bicycle or taking the bus.

BIKE: the most efficient way to get around in Kortrijk is by bike. Mobiel rents bicycles for 5 EUR per month. For more information: www.mobiel.be

BUS: for 10 EUR, Howest students can get a bus pass for Kortrijk and the surrounding municipalities. This pass is linked to your student card, so always have your student card with you when taking the bus.

JOIN US

APPLICATION PROCEDURE AND TUITION FEES

Check out the 'Apply Now' section of our website for up-to-date information about the admission requirements, application deadlines, required application materials and tuition fees.

VISAS

Students from non-EEA member countries may need a visa to enter Belgium. For questions regarding visas and related matters, contact the Belgian embassy or Belgian consulate of your country. Please note that you cannot enter Belgium on a tourist visa if you intend to stay longer than 90 days. You can find more information on the website of the Belgian Immigration Office at dofi.ibz.be.

CONTACT OR VISIT US

Marksesteenweg 58, 8500 Kortrijk – BELGIUM

Website: www.howest.be/IPO

Telephone: +32 (0) 56 24 12 68


For all questions about applying to Industrial Product Design, contact Mr. Thobias Expeel, International Admissions Officer, Howest admissions@howest.be

For all other questions about the Industrial Product Design programme, contact Ms. Becky Verthé, Academic Director, ipo@howest.be

OPEN HOUSE DAYS

Howest University of Applied Sciences has regular open days, during which you can visit the campus, talk to staff and students, and get all the information about Industrial Product Design you could wish for. Check out the dates at www.howest.be.



An abstract sculpture composed of several black, curved, and elongated shapes arranged on a white background. The shapes include two large, curved, arch-like forms, several smaller curved segments, and several elongated, slightly tapered shapes. The arrangement is symmetrical, with the central text block acting as a focal point.

howest.be/IPO
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industrialdesigncenter.be