

## Exhibition Cure & Care, quality of life

### Content

The best and newest innovative (technological) products, services, concepts, designs and prototypes are coming together in the Cure & Care exhibition, quality of life. Dozens of Dutch exhibitors are taking part, including established institutions and companies, but also with work by students from the Design Academy Eindhoven and PhD students at the Technische Universiteit Eindhoven. The exhibition is a wonderful chance for designers and entrepreneurs to bring their names and products into the public eye. The exhibition is built around the following themes:

- Mother and Child
- Healthy apps
- Hospital interventions
- The Sensing Self
- Supportive Tools
- Food for health
- Ambient assisted living for elderly
- Ageing with self-esteem
- Serious Gaming and exercise
- The Inner body
- Smart Digitization and awareness
- Biorhythm

These themes are illustrated with products, prototypes, films, apps and interactive technology.

### Background

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. We see an enormous growth in care technology, including home automation, digital imaging communications, tools for self-management and other e-Health applications that people have readily available on their own pc or mobile device.

With the Cure & Care exhibition, we want to show Taiwan which solutions are being developed in the Netherlands to lengthen life and improve its quality. The show illustrates the social demands the Netherlands and Taiwan face (they both have comparable demographic developments) and how (technological) trends and products can contribute to speeding-up the use and acceptance of eHealth technology. We do not only show technological solutions, we pay emphatic attention to wellness and innovative care. We have examples of services targeted at the elderly that make it possible for them to live at home independently for longer and age with dignity.

*The exhibition was put together by co-curators Peter Portheine, director and program manager of Smart Living 2020, Simone de Waart, designer and creative director of Material Sense and Lilian van Stekelenburg, designer 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 organization 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.*



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